



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION

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Tuesday, July 22, 2008

5:00 PM

Room 260, Madison Municipal Building  
215 Martin Luther King, Jr. Blvd.  
(After 6 pm, use Doty St. entrance.)

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### CALL TO ORDER / ROLL CALL

Present: 7 -

Jason Schulman; Judy Compton; Robbie Webber; Paul E. Skidmore; Mark N. Shahan; Charles W. Strawser III and Susan M. De Vos

Excused: 4 -

Beth A. Whitaker; Aaron S. P. Crandall; Mary P. Conroy and Cheryl E. Wittke

### A. APPROVAL OF MINUTES

A motion was made by Skidmore, seconded by Strawser III, to Approve the Minutes . The motion passed by voice vote/other.

### B. PUBLIC COMMENT - None

### C. SPECIAL PRESENTATION

#### C.1. [11323](#) Madison City Channel cable channel move

Brad Clark, City Channel station manager, gave a brief overview. City Channel has been on television station number 12 for almost 35 years. Charter Communications, the cable system operator, has decided to move City Channel to channel 994. This channel will be included with Charter's basic tier of service, but it will be transmitted digitally (rather than analog). This means that viewers will need either a Charter digital converter box or a television equipped with a QAM tuner. Charter has indicated it is establishing a "Public Affairs Neighborhood" in the 900 channels (City Channel would be 994, Wisconsin Eye would be 995, and various C-Span programs will be 996-998).

In order to receive City Channel after it moves to channel 994: if viewer has digital service, will receive City Channel on 994 without any problem. Or, if the viewer has a newer TV (less than 4 years old), it can probably receive digital cable signals. But if a viewer doesn't have a newer TV and/or digital cable service, they will need to contact Charter and get a converter box. Charter has said it will make a certain number of converter boxes available to subscribers at no charge for six months. After the initial six months, a converter box costs \$5.00/month.

Clark clarified that Charter's move of City Channel to digital channel 994 is not

tied to the federal government's transition to digital signals effective February 2009. That transition only affects viewers who receive television signals only over the airwaves. The converter box made available to those viewers will not allow them to view the digital cable channels.

Clark noted that City Channel will continue to provide programs on its website. Everything available on TV is available online.

Shahan asked whether the channel move will decrease the number of people who are able to watch City government. Clark responded yes but it cannot be avoided. Charter has indicated that 56-57% of its Madison customers have some type of digital service. But that means that 43-44% do not have digital service. Digital is the future of television because it takes up much less bandwidth. In a few years, everything on the cable system will be transmitted digitally. But Clark was uncomfortable that City Channel was being the vanguard and forced to move at this time.

Clark reiterated that channel 994 will be part of Charter's basic tier of service but viewers will need either a converter box or have a TV with a QAM tuner.

Compton referenced the transparency in government provided by City Channel. She urged members to speak to City officials and let them know how valuable this service is. She also noted that the State legislature is moving to take away much of the funding for public access stations. She is working with other alders on the funding issue. Residents need to demand that Charter retain coverage for those who can't get out and attend governmental meetings. City Channel is a basic service that needs to be provided.

Ross mentioned that in Massachusetts, senior citizens get the first converter box for free. Clark advised that Charter is working with the City to ease the transition. The City will be meeting with Charter tomorrow and this is the kind of idea that will be put forth. Charter seems to be taken aback by the reaction in Dane County and he hoped that they will be willing to work with the City. Shahan emphasized that coverage is important if you want people to be involved and informed, and he thought it was wrong to have City Channel be the vanguard for moving to digital channels.

Skidmore found it offensive to have to pay to watch government at work. It limits citizens' involvement in government.

Clark advised that one of the reasons that Charter is moving City Channel first is that Madison no longer has a contract with Charter; had a contractual arrangement as part of the local agreement, but that is in no longer in effect following the change in State law regarding cable systems. Charter has contracts with other channels so can't move them at this time.

