



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION

Wednesday, October 29, 2008

5:00 PM

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

Items reported in the order listed on the agenda. (Order taken up: A, B, C.1., E.6., D.1., E.3., E.2. then followed agenda order)

CALL TO ORDER / ROLL CALL

Present: 9 -

Beth A. Whitaker; Aaron S. P. Crandall; Judy Compton; Robbie Webber;
Paul E. Skidmore; Mark N. Shahan; Mary P. Conroy; Cheryl E. Wittke and
Susan M. De Vos

Absent: 1 -

Jason Schulman

Excused: 1 -

Charles W. Strawser III

Compton arrived at 5:15 p.m. Conroy arrived at 5:15 p.m.

Wittke left at 6:10 p.m. Skidmore left at 6:30 p.m. Crandall left before the end
of the meeting, time unknown.

A quorum being present, Chair Shahan called the meeting to order at 5:05 p.m.

A. PUBLIC COMMENT - None

B. APPROVAL OF MINUTES

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

C. MADISON POLICE DEPARTMENT REPORT ON TRAFFIC RELATED ISSUES

C.1. [12446](#) Madison Police Department Traffic Enforcement Report, Third Quarter 2008

Lt. David Jugovich reviewed the material provided in the agenda packet.
Highlights included:

- Traffic citations for the third quarter totaled 6,110. This compares with 4,771 citations issued in the third quarter of 2007. It is also higher than the totals for the first quarter 2008 (4,534) and second quarter 2008 (5,146). He felt the increase is due to better staffing and working collaboratively with the police districts at a greater level on traffic enforcement efforts.
- Of the third quarter totals, TEST issued 919 citations (781 hazardous/138

non-hazardous).

- Two-year average for total citations during the third quarter = 4,866 with the average for TEST = 606.
- Statewide, year-to-date fatal crashes are down 18%, with third quarter fatal crashes down 21.3% from the third quarter 2007. In Madison, year-to-date fatal crashes are down 66.7%, with third quarter fatal crashes down 53.4% from third quarter 2007. Jugovich did not have an exact cause for this decline but suggested perhaps changes in driver behavior and increased enforcement efforts played a role.
- The Police utilized a number of overtime enforcement grants from WisDOT. The impaired driver and traffic safety enforcement initiatives resulted in 255 citations including 14 arrests for OWI. Additionally, 109 warnings were issued.
- The pedestrian and bicycle enforcement overtime grant focused on ped safety and bike traffic violations. It resulted in 125 citations and 1 warning.

Shahan appreciated receiving the traffic citation definition information. He and other PBMVC members had often questioned why hit and run was listed as a non-hazardous violation, and the definition clarifies that the non-hazardous violation is actually failure to leave name at scene of accident when striking an unattended vehicle.

Wittke wanted to thank TEST and the Community Policing Teams for their stop on red campaign. She suggested that a future PBMVC agenda include the results of the campaign.

Shahan asked if any data was available from the initiative to reduce safety problems at specific locations in each district, but Jugovich was not aware of any although the districts have made concerted efforts to address the specific locations. In fact, this could account for some of the increase in the third quarter citations. Shahan pointed out that part of this initiative was to track and measure the efforts and he reiterated the request that this data be provided to the PBMVC when available.

Jugovich reported that the MPD will be adding two TEST officers in 2009. They will work late afternoon/early evening hours. They will be available during the afternoon school dismissal time and will assist with school zone enforcement.

D. UNFINISHED BUSINESS

D.1. [11800](#)

Approving plans for the restoration of East Campus Mall (FNA North Murray Street) in accordance with the Permit to Excavate in the Right of Way and Agreement to provide maintenance of North Murray Street/East Campus Mall from University Avenue to State Street.

A motion was made by Compton, seconded by Conroy, 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 with the following two conditions: (1) if bike parking is not visible from the University Avenue bike corridor, that there be signing to indicate the location of the bike parking; and (2) it is the PBMVC's understanding that there will be no scheduled public events held in the outside

space between the Elvehjem Building and the new Chazen addition; but if outside public events are held, there must be a minimum of 12 feet of public pedestrian access.

