



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved LONG RANGE TRANSPORTATION PLANNING COMMISSION

Thursday, March 19, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 300 (Madison Municipal Building)

1 CALL TO ORDER / ROLL CALL

LRTPC Chair Mark Shahan called the 3-19-09 meeting of the Long Range Transportation Planning Commission to order.

Present: 11 -

Carl D. DuRocher; Gary L. Poulson; Mark N. Shahan; Paul E. Skidmore;
Tim Gruber; Eric W. Sundquist; Michael W. Rewey; Robbie Webber;
Satya V. Rhodes Conway; Melanie Hampton and Robert J. Schaefer

Excused: 1 -

Michael A. Basford

2 APPROVAL OF MINUTES FROM FEBRUARY 19, 2009 MEETING

Chair Mark Shahan wished to clarify some comments he made in the Minutes. On page 3, he said that the City's goal is for 10% of arterial, collector and local streets to be at a "5" rating or better. He also said that later comments he made should be clarified, with specific references to street crossings and pedestrian/bicycle crossings of the Beltline.

Bob Schaefer pointed out a typo on page 2. David Trowbridge said that he would make these changes.

A motion was made by Schaefer, seconded by DuRocher, to Approve the Minutes. The motion passed by voice vote/other.

3 PUBLIC COMMENT

There were no members of the public wishing to speak in regard to future LRTPC agendas.

NEW BUSINESS

4 [13815](#)

Stating that the policy of the City of Madison is to encourage or, where appropriate, require that incremental changes to the built environment, as well major new policies and public works projects, shall in the aggregate cause vehicle miles traveled per capita to decrease by 25 percent, as compared with a 2005 baseline, by 2020 and that this goal shall be incorporated into the City's Comprehensive Plan.

Ald. Satya Rhodes-Conway/Ald. Robbie Webber then submitted a motion to make some edits to Resolution ID 13815:

On page 2, modify the "Therefore Be It Resolved" clause. On line 2, insert "on a project-by-project basis" directly after the word "require".

On page 2, add a new "Be It Finally Resolved" clause, to read:

"BE IT FINALLY RESOLVED that staff should, when appropriate, work to improve methods of measuring vehicle miles of travel and the gathering of data at an increasingly fine scale."

On page 2, modify Objective 6 to insert the word "motor", and read - Objective 6: Create and maintain a City of interconnected, compact, mixed-use neighborhoods, districts, corridors and edges, which minimizes the need for motor vehicle use both within neighborhoods and across the city.

Also on page 2, modify Policy 3, delete "judge" and "an objective", and add text to read - Policy 3: Evaluate proposals for new development against the goal of reducing motor vehicle miles traveled per capita by 25 percent from 2005 to 2020.

On page 3, make the same basic changes to Policy 8, to read - Policy 8: Evaluate proposals for transportation infrastructure against the goal of reducing motor vehicle miles traveled per capita by 25 percent from 2005 to 2020.

Excused: 1 -

Michael A. Basford

Ayes: 8 -

Carl D. DuRocher; Gary L. Poulson; Paul E. Skidmore; Tim Gruber; Eric W. Sundquist; Michael W. Rewey; Robbie Webber and Satya V. Rhodes Conway

Noes: 2 -

Melanie Hampton and Robert J. Schaefer

Non Voting: 1 -

Mark N. Shahan

In order to accommodate the schedules of some Commission members, the LRTPC voted unanimously to take this item first, on a motion submitted by Ald. Robbie Webber/Bob Schaefer.

Ald. Satya Rhodes-Conway provided an overview of Resolution ID 13815, noting that the intent of the resolution is to monitor vehicle miles of travel (VMT) throughout the City of Madison and measure progress toward VMT reduction goals.

Eric Sundquist handed out some "VMT per capita" trend data for the U.S and for Dane County. He also wanted to point out that the resolution does not change the City of Madison Comprehensive Plan, noting that a separate amendment would be needed. He hoped to use annual traffic count data as benchmarks to measure VMT changes.