#### D. MADISON POLICE DEPARTMENT REPORT ON TRAFFIC RELATED ISSUES

- D.1. [11333](#) Madison Police Department Traffic Enforcement Report, Second Quarter 2008

Lt. Dave Jugovich was present and reviewed the traffic enforcement activity report that was handed out. New information included with this quarterly report includes a breakdown of the traffic citations generated by the Traffic

Enforcement Safety Team (TEST) and a table showing the warnings issued in each police district for the first two quarters of 2008. The Speeders Hotline data was also expanded to depict the warning letters sent for failure to yield to crossing guard and school zone violations. Enforcement statistics were also provided for the three grants. The two alcohol enforcement grants resulted in 139 citations issued in May and June, with 11 of these for OWI. The bike enforcement grant had 10 citations and 10 warnings in June. The ped safety grant will start in the third quarter.

Compton thanked Lt. Jugovich for the additional information. She wanted to know how many of the citations are ultimately paid versus the driver getting out of the ticket, and Lt. Jugovich will check whether this data is available.

Compton then asked about verbal versus written warnings. Jugovich explained that currently the MPD uses two methods for warnings: the stop card which documents the traffic stop contact, and an electronic program that allows officers to issue warnings. The electronic system can be used to track verbal warnings, but the stop card method records only the date and time of the stop, it doesn't provide specific contact information. But the electronic system could be used to see if someone received repeated warnings.

Referencing the grant enforcement data, Compton asked why warnings would be issued for OWI. Jugovich clarified that the warnings are issued for other associated violations, such as equipment or registration violations. He reiterated that while a total of 139 citations were issued, only 11 were for OWI.

Skidmore noticed that speeding citations for the 2nd quarter were much higher (500+) than for the same period in 2007 and was concerned this might be a trend. Jugovich did not have a reason for the fluctuation. He noted that speeding is a concern and receives a lot of attention. It was pointed out that the 2nd quarter of 2006 was higher than 2008. Does the lower number for 2007 reflect increased enforcement or fewer people speeding? Jugovich said it's difficult to determine.

Regarding the school zone violations, Strawser wanted to confirm that a citation could be issued based on a crossing guard's observations. Jugovich said there are a limited number of violations for which a citation can be issued to the vehicle owner based on a crossing guard's report. Most reported violations result in a warning letter. Jugovich did not have the specific violations, although members identified two of them as a motorist going through a crossing zone when children are present and a motorist failing to yield/stop for a crossing guard. Strawser asked whether the crossing guards are deputized or authorized to issue citations; Jugovich said no, a sworn officer has to sign the citation based on the crossing guard's testimony. Strawser asked whether a parking enforcement officer's testimony could be used the same way, and Jugovich indicated it could but typically it is not. Strawser commented that so far the City has been unable to implement cameras to enforce red light running, so he would like to see all possible resources used for traffic enforcement. Jugovich indicated there are limited circumstances where PEO testimony could be used; they would be considered the same as other citizen reports. Crossing guards are different because state statute provides narrowly defined situations where their testimony (and that of school bus drivers) can result in the issuance of a citation to the owner of the

vehicle. No points are associated with the citation, it is a fine only. Schulman commented that he hoped drivers who violate a school zone law would get a citation, not a warning. He wanted to know what percentage of moving violations get a warning. Jugovich was not sure but estimated it at 9-10%. Part of an officer's duty is to educate the public, which can be done through a warning. In response to Schulman's question, Jugovich said it's up to the officer's discretion. Schulman noted that drivers should already be educated since they had to pass a driving exam. He felt warnings are pointless and enable drivers to continue their poor driving, and he opposed them. Jugovich understood his concern.

De Vos questioned why hit and run is considered a non-hazardous violation. Jugovich explained that this is for non-injury, property damage only. Shahan recalled it was a two-part, one hazardous and one non-hazardous. Jugovich will get clarification for the next report.

Shahan asked that Jugovich provide a "cheat sheet" for the next report that explains some of the citations.

Compton was pleased to see the increase in speeding citations over the 2nd quarter of 2007. She did not necessarily think this meant there are more speeders but rather improved/increased enforcement. She would like to see more citations and fewer warnings. Referencing Strawser's comments about using all resources, Compton suggested expanding the policy to allow anyone with enforcement responsibility to report violations. Strawser preferred to see citations rather than warnings but acknowledged that things in the driver's manual have been added since many drivers received their license, so he saw some educational value to warnings.