DISCUSSION

Gary Brown and Rob Kennedy from the UW-Madison were present.

Brown referenced the two-page design text document provided in the agenda packet. The Public Accessway section mentions special events held in the courtyard between the two buildings, but Brown advised that this space is no longer being considered for outdoor events. Shahan noted that City Traffic Engineer Dryer had indicated that if this space were used for outdoor events, the pedestrian access would need to be a minimum of 12 feet, not the 6 feet mentioned in this section. Although the museum was no longer planning to use this courtyard space for events, Ross asked whether other groups might want to use it. Brown stated that other groups would be directed to the Library Mall; this area is not being viewed as reservable space for public events.

Shahan noted that the drawing shows bike parking located on the back side of the existing Chazen building, and he inquired whether any bike parking would be located near the front door. Brown indicated that the museum addition design is very particular about how the building will look and does not accommodate bike parking in front. If more bike parking is needed than what is currently planned, it will probably be added at the southeast corner but it would be away from the front door. Shahan felt the architect should be able to come up with a bike parking design that wouldn't detract from the front of the building.

Motion by Compton/Conroy to recommend approval of the resolution.

Webber added the following friendly amendment: if the bike parking is not visible from the University Avenue bike corridor, that there be signing to indicate the location of the bike parking.

Shahan added another friendly amendment: It is the PBMVC's understanding that there will be no scheduled public events held in the outside courtyard space between the two buildings; but if outside public events are held, there must be a minimum of 12 feet of public pedestrian access.

Motion as amended carried unanimously.

E. NEW BUSINESS

- E.1. [11560](#) Creating and implementing a comprehensive, multi-modal transportation and parking design for central Madison.

A motion was made by Webber, seconded by Conroy, to Refer to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION. The motion passed by voice vote/other.

The PBMVC moved referral to their next meeting pending a redraft from the LRTPC and requested that the resolution lead referral be changed from the Downtown Coordinating Committee to the LRTPC.

DISCUSSION

Shahan reported that the LRTPC is working on substitute language, including a recommendation that the LRTPC take the lead on developing the Request for Proposals.

Motion by Webber/Conroy to refer this to the next meeting. Further, that the PBMVC recommends to the lead (Downtown Coordinating Committee) that the LRTPC be the new lead on the resolution. The PBMVC feels strongly that this is an important topic to be undertaken and it looks forward to a multi-modal transportation and parking recommendation to come out of the effort.

De Vos reiterated testimony offered at the TPC meeting that Planning staff is not ready to take on this work and there are other things that need to be done before this. She was uncomfortable with the fact that there are no representatives from the disabled community on the LRTPC. Someone from the Commission on People with Disabilities should be on any body that develops the transportation plan.

Webber commented that the LRTPC had a long discussion and did talk about the composition of the body that would be taking this up. She also mentioned that apparently there was some misunderstanding at the staff level as to what was being requested in the resolution; staff thought they were being asked to do the study. The LRTPC is recommending that there be a RFP, with staff looking at what needs to be included in the study. Webber noted that the original resolution proposed the creation of a new committee and listed the groups to be included. The LRTPC is recommending that it be the lead body rather than forming a new committee. While the LRTPC does not have a member from the disabled community, the LRTPC would seek input from many sources, including downtown residents, users of all modes of transportation, the disabled community, business groups, etc. There will be a mechanism to get input from all these groups without forming a new committee.

Shahan pointed out that it will be a phased process. The first phase will be determining whether a RFP is necessary and if so, what the scope should be.

Compton felt that someone from the CPD should be on the LRTPC and encouraged the CPD to request the Mayor to change the composition of the LRTPC.

It was noted that the legislative file history showed that the LRTPC had taken final action on the resolution at its 10/16/08 meeting and this action had been reported to the Downtown Coordinating Committee. Shahan and Webber, who are also members of the LRTPC, were of the understanding that final action had not been taken and that the suggested substitute language was to come back at the LRTPC's next meeting. The LRTPC's 10/16/08 action will be clarified with LRTPC staff.