Bob Schaefer said that VMT is hard to measure and that it is hard to enforce travel behavior. He said that the idea of creating good land use in the hope

that it will impact transportation decisions is fine, but that enforcing travel behavior will be more problematic and unwieldy.

Mike Rewey felt that VMT is a problematic measure in that it does not capture the short neighborhood trips that are a problem. He felt that “trips” is a better measure. Ald. Rhodes-Conway said that VMT is a measure that staff can keep track of.

Ald. Robbie Webber said that the resolution only creates goals to be created, and that this is not an ordinance. She said that the measurements can be improved and changed over time, and that the measurements should be revisited as technologies emerge and more experience is gained. Ald. Tim Gruber agreed that it is important to have a goal and stressed the importance of including goals like this in the Comprehensive Plan.

Ald. Paul Skidmore said that he endorses the concept, but added that he wants to make sure that these goals do not hinder the City’s important development plans.

Mark Shahan said that the measurement is an important issue with his day job, and he sees parallels with the VMT discussion. He said that setting a proper baseline is very important and that the measurement process needs to have a good level of precision. He appreciates the VMT reduction concept, but feels that there is not a good way (at this time) to measure progress toward VMT goals at the development level. Shahan also said that other modes of transportation need to be accounted for.

Ald. Satya Rhodes-Conway said that it is not a mandate and that it is a mistake for the City to wait for global positioning systems (GPS) and other measuring technologies to emerge. She acknowledged that new technologies would be coming but that this resolution is an important step (i.e., it opens the door for these discussions to take place). Ald. Skidmore expressed concern with the implementation of these ideas and how it would affect development and transportation projects.

Carl Durocher said that he supports VMT reduction in concept, but that he would like to see more specifics regarding the quantitative aspects of the resolution. He wondered why “25%” was used and whether or not the resolution could refer to a goal without attaching a number to it.

Chair Mark Shahan said that he had a problem with the term “require” in the first “Therefore Be It Resolved” clause, and that a specific model should be worked out by a staff team. Ald. Skidmore agreed with that. Bob Schaefer said that the concept is fine, but the use of specific goals regarding “percentage reduction of VMT” is problematic.

Eric Sundquist acknowledged that the resolution’s goals do not specifically address neighborhood trips, but he added that they do not run counter to neighborhood trip reduction objectives.

Gary Poulson said that it should be made clear which “staff” are responsible for the refinement of VMT measuring and data gathering over time.

Ald. Paul Skidmore said that he was concerned that the language is intended to block certain projects. If it does not do that, he said that he is OK with the language. Bob Schaefer felt that Policy 8 (page 3) is intended to block certain highway projects.

Sup. Melanie Hampton asked if the VMT reduction goals (of 25%) were

reasonable. She felt that they should not be arbitrary, noting that 25% is two times the current level. Eric Sundquist said that the 25% figure was only a goal at this time, and that it would likely be refined over time (after further evaluation).

The LRTPC then voted to recommend adoption of Resolution ID 13815 (as amended), on a vote of 8-2 (Sup. Melanie Hampton and Bob Schaefer voted “no”) on a motion submitted by Ald. Satya Rhodes-Conway/Ald. Robbie Webber.

5 [14029](#)

REVIEW AND DISCUSSION OF ISSUES PERTAINING TO INTERCITY PASSENGER TRANSPORTATION AND POTENTIAL MULTI-MODAL TRANSPORTATION STATION/TERMINAL IN THE CITY OF MADISON

Ald. Paul Skidmore/Gary Poulson submitted a motion “to refer the agenda item to a future LRTPC meeting, but to focus the discussion on a potential multi-modal terminal somewhere in the downtown area”. The motion passed unanimously.

Several members of the public wished to speak on this agenda item, and commentary was limited to 3 minutes apiece.

