

~ *TransTalk* ~

A multimodal message from the Wisconsin Department of Transportation
May and June 2014

~ Rideshare celebrates Bike to Work week



This is your opportunity to give bicycling to work a try. As an encouragement, Wisconsin's Rideshare program is offering a free reflective bike band to new registrants who indicate that they are interested in finding a bicycling partner. The offer runs from May 10th to May 18th. If biking on public roads sounds intimidating, indicate that you are a novice and would like to ride with someone more experienced. If you are already an experienced bicycle commuter, you can indicate that and mentor a less experienced bicyclist. For additional information and a link to register, go to www.rideshare.wi.gov.

~ Bike to Work Week – tips for bicycle commuting

[Bike Madison](http://www.bikemadison.com)'s website has some great suggestions for bicycle commuting to be considered.

- Check that your bicycle is in [good working condition](#).
- Choose your route carefully. Try out a few routes to find one you like.
- Plan where to park your bicycle and lock it securely.
- Wear a helmet.
- Use lights and reflectors to increase your visibility, day or night.
- Use a rack, baskets or backpack if you need to carry things.
- Use sunglasses/eye protection to keep sun, bugs and dirt out of your eyes.
- Take extra care in wet weather.
- Wear layers of clothes to accommodate warm or cooler temperatures.
- Use gears on your bike that are appropriate for different terrain and city biking
- Stay hydrated by drinking lots of water no matter what the temperature is.

There are a lot of bicycling activities happening in the area during Bike to Work Week. Both Milwaukee and Madison have events throughout the week. Check the [Bike Federation's website](#) and the Bike Madison link above for activities.



~ Your voice is important!

Wisconsin Department of Transportation Secretary Mark Gottlieb will host nine [town hall meetings](#) across the state this spring as part of the department's "Transportation Moves Wisconsin" initiative. The goal is to highlight the important role and growing needs of the state's transportation system and get public input on how to fund those needs into the future. Meetings will be held through May in Madison, Superior, Eau Claire, Wausau, Green Bay, Oshkosh, West Allis and Kenosha. Citizen input will be used to help develop the next state transportation budget. More information regarding specific meeting dates, times and locations can be found at www.wisconsindot.gov.



~ Brewer stadium traffic info

Time to play ball! WisDOT reminds Brewer fans to allocate time for traffic or construction projects that may affect their drive to Miller Park during the baseball season. For the latest travel information and road construction updates in Milwaukee and throughout Wisconsin – call 511 or visit Wisconsin 511 online (www.511wi.gov).

~ New tool for parents with teen drivers

A new Wisconsin DMV initiative is designed to get parents more involved with their teens' driving behaviors. The Parent's Supervised Driving Program is a step-by-step curriculum that teaches teens to be responsible and attentive drivers. Parents and guardians will receive a guidebook when their children receive their learner's permit at the DMV. A free mobile app, called RoadReady, is also part of the program and provides additional learning resources. This program is a private-public partnership with no cost to taxpayers. Wisconsin is the 14th state to launch the Parent's Supervised Driving Program.



~ Adopt-a-Highway



It's that time of year when Wisconsin's Adopt-a-Highway (AAH) volunteers can be seen picking up a winter's worth of trash along state highways. Wisconsin is home to nearly 3,000 AAH groups who are asked to pick up trash along their assigned two-mile segment of state highway at least three times per year. Last year, Wisconsin AAH groups picked up an estimated 190 tons of trash and recyclables along state roadways. Of the 11,800 miles of state highways in Wisconsin, about 8,220 miles or roughly 70 percent are "adopted." People and groups interested in adopting a highway segment will find more information on the [WisDOT website](#).

~ Vrooom, vrooom, vrooom

In case you didn't know, riding a motorcycle is not the same as riding a bicycle with a motor! Safe and experienced driving requires training and knowledge that can make the difference between many years of riding enjoyment and a lifetime of tragedy. Most deaths and injuries can be prevented. The [Wisconsin Motorcycle Safety Program](#) provides trained professional instructors that guide riders through both classroom and on-the-bike instruction leading to receiving the Wisconsin Class M motorcycle license. The website provides a list of courses under Learning to Ride, Improving Riding Skills, and Specialized Courses.



~ Where does it come from? Where does it go?

Federal funding totaling \$39 million will assist with 24 transportation projects to enhance public transit services, increase bicycle and pedestrian accommodations, improve traffic flow and reduce vehicle emissions. The awards are part of the [Congestion Mitigation and Air Quality Improvement \(CMAQ\) program](#). Only Wisconsin's ozone and non-attainment and maintenance areas are eligible. Awards provide up to 80 percent of total project costs, with the remainder provided by the project sponsors.



~ Close your eyes. Take a deep breath. . . .