Webber accepted a friendly amendment by Compton to rephrase the motion as "to refer pending a redraft from the LRTPC and to request that the LRTPC be the lead referral on this resolution." Motion carried unanimously.

Staff will check with the Clerk's office as to the process for changing the lead referral.

[Skidmore left at 6:30 p.m., at the end of discussion on item E.1.]

E.2. [12134](#)

Communication dated September 17, 2008 from Sondy Pope-Roberts, State Representative, 79th Assembly District re: result of a recent incident in the City of Madison, in which a bicyclist was cited for riding too close to a parked car after being hit by an opened car door.

A motion was made by Webber, seconded by Conroy, to Accept . The motion passed by voice vote/other.

The PBMVC moved to accept the communication and to place it on a future agenda pending information from the City Attorney's office.

DISCUSSION

Motion by Webber/Conroy to refer.

Webber reported that she had been in touch with staff from Rep. Pope-Roberts' office and informed them that most of the elements in the Chicago ordinance referenced by Pope-Roberts are incorporated into Wisconsin state law. Webber said that Rep. Pope-Roberts' aide was interested in whether Madison could adopt an ordinance prohibiting opening a car door into traffic. Webber is waiting to hear back from the City Attorney's office. Shahan noted that if it's required to go the state statute route instead, it will be a longer process. He remarked that a lot of bike lanes would not pass muster because a bicyclist using the lane would not be three feet away from a car door if they stayed in the lane.

Compton brought up the issue of lanes designated for bicyclists and right turns, which she felt was dangerous. Ross confirmed that if a motor vehicle is turning right, a bicyclist needs to get out of the lane and go around it on the left. Webber remarked that there is a national engineering debate about this lane designation.

Friendly amendment to rephrase the motion as accepting the communication and placing it on a future agenda once the PBMVC has more information from the City Attorney's office. Motion carried unanimously.

Motion by Skidmore/Conroy to take up item E.3. out of order, carried unanimously. (Item taken up following D.1.)

E.3. [12413](#)

Amending Section 12.1335 of the Madison General Ordinances to strike alternate side parking regulations from November 15 through March 15 and subsection (2) "snow emergency zone"; amending Sec. 12.1335(4) of the Madison General Ordinances to create alternate side parking regulations during a declared snow emergency; repealing Sec. 12.1335(4)(c) of the Madison General Ordinances and amending Sec. 1.08(3)(a) of the Madison General Ordinances to eliminate the bail deposit for Alternate Side Parking from November 15-March 15.

A motion was made by Webber, seconded by Skidmore, to Refer to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION. The motion passed by voice vote/other.

The PBMVC is the lead referral so referred this until the other referral(s) have made their recommendations. The PBMVC also requested that the Public Safety Review Board be added as a referral.

DISCUSSION

Webber advised that at last night's Common Council meeting, the lead referral was changed from the TPC to the PBMVC, so the PBMVC would not be acting on it tonight. However, City staff who were present were welcome to speak on it at this time.

Madison Fire Chief Amesqua wished to speak tonight. She remarked that this issue has come up in several different formats. Fire trucks need at least 20 feet of workable street space. During the winter, unplowed streets with parked cars become a real public safety issue. It is critical that the fire trucks respond to calls on time.

Webber pointed out that this ordinance amendment would not change anything for downtown streets because they are already exempt from alternate side parking except during a declared snow emergency. Also, the alternate side parking ordinance for non-downtown streets is only in effect from 1:00 a.m. until 7:00 a.m. The ordinance amendment simply means that streets outside the central area would only have alternative side parking during a snow emergency.

Chief Amesqua commented that perhaps many of the issues could have been resolved if City staff had been asked to review the proposal before it was introduced. Webber offered to meet with Chief Amesqua to discuss her concerns. Webber did not anticipate the ordinance would have a big impact on the Fire Department due to the limited hours covered by the alternate side parking ordinance.