David Knuti (615 West Main Street, #301) said that the Badger Bus depot is an important asset to the entire community. He asked that the redevelopment proposal be paused for a full review of the issues. He hoped that a multi-use facility could be considered in the downtown area. Mr. Knuti said that a City study of the issue is in order. He handed out some resolution language that could be used in the future, should the Commission or certain alderpersons wish to advance the idea.

Ald. Paul Skidmore pointed out that the depot is private property and does not receive City of Madison subsidy to conduct its business.

Barbara Smith (Madison Peak Oil Group) said that the proposed redevelopment of the Badger Bus depot is a concern to her and her colleagues. She felt that it is a valuable facility for the City and that more planning should be done to address multi-modal needs in the downtown area. She felt that a multi-use facility should be considered. She also said that street loading is undesirable for many residents, noting concerns with weather, safety/security, and dealing with cash transactions in an unsecured environment.

Royce Williams (2437 Fox Avenue) said that multi-use transportation facilities in other communities function very well. He urged the City of Madison to explore what other places have done. He also agreed that street loading is a problem for many people, especially elderly and disabled people.

Susan DeVos (610 North Midvale Boulevard) said that Wisconsin Department of Transportation’s Connections 2030 Plan calls for an intermodal terminal in the downtown area. She said that this is an important asset to the community and should be maintained. She said that the depot serves a quasi-public service and that the City of Madison has an interest in keeping this type of facility in operation.

Rob Kennedy (UW-Madison, Transportation Services) said that the current situation (street loading) at Memorial Union has its challenges, but seems to be working all right. However, he said that an increase in that type of activity is a concern to the UW - both at Memorial Union and South Campus Union - and that follow-up evaluation will need to take place.

Ed Blume (Madison Peak Oil Group) said that oil is a finite resource and that world supplies all fossil fuels will continue to become more scarce (and costly). He said that alternatives to driving (including intercity bus service) will become even more important in the future, and that it is short-sighted to allow a depot of this type to be lost. He urged the Commission to further explore a multi-use transportation hub in the downtown area.

John Meier (Badger Coaches) said that the intercity bus business has been changing rapidly, especially over the past 10 years. He said that he is in danger of experiencing competition from very low cost service providers (such as Megabus), many of whom do not maintain the overhead costs of a depot facility (and are mainly street-loading operations). He said that 90% of Badger passengers load at Memorial Union and Greyhound (another depot user) has been struggling. He said that online ticketing is the wave of the future. He noted that closing the depot is a difficult business decision that he has been forced to make at this time.

Ald. Robbie Webber asked Mr. Meier to provide some details about his operation and passenger profile. John Meier said that he operates 6 trips per day out of Madison, and the vast majority are picked up at Memorial Union (and most are University students). He said that the buses stage at the Union for 12 minutes each trip. He said that Greyhound operates about 12 buses per day out of the depot facility.

Ald. Tim Gruber asked if Badger Coaches would utilize a central terminal facility, if one were to be developed. He also asked Mr. Meier where he felt one should be located, if so. John Meier said that it should be located near the UW Campus, but he did not have any other suggestions.

Ald. Paul Skidmore asked Mr. Meier a number of questions about his operations in the City. Mr. Meier confirmed that he pays taxes, does not receive any City subsidies and that his costs have been rising dramatically (especially fuel and labor costs). He said that a new bus costs \$550,000. Meier also pointed out that he works with the Madison School District and Madison Metro to provide some services. Finally Mr. Meier said that he would like to develop his property, rather than sell it to the City (or another entity) or continue to operate a depot there.

Eric Sundquist asked how his operation would change after the depot is closed. John Meier said that he hoped to have a street loading operation at UW, Dutch Mill Park-and-Ride lot, and possibly somewhere near the State Capitol.

Mike Rewey asked if Badger Coaches would be contributing to the operating costs of the Dutch Mill park-and-ride lot. John Meier responded that, at this time, he did not have such an arrangement. Mark Shahan asked about the Capitol area and whether or not a location had been selected for street boarding. Mr. Meier said that he did not have a preferred location at this time.