Skidmore felt the traffic situation has gotten worse, not better. There have been seven traffic fatalities within approximately a mile of his house. Use of TEST is effective but the problem returns when TEST leaves. The traffic situation is a cultural problem and an issue of public perception. He fully supported higher fines and photo radar. Schulman agreed with Skidmore and pointed out that paying for a citation and higher insurance premiums will have an impact on drivers. He also referenced recent news articles about repeat OWI offenders and asked if anything is being done about the problem. Jugovich pointed out that the MPD is one part of the criminal justice system. The MPD's charge is to get the offending driver off the street; after that, the process is out of their hands. For an OWI, the driver is given a ticket and released to a responsible party or taken to jail for a 12-hour hold. The first offense is a civil forfeiture; second and subsequent offenses are traffic crimes.

Shahan commented that there are things people can do. He would like to turn the corner on this, much like what happened with smoking in public. He would like to think that driver behavior could also be changed through similar efforts, such as PSAs. He encouraged members to set a good example when driving, lead by example, tell family and friends when they are speeding, accept a citation if one is issued to you (don't try to get out of it), etc. Red light running and speeding can be just as dangerous as OWI. Shahan was not sure how to get the ball rolling on public outreach efforts.

Compton asked for information on penalties for traffic offenses.

**E. NEW BUSINESS**

- E.1. [11093](#) Approving the conversion of the East Campus Mall from University Avenue to State Street to a pedestrian and bike facility and approving an agreement with the University of Wisconsin for the East Campus Mall.

A motion was made by Compton, seconded by Webber, to Return to Lead with the Following Recommendation(s) to the BOARD OF PUBLIC WORKS. The motion passed by voice vote/other.

The PBMVC recommended approval of the resolution with the stipulation that the plans and specifications come back to the PBMVC for approval.

**DISCUSSION**

Rob Kennedy, transportation planner for the UW-Madison, was present and used a map of the area for his overview of the project. The agreement covers the area from the north edge of University Avenue to the south end of the State Street Mall. This segment is part of an \$11 million project to improve ped and bike access.

There are two phases dealing with the area between University Avenue and State Street (bounded by Lake Street on the east and Park Street on the west). The East Campus Mall is the focal point, but the agreement also looks at circulation for the entire area given the planned changes (e.g., new Chazen Museum, replacing the Extension Building and Lot 3, etc.). Phase A will convert the East Campus Mall (formerly Murray Street Mall) to ped/bike access only with limited motor vehicle access such as for service vehicles. However, conversion of East Campus Mall will not solve all the circulation problems, for example, when the music performance space is built to the east of the new Chazen Museum it will bring up the issue of how you get people in/out of this area without Fitch Court in its current location. Phase B describes how vehicles, including larger service vehicles, will get in from Lake Street. The circulation plan will be part of the master plan for this general area.

Kennedy advised that the UW will have full responsibility for maintenance of the mall, including the signal at University Avenue-East Campus Mall. He noted the signal has created a much better crossing situation for peds. The UW has worked with the City to resolve the issue of the removal of parking meters on Murray. Further, the UW agreed to increase parking rates on campus to match the rate in the City's State Street Campus Ramp.

Kennedy stated the UW is working through the details and will follow the process for getting City approvals. Compton asked for clarification whether the PBMVC was approving the conversion or the entire plan. Kennedy replied that the agenda item is to approve the conversion and the agreement. Compton was still unsure whether the actual plan would be coming back to the PBMVC. Ross directed attention to the portion of the resolution that states "the plans and specifications for the public improvements necessary for the restoration of East Campus Mall shall be approved separately and at a later date . . ." Compton did not want to approve the plan itself at this time since members did not have any details. She noted that it would be up to the PBMVC alders to make sure the plan is referred to the PBMVC when it is introduced. Kennedy commented that it does clearly say that the UW has to get approval for the plan in whatever process the City sets up.

Motion by Compton/Webber to recommend approval with a stipulation that the plan be referred to the PBMVC.

Webber felt that notifying Traffic Engineering and City Engineering staff that the plan should be referred should be sufficient, but the three PBMVC alders will also make sure it does get referred.

De Vos asked if the East Campus Mall will be like Library Mall, where bicyclists go everywhere even though they're not supposed to ride on the mall. Kennedy stated that bicycling will be allowed on the East Campus Mall. There will be wheelchair ramps and curb cuts for peds on both sides of the mall and a clear path all the way down through the mall. It is expected that peds will use these pathways and that bicyclists will use the curb cut in the middle of the mall. Kennedy indicated there will be a certain amount of normal mixing but they tried to make sure there is some channelizing where it's critical, especially for people in wheelchairs.