Ross indicated that City Traffic Engineer & Parking Manager Dryer had asked that this ordinance also be referred to the Public Safety Review Board. Members were unsure whether the PBMVC could add a referral. Skidmore, who is a member of the PSRB, felt that body should review it.

[Wittke left at 6:10 p.m.]

Lt. Jugovich of the Police Department commented that the amendment has staffing and overtime impacts and would affect enforcement operations.

Motion by Webber/Skidmore to refer and request that the Public Safety Review Board be added as a referral. Motion carried unanimously.

E.4. [12434](#)

Rails-to-Trails Conservancy 2010 Campaign for Active Transportation, Case Statement for the Madison, Wisconsin Metropolitan Area (October, 2008)

Ross advised that this was on the agenda as an informational item. The Rails to Trails Conservancy (RTC), along with Bikes Belong, has developed the 2010 Active Transportation Campaign. The federal Highway Transportation Bill is up for reauthorization, and the RTC is leading the effort to secure increased funding in the bill for non-motorized modes. Ross remarked that the RTC put together a well-written, well-researched document titled "Active Transportation for America – The Case for Increased Federal Investment in

Bicycling and Walking.” The RTC also asked a number of communities around the country to prepare case statements to go along with the report. Madison’s case statement was prepared by Bill Schaefer from the Madison Area Transportation Planning Board, along with assistance from others including Ross and Webber.

Ross emphasized that the case statement is not a substitute for the Bike Plan or the Platinum Plan. Basically, it’s a list of projects that Madison is ready to undertake if money became available. Webber explained that the premise as the RTC asked a number of communities the question “If you had \$50 million to spend on bike/ped projects, what would you do with the money and what would it mean to your community?” This document lays that out.

De Vos mentioned that a commonly-mentioned idea is to use old rail corridors for bus rapid transit or express buses. However, a number of bus advocates don’t support this since it means bicyclists and transit riders are vying for the same space rather than working together. If it is a question of how to use money efficiently, it is likely there will be various proposals for use of rail corridors.

In response to Compton’s question, Ross advised that this is an informational item and no action is necessary by the PBMVC. The case statement provides an updated list of “front burner” projects and he suggested it could be used when recommending projects for funding to Engineering.

Motion by Compton/Webber to accept the report.

Webber pointed out that the report to Congress, for the first time, looked at the economic, environmental and personal health implications of an improved ped/bike system. The report made certain assumptions about the number of trips that could be made by biking/walking certain distances. The assumptions included transit because if you can easily walk or more importantly bike to a transit stop, that expands the transit coverage considerably. Most people don’t want to walk more than four blocks to a transit stop, but a bicyclist may be willing to travel a mile or more. That makes transit much easier to do and reduces the number of single occupancy vehicle trips. The national report definitely looks at transit as part of the whole package. Shahan commented that this ties in with bikes on buses – you can do something as a two-stage trip that you couldn’t do before.

Shahan liked the case statement and indicated he would see if it contains other projects that could be added to the PBMVC priority list.

Motion carried unanimously.

E.5. [12442](#)

Madison Pedestrian Transportation Plan update

Shahan had asked that the 1997 Ped Plan be on the agenda for an update as to where the City is as far as meeting the goals. He noted that one goal was that the Plan be updated every 5 years, and it’s now been 11 years so it’s long overdue.

De Vos recalled that during the PBMVC’s discussion on the draft City Comprehensive Plan, she had commented that the Comprehensive Plan did

not reference the Pedestrian Plan. Shahan did not know whether the reference is contained in the adopted Comprehensive Plan. Compton remarked that very few people know the Ped Plan exists. Shahan noted that some new things have come about since 1997 such as the Safe Routes to School effort. However, Ross pointed out that there are things in the Ped Plan that are included in the Safe Routes to School program. Madison does not have a document that says "this is the Safe Routes to School plan" for the City; but if you look at the Ped Plan, the Bike Plan, the Comprehensive Plan and other plans, basically every component of a typical safe routes to school plan is somewhere in an existing plan. This is not to say it's not a good idea to bring them all together in one place, but the elements are there in pieces. Shahan felt one recommendation in an updated Ped Plan should be a safe routes to school plan for the whole city. That would be one of the goals, to start developing the safe routes plan and continually updating it. Ross indicated that staff is trying to get more interest in the community to do that.