The fragrance of spring is in the air! Shake off that cabin fever and find a trail that suits your interest of activity. The [Wisconsin Trail Guide](#) has hiking trails, bicycle trails, paddling trails, and, yes, cross-country ski trails, that hopefully you



will have to wait many months to use! Find hiking trails with boardwalks and footbridges, waterfalls and rocky gorges. Paddle trails include canoeing, kayaking, and whitewater rafting of all skill levels. The bicycle trails will lead you through shaded northwoods, fragrant forests of pine and spruce, or along lakes, creeks, and springs.



~ You know it's spring when the Merrimac Ferry is back in service

The Merrimac Ferry has resumed its seasonal operation of shuttling people and vehicles across the Wisconsin River. As part of Highway 113, between Sauk and Columbia Counties, Wisconsin's only free ferry holds up to 15 vehicles – along with bicycles and pedestrians. Last year the Colsac III ferried some 270,000 vehicles across the river. The ferry was recently outfitted with new diesel engines that are more efficient and minimize emissions. The ferry is popular with tourists and area residents. It operates 24 hours a day, seven days a week during warmer weather months. A one-way crossing takes about seven minutes.



~ Celebrate Bike to School Day on May 7



Remember the thrill of riding a bike for the first time or walking to school that first day? There's a feeling of joy and independence – a sense of adventure—that doesn't fade. When walking or biking, parents and children get to appreciate things they don't notice while driving, like listening to the sounds of the neighborhood, seeing friends and neighbors and feeling connected with their community. Parents, children and friends can enjoy one another's company without the usual distractions. Walking and bicycling events celebrate these experiences and help make them possible for others. They bring schools and communities together for a common purpose. Most of all, they are fun! Check with your local school for activities connected with [Walk/Bike to School Day May 7th](#).

~ Join the Wisconsin Bike Challenge

The Wisconsin Bike Challenge begins May 1st and runs through September 30th! Have fun watching the miles add up on the leaderboard and see how you are doing compared to your friends and co-workers. Last year Wisconsin racked up over 1,000,000 miles! By participating in the Challenge, you can log miles online or through your smartphone that will show your neighbors, your family and your coworkers that you're a real Wisconsin bike champion. You'll also be entered to win awesome bike prizes. The Challenge is FREE and a lot of fun! Participants in the Challenge have collectively burned more than 45 million calories and prevented more than two million pounds of carbon dioxide from entering our atmosphere. Since 49% of the miles were for transportation, that's a lot of car trips replaced by pedal power and savings of \$233,000 on gasoline. Every



person and workplace that participates in the Challenge and diligently logs miles is making a significant contribution to creating a better, more bicycle-friendly Wisconsin. Registration is through the [National Bike Challenge](#) website.

~ Saris honors our healing heroes



Saris Cycling Group, Madison, Wisconsin, is sponsoring a bicycling ride to honor our healing heroes. The Third Annual Dane County Honor Ride is Saturday, June 21. There will be three non-competitive routes with motivating interactive rest stops. There is a barbecue following the ride. To register visit: www.ride2recovery.com/honorRide.php, call 818-888-7091, or email Linda at lindag@ride2recovery.com.

~ Multi-modal news and opinions on a broader front

~ [Boulder B-cycle expanding by 70 percent to provide transit riders another first-mile last-mile solution](#)

Source: *Boulder County Business Report*

Boulder B-cycle, a bike-sharing program, will expand its services by 70 percent beginning this spring. Expansion plans include the addition of 16 bike-share stations, 130 bikes and 24-hour accessibility. By July, Boulder B-cycle will include 38 bike-share stations and 280 bikes total. A large focus of the program's expansion is to offer B-cycle to help transit riders with the first and final mile of their trip. Increased access to bicycles for college students is also a priority.



Local connection: In July bike sharing debuted in Milwaukee with the formal opening of a bike rental kiosk at Discovery World on the lakefront. The demonstration site features 10 bikes and is expected to spawn more stations across the city. The bikes are available for public use at a rate of \$8 for the first hour and \$5 for every additional half hour. With more sites, patrons can pick up a bike at one station and return it to any of the self-service rental sites.

~ [Car-sharing means there are already 500,000 fewer vehicles on the road](#)

Source: *Fast Company*

Driving around U.S. cities, it may not seem like there are fewer cars on the road. Many places are as congested as ever. But a new study suggests that it could be a lot worse. Changing attitudes about owning a vehicle and the rise of sharing services have indeed reduced the number of cars on the road from what otherwise would've occurred. The study estimates there are already 500,000 fewer vehicles on the road because of sharing's popularity, and that less vehicle sales will only increase. By 2020, it expects 4 million people will be sharing cars, and that there will be 1.2 million fewer cars.



Local connection: Zipcar is an alternative transportation option that provides cars that can be reserved by the day or hour, 24 hours a day, seven days a week. In Milwaukee, Zipcar, a car-sharing service out of Boston, has been operating for a couple of years with vehicles available at UWM to students and East Side residents. Marquette University also has a partnership with Zipcar, for all students, faculty and staff members and Milwaukee community members.

