

Discussion at the 4.14.09 Transit and Parking Commission Meeting

**F.2. Stating that the policy of the COM 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.**

Webber explained that everything that is included in recommendations is already in the Comprehensive Plan (CP). This is just putting numeric goals to things already in the CP. If you have a policy but no goal, then it's too easy to ignore it. When we have new developments, we want a goal to shoot for. This adds that goal. There are already mechanisms that collect data.

Other members expressed concern that either this was too broad or too limited. For example, the model used does not take into account type of travel or if it's a Prius or Hummer. It doesn't show trips of people driving through the city starting at Sun Prairie. Perhaps this goal wouldn't jibe with public works goals such as possibly adding parking spots when the Government East ramp is upgraded. It could be argued under this resolution that increased parking would encourage people to drive. There was also concern that the first "be it resolved" clause used the word "required." There was a question about who would decide what was appropriate and what was required. Webber continued to emphasize that any possible reduction measures would be a discussion and that these policies already existed, minus the numerical goals, in the Comprehensive Plan.

The group discussed the fact that perhaps the goals would be met with no further action on the City's part if gas prices go up. There was a question of the relationship between the re-writing of the zoning ordinance and the Comprehensive Plan. Perhaps this resolution is not the right vehicle to make reduction of vehicle miles traveled work. Maybe requiring consideration of things like walkability and mass transit in the zoning ordinance would be the right way to move this forward. There was concern about approving neighborhoods that have the infrastructure to accommodate bikes, pedestrians and buses without the funding to support that.

**Webber moved adoption of the resolution with the changes recommended by LRTPC; seconded by White.**

Those in favor of the resolution said this is just one of many tools we need in our toolbox to reach our goals. Although others were in favor of the overall objective, they were concerned this was not the way to succeed, that it would

be in conflict with other City policies and projects, that the goal of 25% was arbitrary and that the word “required” was troubling.

**Poulson moved that the resolution be amended on page four to read “THEREFORE, BE IT RESOLVED THAT it shall be the policy of the city of Madison to encourage or, where appropriate, require that incremental changes to the built environment, as well [as] major new policies and public works projects, excluding projects by the parking utility, shall in the aggregate cause vehicle miles traveled per capita to decrease by 25 percent, as compared with a 2005 baseline....” McCabe seconded the amendment.**

Poulson spoke to his amendment by saying he was concerned about the upcoming Government East ramp project in relationship to this resolution. The City doesn't need a lot of new parking but we have to deal with the ramps we have. A good case could be made for increasing the number of stalls. We don't know the practical impact of this.

Others argued that perhaps the need for more stalls could be taken care of by the private sector or that it is not even appropriate for the City to provide more stalls. Any move to make reductions should be a discussion. No one entity should be excused from that discussion.

**Voting on the amendment: Ayes – Poulson and McCabe. Noes – Webber, White, Hinz, Streit, Bergamini. The motion failed.**

Back to discussion on the main motion, the group continued to have concerns about how the goals would be implemented. Those in favor continued to stress that this would only give numerical goals to policies already in place. Hinz said if it the numbers were truly only a goal, one sentence would suffice: “We're setting a goal of reducing vehicle miles traveled by X year by 25%.” He felt the current resolution did a lot more than that. Overall, the members felt the goal was good but were not comfortable with how the resolution said how we would get there. There were also those who were concerned with what the resolution didn't say. For example, how would we meet this goal without more mass transit? Webber said maybe this would encourage mass transit.

The original motion did not pass. Webber asked for a roll call vote:

Hinz – no  
Poulson – no  
McCabe – no  
Streit – no  
Webber – aye  
White – aye  
Bergamini – no

2  
# 2

**Parks, Timothy**

---

**From:** Steve Hiniker [hiniker@1kfriends.org]  
**Sent:** Monday, April 20, 2009 12:19 PM  
**To:** Parks, Timothy  
**Cc:** erics@cows.org  
**Subject:** Legislative File ID 13815

To Members of the plan Commission,

I regret that I cannot attend the Monday, April 20 Meeting of the Madison Plan Commission. I would like to take the opportunity to share the views of 1000 Friends of Wisconsin on a proposal to reduce the vehicle miles traveled in Madison by 25% by 2020 (compared to 1995 baseline.)

As a member of the Governor Global Warming Task Force and the co-chair of the Transportation Working Group, I can say that this resolution is consistent with the recommendations of the Governor's Task Force. The recommendations of the Task Force are currently being drafted into legislation that will be debated later this year. While the Task Force recommended a 25% reduction in VMT, the strategies that are needed to achieve that goal will have to be implemented at the local level. This resolution helps move us towards that goal.

VMT reductions can be achieved by improved transit operations and better planned development that makes non-motorized options - such as walking and bicycling - more desirable.

We strongly endorse this proposal and urge your favorable action on it.

Steve Hiniker  
Executive Director  
1000 Friends of Wisconsin  
16 North Carroll Street, Suite 810  
Madison, Wisconsin 53703  
Direct dial: (608) 259-1000 ext 105  
fax: (608) 259-1621  
<http://www.1kfriends.org>