Compton referenced the Mayor's Neighborhood Indicator Program. She felt one focus of that program needs to be looking at pedestrian access and whether there's a way for neighborhood residents to integrate by walking. It exacerbates the troubling of a neighborhood when you don't have adequate sidewalk. Compton suggested the Neighborhood Indicator Program be incorporated in the Ped Plan. What does the lack of ped transportation in a neighborhood mean and does it contribute to the decline of a neighborhood.

Ross emphasized that as much as staff would like to do an update, TE does not have the budget or staff resources at this time. When the Ped Plan was initially developed, TE used grant money to hire someone to work on it. Conroy asked whether there's any chance of getting a UW student to work on the update. Ross noted that funding would still be an issue, but Conroy indicated she was thinking of a student or students who would like to take this on as a project, perhaps at least look at the status of each goal. Shahan commented that the main reason he wanted this on the agenda was to hear from members on how to get the update done. He suggested looking for grant opportunities but also felt the update needs to be in the City budget soon. Compton recommended that copies of the current Ped Plan be provided to the Plan Commission along with a staff presentation. Also make it available to Planning staff. Ross noted that the Ped Plan is available on the City's website. He acknowledged that most of the alders and some Planning staff were not around when the Plan was adopted in 1997, and getting out a reminder might be beneficial. A good starting point might be to make sure that what's in the Comprehensive Plan is at least as current as the 1997 Ped Plan in terms of recommendations. But Shahan noted that the trick is, who's going to do that? Planning staff is busy with the zoning code rewrite, Transport 2020, etc. The funding and staff resources seem to be stumbling blocks. He wondered whether the PBMVC should send a communication to the Mayor and Council saying that it's time for an update and asking that it be funded in the next year or two. The money had been in TE's budget a year or two ago but got cut. Ross clarified that the money did not get cut – it got transferred to Platinum Biking. The earliest the update could be budgeted is 2010. Ross indicated he could check with his UW contacts to see if a student would be interested in a project to at least compare the Ped Plan and Comprehensive Plan. He could also see what options are out there for grant funding or other ways of moving this forward. Shahan asked if the PBMVC was interested in a motion to refer

this to the next meeting to give Ross time to look into finding people interested in helping with this or alternate funding sources and also coming up with a draft resolution. However, Ross didn't see any value to doing a resolution at this time, the Council can't commit to future funding beyond the 2009 budget. Compton saw some value to a resolution, to get Council support for an update. Once the commitment is made, it's a little easier to ask for the money.

Whitaker remarked that during her term on the Plan Commission, they've never discussed the Ped Plan in relation to developments or plans they are reviewing. It may be that we could take steps now to increase people's awareness of the old Ped Plan and refer to it during development reviews, and that would start planting the idea that the Plan needs to be updated. That could be an interim step. She echoed Compton's earlier suggestion to make the Plan Commission and Planning staff aware of the Ped Plan. A presentation to the Plan Commission might be useful. Compton agreed and encouraged staff to provide hard copies of the Plan, not just refer to the website link. Whitaker stated that when the Plan Commission gets a staff report on a given project, if that report addressed whether the proposal complies with the Ped Plan, that would be a way to raise awareness and emphasize the need for an update. She preferred having staff reports address the compliance issue rather than requiring Plan Commission members to independently consider the recommendations of the Ped Plan.

Motion by Conroy/Whitaker to pursue updating the Pedestrian Plan and requesting Traffic Engineering staff to explore potential resources for working on that and come back with options on how to proceed; friendly amendment by Compton that the Plan Commission have a staff presentation on the Pedestrian Plan. Motion carried unanimously.

Whitaker stated she will check into getting this on the Plan Commission agenda.

