



# City of Madison

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

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Thursday, February 16, 2012

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room LL-110 (Madison Municipal Building)

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### 1 CALL TO ORDER / ROLL CALL

LRTPC Chair Robbie Webber called the 2-16-12 meeting of the Long Range Transportation Planning Committee to order.

**Present:** 8 -

Susan M. Schmitz; Margaret Bergamini; Robbie Webber; Eric W. Sundquist; Lucas K. Dailey; Steve King; Chris Schmidt and Mark N. Shahan

**Absent:** 1 -

Bridget R. Maniaci

**Excused:** 2 -

Marsha A. Rummel and Charles A. Erickson

### 2 APPROVAL OF MINUTES FROM JANUARY 19, 2012 MEETING

The Minutes of the 1-19-12 LRTPC meeting were unanimously approved, on a motion submitted by Lucas Dailey/Ald. Chris Schmidt (Ald. Steve King abstained).

**A motion was made by Dailey, seconded by Schmidt, 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.

### 4 DISCLOSURES AND RECUSALS

There were no disclosures or recusals reported by Committee members.

### NEW BUSINESS

### 5 [25113](#) Informational Presentation on the Transportation Master Plan Draft Scope of Work

David Trowbridge (Planning Division) presented some slides detailing the draft Scope of Work for the upcoming Transportation Master Plan (TMP). He said that, at this time, he would like reactions to the overall approach of the work plan, which will be included in an RFP (to be released in the near

future).

Chair Robbie Webber asked for Committee comments on the draft scope of work. Eric Sundquist said that MPO and City plans should be fairly consistent, and that this should not be a significant work effort. He also said that Work Task 4 should include a thorough review of the City's current ordinances, practices and other implementation policies - such as street design and other standards. He said that there should be a way to structure the scan of these practices, with deeper looks at the most important ones, so that this work could fit in the budget.

Chair Robbie Webber asked for Committee comments on the draft scope of work. Eric Sundquist said that MPO and City plans should be fairly consistent, and that this should not be a significant work effort. He also said that Work Task 4 should include a thorough review of the City's current ordinances, practices and other implementation policies - such as street design and other standards. He felt that a review of ordinances will not require significant budget resources in this process.

Margaret Bergamini said that a review of the criteria used to develop priorities for project selection should be included in this plan, and should include all modes of transportation.

Susan Schmitz asked Eric Sundquist what he meant with the following funding recommendation:

“8. Value capture strategies, such as business improvement districts, land-value-based taxation, special assessments and impact fees.”

Sundquist replied that it is an opportunity to create specific geographic districts to capture the value created by transportation investments, as a potential source of funding for those investments.

Ald. Steve King felt that we could use transportation consultant resources to add to our transportation planning staff, as the transportation planning needs far outweigh our staff resources to address them.

Lucas Daily said that the pedestrian element should focus on the experience of walkers. He said that this idea should be added to the list of performance measures used to evaluate concepts. Ald. Steve King agreed, noting that there should be an emphasis on making short walk trips more pleasant (so that people do not feel compelled to drive short distances).

Mark Shahan asked if the intent of the Transportation Master Plan was to re-evaluate the land use plans in the City of Madison. Brad Murphy (Planning Division Director) said that this was not the intent, but that there may be some neighborhood plans in the City that could accommodate a different mix and/or intensity of development (in some areas), and that some options could be looked at.

Mark Shahan also said that the “completeness of pedestrian network” performance measure should be augmented to include “linkages to public transit”. He also suggested adding “bicycle level of service” as a potential performance measure. Shahan agreed that barriers to non-motorized transportation modes need to be identified and addressed. He also agreed that linkages and connectivity among the various modes of transportation should be explicitly evaluated - such as pedestrian/transit links, bicycle/transit system links, etc.

Eric Sundquist said that the performance measures used throughout the process should be directly linked to the goals of the plan. Mark Shahan agreed, and noted that he would like to see a way to measure the success of transportation demand management (TDM) objectives and policies. Sundquist said that he did not feel a prototype TDM program would be as useful, because there are successful TDM programs already operating (e.g. University of Wisconsin) that can serve as models. He said it would be more important for a consultant to recommend steps the city can take to get more employers and others to use TDM. Robbie Webber said that TDM activities should focus not just on employment trips, but also special event trips.

