



## City of Middleton Complete Streets Policy: 2024 Progress Report

Prepared by city staff with guidance from the Pedestrian/Bicycle/Transit Committee.  
Table numbers are based on the performance measures in the [Complete Streets Policy](#).

1. Crosswalk and intersection improvements (including ADA-compliant curb ramps installed along streets)	Crosswalks: In 2024, the city brought 47 sidewalk ramps into compliance with the new ADA standards, including the Lake St and Pleasant View Rd projects.	
2. Amount of new sidewalk added or rehabilitated	Sidewalks: New Construction (Note: no path or sidewalk along west side of P.V. Rd. between South Fork Path overpass and Quarry Rd.)	
	<ul style="list-style-type: none"> <li>• Belle Farm, Phase 1</li> <li>• Pleasant View Rd.</li> <li>• Redtail Ridge, Ph. 1</li> <li>• Redtail Ridge, Ph. 2</li> </ul>	1,374 linear feet 5,020 3,596 5,959 15,949 total ln. ft.
	Sidewalk Maintenance (Note: City focuses on one of eight project areas each year)	
	<ul style="list-style-type: none"> <li>• Citywide total (primarily in Northside Elem. School project area)</li> </ul>	52,429 linear feet
3. Miles of bike lanes and multimodal paths	A database maintained by the Greater Madison MPO (with input from city staff) indicates the following:	
	<ul style="list-style-type: none"> <li>• Shared-Use Path</li> <li>• Wide Sidewalk</li> <li>• Bike Lane</li> </ul>	21.1 miles 1.5 12.1
	New Construction in 2024:	
	<ul style="list-style-type: none"> <li>• Belle Farm</li> <li>• Pleasant View Rd.</li> <li>• Redtail Ridge, Ph. 1</li> <li>• Redtail Ridge, Ph. 2</li> </ul>	478 linear feet 2,415 2,450 1,226 6,569 total ln. ft.
4. Pedestrian, bicycle, and transit ridership counts	Off-street facilities (paths): <ul style="list-style-type: none"> <li>• There are 12-13 automated trail counters installed primarily in the conservancy, but some have missing data and it's not clear how accurately each one documents passing pedestrians/ bicyclists (and perhaps wildlife).</li> <li>• Conservancy entrance north of Century/Branch documented several occurrences of 2,000 peds/bikes in a week, although this was a decrease in weekly totals compared with 2021, 2022, 2023. Highest use of the path occurs on Sundays (21%) followed by Saturdays (17%); the highest activity (16 ped/bikes averaged across the week) occurs 4:00-5:00 p.m.</li> <li>• Creek Corridor entrance south of Century Ave. documented several occurrences of over 3,500 peds/bikes in a week, quite similar to the latter portion of 2023 (after the path had been repaved following flood damage). Highest use of the path occurs</li> </ul>	

on Sundays (20%) followed by Saturdays (17%); the highest activity (29 ped/bikes averaged across the week) occurs 3:00-4:00 p.m.

Facilities within street right-of-way:

- Ped/bike activity is not regularly counted at this time. There are no automated counters placed along city streets.
- On a good-weather day, about 60-70 bicyclists per day travel through the Elmwood Avenue/Old Middleton Rd./Stonefield Rd. intersection during the morning commute (based on observations made from 6:30 to 8:30 AM at a publicized “commuter bike station” staffed during the annual regional Bike Week in early June). Some of the bicyclists intentionally choose this route to take advantage of free refreshments offered by local sponsors).
- Transit facilities: 6 new bus shelters installed; 4 existing bus shelters relocated to support recent bus route restructuring.
- Bike racks added at numerous bus stops.
- Art installed at 10 shelters (including some that were existing).

Transit Ridership:

- Systemwide:
  - Ridership peaked at 14.9 million in 2011.
  - In 2023, ridership was 72.6% of 2019 pre-pandemic ridership.
  - Ridership grew approximately 10% between November 2023 and November 2024.
  - Metro Transit’s route restructuring, which took effect in 2023, prioritized meeting the needs of essential workers and re-aligning the system to implement bus rapid transit (BRT) (During the COVID-19 pandemic, ridership declined much less in areas with transit-dependent populations than in areas with choice/discretionary riders.)
- Routes serving Middleton (data includes Madison portion):
  - F: 24,229 riders in Aug. 2023; 24,702 riders in Aug. 2024
  - R: 16,903 riders in Aug. 2023; 16,224 riders in Aug. 2024

<b>City of Middleton Average Daily Boardings</b>	
<b>Year</b>	<b>Average Weekday Boardings</b>
2015	516
2016	495
2017	548
2018	543
2019	507
2020*	503
2021	133
2022	254
2023	373
2024	343