Motion by Skidmore/Wittke to take up item E.6. following item C.1., carried unanimously.

(Compton and Conroy arrived at 5:15 p.m., at start of item E.6.)

E.6. [11708](#)

Request for Adult School Crossing Guard at Redan Drive-Red Tail Drive (Olson Elementary School)

Ross advised that the request is for an adult school crossing guard (ASCG) at the intersection of Redan-Red Tail to serve students attending Olson Elementary School. The school is located in the Hawk's Landing development, west of CTH M. This is the first year of operation for the school. Ross stated there were several meetings over the summer before the school opened to discuss how the students would get to school. Staff worked with the school and helped them develop recommended walk routes and a walk route map. It was determined that the most difficult crossing along the walk route would be at Redan-Red Tail. This intersection is a four-way stop (previously was a two-way stop). Further, the school drafted a pick-up/drop-off brochure with the assistance of the City's School Traffic Safety Committee. The Police Department found funds to temporarily assign an ASCG through the winter break. If the ASCG is to be continued next year, the PBMVC needs to approve it and the Council will need to approve a budget amendment. The School Crossing Analysis prepared by Ross contained two options: (1) discontinue the

ASCG after the winter break since the location does not meet the criteria, or (2) continue the ASCG for the remainder of the 2008-09 school year and reevaluate the location in the spring of 2009.

Members then heard from the registrants.

Pamela Emmerich, 1710 Waterbend Dr., Verona, Olson Elementary principal, supported continuing the ASCG.

- The school currently has 280 students and is expected to increase to its capacity of 650 in 5-7 years.
- About 110-120 students are from the Hawk's Landing neighborhood but this will increase as the community grows.
- There are several new developments that will be using this intersection and bus stop.
- The school is asking that the ASCG be continued through the end of the school year.
- It's a new school and they need time to develop the PTO and encourage parents to have their children use this walk route. With additional time, she felt the school and parents could establish use of the walk route and ASCG.
- If the ASCG is taken away, it will be difficult to get back.
- She had worked at Chavez Elementary and saw the congestion that occurs when parents drop off/pick up children, parents get upset and there is a safety concern.
- She would like to encourage students to walk and bike and asked that the school be given time to establish that pattern.
- She has met with a group of parents. They have worked to get the temporary ASCG and to have the City install signing. She has also encouraged the parents to have their children walk to school to decrease the congestion and has had a positive response.
- She really wants to decrease the amount of motor vehicle traffic at the school.
- Some students come from neighborhoods across CTH M. There are three busloads of students as well.

Compton wondered how many children will continue to walk when the weather gets cold.

Rich Williams, 1706 Waterbend Dr., Verona, supported the ASCG.

- He is a board member of the Hawk's Landing Homeowners Association and the parent of a student who attends Olson Elementary.
- The Homeowners Association discussed with the City the possibility of installing traffic calming at Redan-Red Tail but the decision was made to put in a four-way stop. This stop, along with the ASCG, has slowed down traffic.
- He felt most children will continue walking in the winter since they live relatively close and there is a good sidewalk system.
- He asked the PBMVC to take into consideration the newness of the school and keep the guard there for the entire school year.
- The population in the neighborhood is expected to grow.
- An ASCG teaches the children how to cross safely.
- When the school was getting ready to open, a major concern was children crossing the streets. Many of the streets don't have stop signs. There have been articles in the community newsletter talking about how safe it is to walk to school and encouraging families to walk their children to school or have the

children walk in groups.

Compton pointed out that there are many schools and neighborhoods that would like an ASCG. Williams relayed information he had received earlier today that if the guard is discontinued, Olson Elementary would be one of only four elementary schools that does not have an ASCG.