Motion carried unanimously.

## F. REPORTS

### F.1. [10610](#)

REPORTS OF OTHER COMMITTEES/COMMISSIONS (verbal reports for information only)

Plan Commission

Long Range Transportation Planning Commission

Joint West Campus Area Committee

Joint Southeast Campus Area Committee

School Traffic Safety Committee

**Plan Commission: no report due to Whitaker's absence.**

**Long Range Transportation Planning Commission: Shahan reported they had substantive discussion on a resolution to adopt the final report and recommendations of the Long Range Metro Transit Planning Ad Hoc Committee progress. They also had an update by City Engineering staff on capital projects to be included in the annual MPO Transportation Improvement Program and . Webber reported they also talked about the bike project list (large and small capital projects).**

**Joint West Campus Area Committee: Will be meeting tomorrow.**

**Joint Southeast Campus Area Committee: Did not meet.**

**School Traffic Safety Committee: Webber reported the committee continues to meet at the individual schools. There has been discussion about trying to get more information from the City about a joint school district/city safe routes to school project, but that's not necessarily moving along. Ross advised that members of the committee met with the City/School District liaison committee and discussed safe routes to school but there was no direct activity. Webber indicated they are hoping for a fresh start with the new superintendent since there is interest, but it's a question of funding.**

**G. REPORTS OF OFFICERS AND MEMBERS FOR INFORMATION/DISCUSSION**

G.1. Executive Secretary Report (verbal report and/or announcements)

**Ross did not have anything to report.**

G.2. Items by Chair (verbal report and/or announcements)

a. PBMVC appointments to Long Range Transportation Planning Commission and Joint West Campus Area Committee

**Shahan advised that PBMVC appointments to the LRTPC and Joint West Campus Area Committee were not necessary at this time; current appointments do not expire until 2009.**

G.3. Member requests for future agenda items and/or announcements

**Webber pointed out that a couple of items had been requested for this agenda. Shahan advised that Engineering and Traffic Engineering staff are still working on cost estimates for the Tier 1 bike/ped capital projects list. Webber stated that she and Ald. Clear met with Engineering and Traffic Engineering staff regarding the top 9 recommendations from Platinum Biking. Staff provided fiscal notes for some of the projects. Webber commented that some of the projects were well-received but some were not by City staff. She and Ald. Clear will meet with the Mayor about including some of the projects in the 2009 budget. Webber stated they also went over some of the Tier 1 projects and clarified some of the issues that were unclear to staff. She noted that staff need to ask questions about requests which are not clear so the public and PBMVC can be provided feedback, e.g., what is possible and what is not.**

**Shahan further advised that he had not received specific locations where winter maintenance at traffic islands is an issue. He did contact City Traffic Engineer Dryer about the issue. Shahan suggested that perhaps this issue could be brought up the next time the PBMVC takes up the NTMP. Dryer indicated to Shahan that staff could provide traffic island design details. Shahan noted that NTMP islands are different than medians. There should be discussion to see if there is an engineering solution.**

**Compton referenced the "pedestrian" element of the Commission's charge and felt that the Commission doesn't deal with ped issues very often. She asked if it's possible to get a map showing where sidewalk is lacking in the city. She commented that when she was at an elementary school and asked students what they wanted, they said to be able to safely walk to school. Compton indicated that many residents don't request sidewalk because they would be required to contribute towards the cost. Shahan remarked that some of the projects on the small capital project list would benefit peds. He pointed out that the City's Pedestrian Plan is 11 years old and has not been updated. He suggested the PBMVC review the plan and see how the City is doing on the primary recommendations. The Plan needs to be updated but the hold-up is the funding; he would like to see the funds put in TE's budget and solicited help from the alder members.**

**Compton mentioned that when townships are annexed to the City, there is nothing mandated that they be brought up to City standards as far as sidewalks, curb and gutter, roadway pavement, etc. The City needs to be**

more proactive and perhaps the PBMVC is the place for that to start.

Webber advised she will be absent from the August meeting.

#### ADJOURNMENT

A motion was made by Strawser III, seconded by Compton, to Adjourn . The motion passed by voice vote/other. The meeting adjourned at 6:30 p.m.