Eric Sundquist said that the performance measures used throughout the process should be directly linked to the goals of the plan. Mark Shahan agreed, and noted that he would like to see a way to measure the success of transportation demand management (TDM) objectives and policies. Sundquist said that he did not feel a prototype TDM program would be as useful as an example of a TDM requirement (i.e., how to get a TDM program established). He felt that an outside consulting firm could help demonstrate best practices in this area. Robbie Webber said that TDM activities should focus not just on employment trips, but also special event trips.

Eric Sundquist also objected to the formation of a separate ad-hoc task force to guide the Transportation Master Plan process. He felt that LRTPC is designed to lead such an effort, as it includes representatives from numerous City committees involved in transportation, land use planning and public works - as well as regional transportation planning (i.e., the MPO policy board). He said a new committee would be redundant and not a good use of staff or citizen time.

David Trowbridge said that he would take these comments and integrate them into the draft scope of work, as appropriate. He said he would then email the revised scope of work to LRTPC for a quick final review.

**6**      [24468](#)

**A Resolution Adopting the Downtown Plan as a Supplement to the City of Madison Comprehensive Plan.**

David Trowbridge reminded Committee members that (at the January 19th meeting) it had asked to refer ID 24468 to this evening’s meeting, with the intent to develop a list of items to be considered by the Plan Commission.

He said that he would put together a memorandum (from LRTPC to Plan Commission) summarizing the comments.

Chair Webber asked for any initial comments or questions. Eric Sundquist noted that he does not support filling the lake for additional parkland. Robbie Webber wished to express the need for a complete and detailed survey of existing bicycle parking in the central business district. Mark Shahan said that the Downtown Plan references three separate intermodal/transit stations or hubs - noting that this should be refined to one, or at most two. Shahan also noted that mode split data should be more refined to reflect just downtown-oriented trips. Eric Sundquist said that intelligent transportation system (ITS) technologies should be referenced strongly in the Transportation section (as a mechanism to assist with parking pricing policies and to assist with way finding efforts).

Chair Robbie Webber asked for specific comments to be included in the memorandum. She also asked Committee members to speak up if they disagreed with any of the suggested changes.

The Committee asked that the following "Vision" statement be added to the Downtown Plan (integrated into Key 6: Increase Transportation Choices):

"The city should recognize the environmental, economic and social costs of continuing to rely on the automobile long term and seek the cooperation and support of our County, State and Federal partners for a long range strategy that envisions a downtown Madison where motorized vehicles are significantly deemphasized as the primary means of getting to and circulating around the downtown. This vision must include multi-year efforts to educate the public and policy makers about the types of land use and infrastructural changes needed to make this vision possible. This vision must also include high capacity transit service improvements and improvements to non-motorized forms of transportation - in order to provide high-quality transportation options for people moving to, through and around the downtown".

The Committee recommended the following insertion into the Transportation Section or a separate section on measuring success of the Downtown Plan: Measures for safety, accessibility and mode split.

The mode split data on page 72 needs to be updated (year 2000 data is not relevant) and expanded beyond work trips, if possible. In addition, mode split should be further refined to better reflect trips to and from the central business district.

The Committee recommended including a specific improvement to improve pedestrian connections at the John Nolen Drive/Williamson Street intersection, before improvements to the lakeshore are implemented.

Mark Shahan/Ald. Chris Schmidt submitted a motion to recommend adoption of Resolution ID 24668, and forward LRTPC comments (via memorandum) to the Plan Commission for their consideration. That motion passed 5-1 (Margaret Bergamini voted “no”).

**A motion was made by Shahan, seconded by Schmidt, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION,. The motion passed by the following vote:**

**Ayes:** 5 -

Eric W. Sundquist; Lucas K. Dailey; Steve King; Chris Schmidt and Mark N. Shahan

**Noes:** 1 -

Margaret Bergamini

**Excused:** 3 -

Susan M. Schmitz; Marsha A. Rummel and Charles A. Erickson

**Non Voting:** 1 -

Robbie Webber

**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 Committee members.

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

David Trowbridge noted that the March 15th meeting (5:00 p.m., Room LL-110) will include a potential review of the Johnson/Gorham traffic evaluation project.

**9      ADJOURNMENT**

**The Committee adjourned its meeting at 6:50 p.m.**