Lisa Bullard-Cawthorne, City-County Public Health and Madison School Traffic Safety Committee, supported the ASCG:

- Many schools have a traffic congestion problem due to parents dropping off/picking up students, and It's important to encourage more children to walk and bike to school.
- The school has a traffic plan that shows children where to cross.
- Being a new school, the goal is to have the mindset from the very beginning that children can walk or bike to this school.
- She attended registration at the school and talked to parents about the school walk route map and showed them the routes that children could use to utilize the ASCG. A total of 67 parents signed a petition that their children would be walking to school at some point and they wanted an ASCG.
- So far there's only been one PTO meeting and they're just starting to set up a school traffic safety committee. The school needs more time to work on getting students to walk to school. Based on the interest she's seen and the petition, she believed the number of walking students will increase.
- If the ASCG is pulled now, it will discourage other children from walking and increase the congestion caused by parents dropping off/picking up their children.
- The school, staff, parents and the neighborhood association are committed to encouraging children to walk to school.

Compton brought up that the Pflaum Road area has been trying for years, without apparent interest from the schools, for increased safety at drop-off/pick-up times in a neighborhood that has an elementary, middle and high school. She asked Bullard-Cawthorne what the School Traffic Safety Committee has outlined as a good program to make the Glendale/Allis area a safe school neighborhood. Bullard-Cawthorne replied that the STSC relies on input/requests from the schools, i.e., a school comes to the committee and says that they have an issue and asks the committee to help them come up with a solution. Sometimes the STSC gets a request from a TEST officer to go out and look at a problem. Bullard-Cawthorne emphasized that what is really important for success is that the school, the neighborhood association, and staff all be on board. That's why she fully supported the ASCG for Olson Elementary—the principal is really motivated. Bullard-Cawthorne also referenced Thoreau Elementary, where the school identified problems, the STSC did observations and presented the findings to the parents and teachers, and then they all worked together to develop a traffic plan. For the plan to be successful, the parents must be behind it. Compton remarked that Glendale has a high percentage of low income students and many of the parents can't walk their children to school due to their work schedules. The parent involvement may not be as high as at some other schools. Bullard-Cawthorne stated the STSC has worked with other schools that have a large percentage of low income students. But we have to have the interest on the part of the school in order for it to be successful. She estimated the STSC works with about 3-4 schools a year in a labor-intensive way.

Motion by Conroy/Webber to continue the temporary ASCG and reevaluate it in the spring.

In response to Compton's question, Ross stated there are approximately 50 ASCGs. There are only a few elementary schools that don't have an ASCG. Compton clarified that she was not opposing the guard at Olson and in fact supported a guard for every school. But it's very difficult to hear that we have a school that's only been in session since September and all of a sudden they have everything that many of our schools need, including stop signs. We have many neighborhoods that don't have strong parental involvement but do have strong school support. Glendale is one of them. It's difficult for children to walk to school – the streets are bad and there's no sidewalk. Compton said she would support the motion but wanted to note that many neighborhoods don't have the advantages of the Hawk's Landing neighborhood.

Skidmore disclosed that he has worked for the Hawk's Landing Homeowners Association as a landscaping consultant and did not know if that would constitute a conflict of interest. Shahan did not feel it would be a conflict. Skidmore stated he was very familiar with the neighborhood street system and traffic. Red Tail is a through street with lots of cross traffic. He estimated that most motorists travel 10-15 mph. over the posted speed limit. The sidewalks are fully developed and there is a lot of pedestrian activity. Redan leads straight to the school. As development continues to occur, the need for an ASCG will be even greater. He supported the need for an ASCG and also recognized Compton's concern about other neighborhoods with the same issues.

Webber supported leaving an ASCG in place for a longer trial period. It's a new school and there's a lot that can be done when starting from scratch. It's important to do things correctly from the start. Having an ASCG at the beginning should start things off right and encourage children to walk rather than be driven to school. Webber emphasized that it's up to both the school (staff, principal and teachers) and parents to encourage walking and up to parents to make the commitment to do that. She is a member of the STSC and explained that the committee usually gets involved when a principal calls them. If a school needs more attention, have the principal contact the STSC. The committee needs the support of the school staff to be successful. Even if the school doesn't have a strong neighborhood association or parent involvement, having the principal come to the committee is the first step.