\* 2020 data was collected before Covid-19

<p>5. Number of crashes (including location, type, whether pedestrians or bicyclists were involved)</p>	<p>In 2024, approximately 237 crashes occurred within the city limits within non-freeway rights-of-way (an additional 25 crashes occurred along the Beltline freeway or ramps, where pedestrians/bicyclists are not allowed). In addition, several dozen crashes were reported on as occurring in parking lots. Of the 237 crashes, 45 were flagged as involving a suspected or possible injury. There were no fatalities reported.</p> <p>A total of eight crashes in Middleton were flagged as involving at least one pedestrian or bicyclist <b>as well as at least one motorized vehicle</b>. State law does not require the filing of reports for crashes that involve only a pedestrian and/or bicyclist.</p> <table border="1" data-bbox="576 619 1437 955"> <thead> <tr> <th>LOCATION</th> <th>TYPE</th> <th>FLAGS</th> </tr> </thead> <tbody> <tr> <td>Airport at Hwy 12 Path</td> <td>Injury (B)</td> <td>Bike</td> </tr> <tr> <td>Century at Branch</td> <td>Injury (B)</td> <td>Bike, 65+ driver</td> </tr> <tr> <td>Century at Branch</td> <td>Injury (B)</td> <td>Ped; Teen driver</td> </tr> <tr> <td>Century at High</td> <td>Injury (C)</td> <td>Ped</td> </tr> <tr> <td>Century at Parmenter</td> <td>Injury (C)</td> <td>Bike</td> </tr> <tr> <td>Deming at Costco dwy.</td> <td>Injury (B)</td> <td>Ped</td> </tr> <tr> <td>Deming at Murphy</td> <td>Injury (B)</td> <td>Ped</td> </tr> <tr> <td>Market at Deming</td> <td>Injury (B)</td> <td>Ped; Distracted</td> </tr> </tbody> </table> <p>Injury types: A = Suspected serious injury, B = Suspected minor injury, C = Possible injury</p>	LOCATION	TYPE	FLAGS	Airport at Hwy 12 Path	Injury (B)	Bike	Century at Branch	Injury (B)	Bike, 65+ driver	Century at Branch	Injury (B)	Ped; Teen driver	Century at High	Injury (C)	Ped	Century at Parmenter	Injury (C)	Bike	Deming at Costco dwy.	Injury (B)	Ped	Deming at Murphy	Injury (B)	Ped	Market at Deming	Injury (B)	Ped; Distracted
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<p>6. Before and after speed studies where traffic calming projects are implemented</p>	<ul style="list-style-type: none"> <li>• N. High Point Road: A Neighborhood Traffic Management Plan (NTMP) was conducted in 2024, resulting in \$35,000 included for construction in the 2025 budget.</li> <li>• Old Creek Road: Staff collected traffic data (using tubes); volumes and speeds were determined to be too low to meet the threshold for undertaking an NTMP. The project scope was expanded to include an adjacent portion of Pheasant Branch Road, so the 2025 project includes funding to hire a consult to undertake an NTMP.</li> <li>• Elmwood Ave.: The 2025 city budget provides funds for an NTMP along Elmwood Ave east of Maple St. and near Bristol St.</li> <li>• Park/Elmwood intersection: \$250,000 included in 2025 budget for a raised intersection, which is currently under design.</li> </ul>																											
<p>7. Number of street trees added, removed, or pruned</p>	<ul style="list-style-type: none"> <li>• Forestry Division Staff planted 140 trees, 40 of which were bare root trees out of the City’s gravel bed nursery.</li> <li>• The City contracted with Property Solutions to plant 74 trees in the Bishops Bay Back Nine Development.</li> <li>• A city contractor (Boley Tree &amp; Landscape) pruned removed approximately 75 street trees and pruned 732 street trees. In addition, Forestry Division and Streets Department staff removed 16 trees and pruned an unknown amount of street trees.</li> </ul>																											

<p>8. The amount of pavement/impervious surface replaced with green space / pervious surface</p>	<p>The replacement of the boat launch with Lake Street Park resulted in a reduction of approximately 2,400 square feet of impervious surface area; however, the addition of sidewalks between Allen Blvd. and the cul-de-sac resulted in a net increase in impervious area. City staff are not aware of any other areas in the city where impervious surfaces were removed.</p>
<p>9. Efforts to engage affected residents, including those who are underrepresented (people who are part of a group that is disproportionately low relative to their numbers in the general population), and documentation of how their input was incorporated into project plans.</p>	<p>No public meetings specific to a street reconstruction project were held during 2024, although the City routinely communicates individually with residents affected by the annual sidewalk improvement program.</p> <p>The Active Transportation Plan survey garnered 375 responses. Its availability was publicized via the Ped/Bike/Transit Services listserv and through a flyer in various public places. At least three responses were received because of the posting at the senior center.</p> <p>Social media: The city’s communications manager made arrangements for 37 ped/bike/transit related posts, resulting in 2,950 engagements with the public.</p> <p>See Supplemental Information provided by Middleton’s Communications Manager, below.</p>