Ald. Robbie Webber asked Rob Kennedy if the UW was satisfied with the street boarding at Memorial Union. Kennedy replied that, at this time, the

arrangement is working but that additional activity would be a concern, and that pedestrian and bicycle safety is very important in that area. Mike Rewey felt that the bus traffic in the Memorial Union area is a problem at this time.

Ald. Robbie Webber asked about the current rules for intercity buses loading along the street. Ald. Paul Skidmore said that the Pedestrian-Bicycle-Motor Vehicle Commission would be the proper committee to address those arrangements. He added that Traffic Engineering staff would need to be involved in those discussions.

Ald. Skidmore felt that it was not appropriate to restrict Badger Coaches' business decisions. Ald. Tim Gruber said that he supports the concept of a multi-modal transportation facility, or hub, and that the Monona Terrace area and the Kohl Center area should be explored further. He also said that the loss of the bus terminal should not be a factor in the Plan Commission's review of the redevelopment project on the Badger Bus depot site.

Ald. Robbie Webber said that Badger Coaches (and Greyhound) needs to have more detailed discussions with the City of Madison and the UW regarding the future changes to intercity bus operations after the depot closes. She also supports the concept of a central transportation terminal.

Carl Durocher agreed that such a terminal facility is need, and added that private property is often taken for highway projects.

6 [14030](#)

**REVIEW AND DISCUSSION OF ISSUES PERTAINING TO POTENTIAL
FUTURE REGIONAL TRANSIT AUTHORITY IN MADISON AND/OR
DANE COUNTY**

Royce Williams wished to make some comments on this agenda item. He said that he is in favor of using the MPO planning boundary as the RTA boundary, but that the governance of the RTA board is an important issue that needs further consideration. He felt that the MPO Board is a good example of regional governance and could be looked at as an RTA model. He expressed concern regarding the fact that the RTA board was not elected, and hoped that Dane County Supervisors could become more involved in RTA governance.

David Trowbridge said that the purpose for placing this item on the LRTPC agenda at this time was to provide an overview of the recent RTA legislation contained in the Governor's Budget proposal. He said that he would like the Commission to develop some issues of concern regarding the City of Madison and a possible new RTA (such as Metro's role in a new RTA) so that they might be addressed as this legislation is being considered.

Trowbridge handed out a map showing the Madison Area MPO planning boundary, which is being proposed as the boundary for a new RTA. Bob McDonald (Madison Area MPO) explained that, every ten years (after the Census data is released), the boundaries of the Madison Urbanized Area (and planning boundary) are updated. He said that the U.S. Census determines the Urbanized Area boundary.

Bob Schaefer said that an earlier RTA agreement between Dane County Executive Falk and Mayor Cieslewicz included some funding for streets and highways, but that this is not included in the Governor's budget. He said

that this needs to be clarified.

Chair Mark Shahan summarized some of the issues that would need further clarification. These include, but are not limited to, the membership/governance of the RTA Board, how the boundary is changed over time, how communities can opt-in or opt-out of the RTA, and whether or not only portions of some jurisdictions are included in an RTA.

Ald. Paul Skidmore asked that this item be included regularly on future LRTPC agendas as the consideration of a future RTA moves forward. Gary Poulson said that, for those interested, a hearing on the budget would take place on April 4th, in Cambridge.

7 [08484](#) **INFORMATION AND ANNOUNCEMENTS BY CHAIR AND COMMISSION MEMBERS**

- Note: No Discussion of Specific Items

There were no announcements or information submitted by the Chair or Commission members.

8 [08486](#) **SCHEDULE OF FUTURE MEETINGS**

David Trowbridge noted that the April 16th meeting (5:00 p.m., Room LL-110 MMB) would include a discussion of the Shady Oak Neighborhood Development Plan and continued discussion of intercity bus issues.

9 **ADJOURNMENT**

The Commission adjourned its meeting at 7:50 p.m.