Shahan agreed that it's a good idea to continue the ASCG trial. Start right away with encouraging children to walk and bike to school. If the school gets more students, hopefully the location will meet the criteria for an ASCG. For other schools that have problems or need an ASCG, encourage the school staff to contact the STSC.

Skidmore noted that guards do more than help children cross; they also educate the children on how to be safe. It's an investment in safety. He did not see any downside to continuing the guard at this location. He supported looking at other locations in the city that might need ASCGs.

Motion carried unanimously.

Skidmore asked that Shahan contact the City's Attorney office about the possible conflict of interest issue.

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: Whitaker reported that the Plan Commission heard a concept plan presentation on the Madison Public Market. The concept is that it would be a ped facility, and she wanted to ensure that the plan development remains true to that concept. Whitaker reiterated that at this point in time, it's just a concept plan and there is no money to develop it. Shahan noted the concept plan could be presented to the PBMVC for feedback, and Webber suggested he talk to the district alder.

LRTPC: Shahan reported they talked about the central Madison transportation and parking plan. They also had a presentation on the preferred alternative for the CTH S and CTH M interchange. A big issue is that much of the traffic congestion is due to regional traffic but the County is not willing to pony up any money towards the projected \$50 million cost. Shahan advised that when the resolution comes through it needs to have joint City-County funding or he doesn't want it approved. Webber indicated the money is in the City's 2009 budget.

Joint West: Shahan reported that at the last meeting they discussed the Union South project and Shorewood Hills' new development on University Bay Drive. Ross advised it involves a redevelopment of Marshall Court. Shahan commented that a big problem is the traffic problem that's going result from the new development traffic in combination with the University's traffic letting out. It's already a major effort for the stream of traffic coming from the UW to try and get across Marshall Ct. to the new bike path. Webber advised there was a subsequent meeting with Shorewood Hills, the University, and City staff and alders about traffic (University Avenue and University Bay Drive are half in the City and half in Shorewood Hills). A lot of ideas were thrown around. One of the things that will come up again and again will be getting across University Bay Drive when you are on the new ped/bike path. People want to continue on Marshall Court but Marshall Court is not directly across the path so you have to do a jog across University Bay Drive.

Joint Southeast: No report since Strawser was absent.

School Traffic Safety: Webber reported that the committee is working with a number of schools and got updates, including for Olson Elementary. They scheduled a meeting with the new principal of Leopold Elementary, who requested the committee's assistance. The school is experiencing not just a traffic problem but also parents are coming very close to assaulting the

teachers who area trying to keep order. It's getting pretty bad and the police have been asked to come out and crack down. Parents who are driving are screaming at teachers and nudging aside children crossing the driveway, and the parents are trying to enter a driveway that they're not supposed to be entering. She described the situation as appalling.

G. REPORTS OF OFFICERS AND MEMBERS FOR INFORMATION/DISCUSSION

G.1. Executive Secretary Report (verbal report and/or announcements) - None

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

a. Rescheduling of February and September 2009 PBMVC meetings due to conflicts with regular meeting date of fourth Tuesday (2009 meeting calendar enclosed)

Shahan noted that the PBMVC needs to find alternate meeting dates for the February and September 2009 meetings due to the Common Council meeting on the fourth Tuesday. He suggested that for September, the meeting be held on the fifth Tuesday and members agreed. For February, members agreed on Wednesday, February 25.

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

Shahan recalled that at last month's meeting, Wittke had requested an update on the Pedestrian Arterial Program and the type of projects that can be done on arterials for pedestrians, especially at locations like Ridge-University.

Compton requested a presentation on the Glacial-Drumlin Trail and its expansion to the City border. The PBMVC should review the plan to make sure it's directed through Madison the way we want it. Webber indicated this would be an item for Larry Nelson.

ADJOURNMENT

A motion was made by Webber, seconded by Compton, to Adjourn . The motion passed by voice vote/other. The meeting adjourned at 7:12 p.m.

Informational enclosure:

* Downtown Plan Newsletter (October 2008)