



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved TRANSPORTATION ORDINANCE REVIEW AD HOC COMMITTEE

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Wednesday, June 22, 2016

5:00 PM

210 Martin Luther King, Jr. Blvd.  
Room GR-27, City-County Building  
Police Conf. Room

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### 1. CALL TO ORDER/ROLL CALL.

The meeting was called to order at 5:04 PM.

**Present:** 4 - Denise DeMarb; Ledell Zellers; Rebecca Kemble and Mark Clear

**Absent:** 1 - Paul E. Skidmore

**Excused:** 1 - Steve King

### 2. APPROVAL OF MINUTES.

A motion was made by Zeller, seconded by DeMarb, to approve the minutes of the April 27, 2016 meeting. The motion passed by voice vote/other.

### 3. PUBLIC COMMENT. - None.

### 4. DISCLOSURES AND RECUSALS.

Kemble disclosed that she was a worker/owner of Union Cab, which these ordinances applied to.

### 5. [43381](#)

Re-Cap of History and Current Structure of Department of Transportation, inc. Outline of Transportation Ordinance, and Transportation Structures in other Cities - TORC 06.22.16

Assistant City Attorney John Strange recapped past meetings, saying that several speakers from various transportation agencies and committees had provided some history of the Transportation Ordinance (Chapter 3.14) and the Department of Transportation, how it had evolved over the years into its current structure.

Sections 1, 2, 3, 9, 10, 11 of the Ordinance hadn't changed that much since 1968, and were virtually identical in terms of the purpose, the responsibilities of each department, of the Director of Transportation, and of the divisions included in the Department of Transportation. The role of Director of Transportation was filled largely by City Traffic Engineer David Dryer, who worked closely with City Engineering, Metro Transit and Parking.

On the other hand, Sections 4 through 8 of the Ordinance, which dealt with commissions, committees and subcommittees, had changed quite a lot since 1968.

Strange recommended reviewing and/or changing the ordinance in three steps: First, to use a very broad, large scale organizational view on things that hadn't been touched since 1968; then to narrow down to very specific issues; and lastly to wordsmith at the end. The overall goal would be to match the ordinance to what was really happening, while asking: What is the purpose of the Transportation Ordinance? What would the City want to see in a City ordinance? To help answer those questions, the Committee could first formulate a statement of purpose that they could reference once they began moving forward.

Strange referred to the PowerPoint from the April meeting: "Transportation Ordinance: Past, Present and Future" slide 19, (PDF page 17) outline titled, "Revising the ordinance". Strange suggested that Sections 1, 2, 3, 9, 10, 11, relating to the agencies, be kept in Chapter 3.14; and that Sections 4 through 8, relating to Transportation commissions, committees and subcommittees, be placed in Chapter 33.

DeMarb commented that the review of transportation structures in other cities revealed that generally regional transit authorities ranked higher in the various assessments. But apart from RTAs, the variance in structures among cities didn't seem to matter so much relative to their rankings.

6. [43385](#)

Review MGO 3.14(1) and (2), and discuss the Statement of Purpose for the transportation ordinance - TORC 06.22.16

DeMarb read paragraph (1) of MGO Sec. 3:14, after which members discussed the current structures of the agencies, and how the statement of purpose reflected their functions.

While not wanting to lose the clear statement of purpose in paragraph 1, or adding more layers to the current structures, Kemble felt that general planning and coordination was lacking. Perhaps a separate Director of Transportation would help to coordinate and plan the big picture. Clear agreed, and thought the role of Director of Planning was important; overall coordination of the agencies was missing.

In further discussion about planning and long-term projects and goals, members and staff commented as follows.

- City Traffic Engineer David Dryer: Everything was project-driven through the budget.
- Alder DeMarb: The work of Madison in Motion had a land-use focus.
- Transportation Planner David Trowbridge: The MPO provided regional models and planning.
- Metro Transit General Manager Chuck Kamp: He was more of an operator than a planner. Planning was done on a more ad hoc basis; and projects flowed from plans.
- Alder Kemble: Sustainability should be part of the statement of purpose.
- Racial Equity staff Ann Schroeder and Anne Benishek-Clark: Racial equity needed to be included in the statement as well. Because the agency heads had to be focused so much on day-to-day operations, perhaps a Director of Transportation was needed to think about larger issues connected to racial equity, sustainability and planning in general. If not a separate Director, at least someone who had the space and time to do this.

- Deputy Mayor Anne Monks: More assistant managers could relieve the agency heads of day-to-day operations so they could focus more on big picture planning and goals.
- ACA Strange: In re-working the ordinance with the roles of the agencies outlined in Chapter 3, and the role of the commissions/committees outlined in Chapter 33, perhaps long-term planning and policy could be made part of the role of an overarching commission, and preclude the need for a Director.

When asked, Strange said he had enough information to draft additional language for the purpose statement, to include racial equity and sustainability as part of the goals for transportation.

7. GENERAL ANNOUNCEMENTS BY CHAIR.

8. FUTURE AGENDA ITEMS.

9. ADJOURNMENT.

A motion was made by Clear, seconded by Kemble, to adjourn at 6:43 PM. The motion passed by voice vote/other.