



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Draft WORKGROUP TO ADDRESS BICYCLES ON SIDEWALKS

*NOTICE: A POTENTIAL QUORUM OF THE
PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION
MAY BE PRESENT*

Monday, November 12, 2012

5:00 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:00 p.m.

Present: 4 -

Aaron S. P. Crandall; Michael W. Rewey; Robbie Webber; and Ronald B. Steinhofer

A. APPROVAL OF MINUTES – October 22, 2012

A motion was made by Webber, seconded by Steinhofer, to approve the minutes. The motion passed unanimously.

B. PUBLIC COMMENT –

Susan Schmitz, representing Downtown Madison Inc. (DMI), appreciates our taking on this issue. DMI's bike group is extremely active and wants to get things done. Please include them in the conversation; they might be able to help with the issue. They have been working with a UW professor and class on a media project, and Schmitz is willing to assist with trying to have UW students help with a media / branding effort to address bicycling on sidewalks as well.

C. DISCLOSURES AND RECUSALS – None

D. DISCUSSION ITEMS

- D.1. Create draft proposal(s) to address the problem of bicycles riding on sidewalks where not permitted, to present to the Pedestrian/Bicycle Motor Vehicle Commission for further discussion and action.

Rewey had sent some images of examples of signs used in other areas. He likes the sandwich board example in terms of it being movable, but it does not have to be this particular type of sign. The message should be simpler as well.

Crandall likes the concept of creating a district to avoid the issue of some areas abutting the sidewalk and others not along a corridor.

Webber reminded the group that the police have indicated that a lot of people who they have stopped for riding on the sidewalk downtown do not know the law. The

current ordinance makes sense and applies to areas outside of downtown as well. Would area signs be noticed? People might be confused as to where the area ends. A similar example where extensive education is done, is for winter parking regulations each year.

Crandall noted the signs on Monona terrace are visible. The signs on library mall are too high and not visible. Crandall would like to have a sign that blends in but is still visible.

Webber stated that iconography stands out; use graphics instead of just words. Likes the Ft. Collins sign example (dismount zone with icon). It catches the eye more than just words.

Steinhofer added that people will not obey the law if there is no enforcement. How can we step up enforcement to send the message that the signs and other educational efforts are serious?

Webber stated that whatever we do will cost money, and we should present our recommendations pending the availability of funding.

Crandall recommended pinpointing key areas that are a problem, he sees it on West Washington between Bedford and Bassett (outside Electric Earth Cafe), and develop a proposal, for example, movable signs.

Ross stated that Traffic Engineering has been putting signs up in areas where we have received complaints, for example, Monroe Street, S Park, and W. Wilson.

Rewey said that if we are going to propose enforcement, TEST might be able to use their enforcement grants for this.

Steinhofer said that media attention is needed- public service announcements, signs, and other educational efforts. Steinhofer strongly recommends that there be enforcement with these efforts.

Webber feels the use of dismount zone signs and/or stencils would be most effective.

Members requested that staff draft a list of options to present to the full PBMVC to include media, education, and ongoing campaigns- especially with respect to turnover in student population, at least once a year if not more often. Options should look at signs, branding of the message, whether on signs, pavement, sandwich board, use dismount zone. More enforcement, concentrated in areas where we see problems. Enforcement usually draws in the media.

ADJOURNMENT –

A motion was made by Webber, seconded by Rewey, to adjourn. The motion passed unanimously. The meeting adjourned at 6:10 p.m.