### **Takeaways / Opportunities for Improvement**

- **Data Collection:**
  - Assess the quality of the data collected by each automated counter. (This is important for identifying trends over time.)
  - Redeploy a few counters so that they are better distributed along the city’s trail network.
  - Investigate the best way to count on-street ped/bike activity along key travel corridors for the purpose of tracking change over time. (It is not feasible nor meaningful to count activity along every city street.) Key corridors include but are not limited to Branch Street, Elmwood Avenue, Park Street/High Road, and Parmenter Street.
- **Crash Analysis:**
  - Review reports of crashes involving pedestrians, bicyclists, and other vulnerable persons to help identify ways to prevent future incidents.
  - Establish an interdepartmental procedure for documenting ped/bike incidents that are reported to city staff, regardless of whether they involve a motorized vehicle. (The police department interprets the reporting requirements in Wis. Stats. [346.70](#) as pertaining only to incidents involving the operation of a motorized vehicle.)
- **Safety Education:**
  - Install “Look Both Ways” signs where paths along streets intersection driveways or other streets.
- **Future annual reports:**
  - Identify the challenges / obstacles the City faced with implementing the Complete Streets policy during the previous year.
  - List upcoming projects that help implement the CS policy. (As part of 2026 budget preparations, the Ped/Bike/Transit Committee intends to make recommendations for implementing projects that comply with the Complete Streets policy.)

## APPENDIX

### Supplemental Information Related to Performance Measure #9

(thanks to the Brent McKyzer-Henry for compiling this information)

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#### Public Input Requests via List-Serve

1. **City Seeks Input for New Active Transportation Plan**

- **Date Sent:** August 29, 2024
- **Summary:** The city invited residents to provide feedback on the development of a new Active Transportation Plan, aiming to enhance walking, biking, and transit options within the community.

2. **Reminder: City of Middleton Seeks Input for New Active Transportation Plan**

- **Date Sent:** September 25, 2024
  - **Summary:** Follow-up reminder encouraging residents to participate in the feedback process for the Active Transportation Plan.
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#### Media Coverage

1. **Middleton Cross Plains Times-Tribune**

- **Article:** "Middleton Launches Active Transportation Plan"
- **Date:** September 5, 2024
- **Summary:** The article highlights the city's efforts to develop an Active Transportation Plan to improve pedestrian, cyclist, and transit infrastructure.

2. **Wisconsin State Journal**

- **Article:** "Middleton's New Bike Park Pump Track Opens to Public"
- **Date:** June 20, 2024
- **Summary:** Coverage of the grand opening of Middleton's Bike Park Pump Track, showcasing community involvement and support for cycling.

3. **NBC15 News**

- **Segment:** "Middleton Seeks Community Input on Transportation Plan"
- **Date:** August 30, 2024
- **Summary:** A news segment encouraging public participation in the Active Transportation Plan development process.

4. **The Cap Times**

- **Article:** "Middleton Celebrates Wisconsin Bike Week with Community Events"
- **Date:** June 5, 2024
- **Summary:** Overview of Wisconsin Bike Week events hosted by the city to promote cycling and active transportation.

5. **The Cap Times**

- **Article:** "Can Dane County's long push for regional transit get out of neutral?"
  - **Date:** July 31, 2024
  - **Summary:** Dane County's longstanding efforts to establish a regional transit system have faced numerous challenges.
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## Other Engagement Initiatives

### 1. Metro Transit Network Redesign

- **Summary:** The city collaborated with Metro Transit to inform residents about network redesign impacts. An online community meeting on March 21, 2024, provided a forum for feedback and questions.

### 2. "Week Without Driving" Event

- **Date:** September 30 - October 6, 2024
- **Summary:** In collaboration with the Pedestrian, Bicycle, and Transit Committee, the city hosted an event to encourage car-free transportation. The initiative promoted Metro Transit's new bus routes integrated with the Bus Rapid Transit (BRT) system.

### 3. Bus Stop Enhancements

- **Summary:** The city partnered with local artists and the Public Arts Committee to enhance bus shelters. Notable example: the "Viajes del Horizonte" art shelter by Maria Amalia Wood on Allen Boulevard.
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## Website Engagements

### 1. Bicycling Page:

- **Views:** 1,210
- **Active Users:** 821 (repeat visitors)

### 2. Pedestrian, Bicycle, and Transit Committee Page:

- **Views:** 243
  - **Active Users:** 135
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## CivicSend User Sign-Ups

- **2024:** 54 new subscribers
- **2023:** 34 new subscribers

**Subscription Topic:** Pedestrian/Bicycle/Transit Services News & Updates