



## Pedestrian/Bicycle/Motor Vehicle Commission Workgroup to Address Bicycles on Sidewalks

### Workgroup Members

Aaron Crandall  
Mike Rewey  
Ron Steinhofner  
Robbie Webber

April 22, 2013

To: Mayor Paul Soglin  
cc: All Alders, State Street Design Project Oversight Committee  
Subject: **Report of the Workgroup to Address Bicycles on Sidewalks**

Pursuant to your request at the August 28, 2012 Pedestrian/Bicycle/Motor Vehicle Commission (PBMVC) meeting that the Commission look at ways to reduce conflicts between bicycles and pedestrians and increase compliance from bicyclists related to bicycling on sidewalks in the downtown area, please see the enclosed report of the Workgroup to Address Bicycles on Sidewalks.

The PBMVC received the report of the workgroup at the March 20, 2013 PBMVC meeting, and recommended that the report also be forwarded to all Common Council members and members of the State Street Design Oversight Committee.

The minutes of the workgroup's October 22 and November 12, 2012 meetings are also enclosed.

## **Report of the Workgroup to Address Bicycles on Sidewalks November 28, 2012**

Workgroup members: Aaron Crandall, Mike Rewey, Robbie Webber, Ron Steinhofner

The workgroup held two meetings, October 22 and November 12, 2012

At the October meeting, staff members from Police, Planning, and Traffic Engineering were present to answer questions and provide information.

At both meetings, DMI representatives were present to express their support and offer their assistance.

The workgroup decided to present a menu of options, as opposed to specific recommendations. Which options are implemented will depend on the budget allocated to this program. The full PBMVC can discuss these recommendations further, including budget implications.

### Education

Most of the recommendations center on education.

Develop an on-going education campaign, including but not limited to:

- signage (permanent, portable, and/or defining an area);
- branding (same graphics, message used on signage, media, etc.);
- social media; and
- repeat at least once a year, given the high turnover in the downtown residential population, as well as the frequency of visitors to the downtown

### Enforcement

- increase enforcement; and
- target enforcement in identified problem areas

### Engineering

- signage – permanent, portable, sidewalk stencils, define no bicycle riding on the sidewalk areas, kiosks, etc.; and
- look at adjacent streets in areas where we have problems with bicyclists using sidewalks and evaluate improvements we can make to the streets to encourage bicyclists to use the street instead of the sidewalk

### Legislation

- A city ordinance change would be required if it is desired to define a geographic area within which bicycling on sidewalks would be prohibited, both where buildings abutt the sidewalk, as per current city ordinance, and locations where buildings are setback.



**Meeting Minutes - Approved**  
**WORKGROUP TO ADDRESS BICYCLES**  
**ON SIDEWALKS**

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

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Tuesday, October 22, 2012

5:00 PM

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

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**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. PUBLIC COMMENT –**

Doug Poland, representing Downtown Madison Inc. (DMI) stated that part of the problem is related to infrastructure. People cannot ride in street during events that block the street, eg Martin Luther King Jr., Blvd. during farmers market. Also, the bike racks are located on sidewalks. Education is another issue. Ken Golden suggested looking at signs on Monroe Street, these are at eye level. They are not conspicuous, but they are there. People see others on the sidewalk and think it is okay, and others model the behavior. Poland and DMI is happy to be a resource for education, infrastructure ideas, etc.

**B. DISCLOSURES AND RECUSALS – None**

**C. DISCUSSION ITEMS**

**C.1.** Discussion on how to educate people of laws related to where bicycles are allowed and where they are not allowed to be ridden on city sidewalks.

Lt. Jugovich stated that the Ambassadors address education. There are two civilians who go out to community events for outreach and education on applicable laws and best practices. They also go to special events, community/neighborhood events, meet & eat, work on the paths, etc. to get word out. They do not do enforcement, but they do collaborate with officers to do enforcement when appropriate. TEST does enforcement. PO Marks is the Central District officer for TEST. They have done 10-15 bike grants over the summer and see the issues and concerns. The worst day was when Trek had their show. PD spent one Saturday on Mifflin and State Street talking to people, and no one knew that it was illegal to ride on the sidewalk. Ideas for education would be helpful.

**Lt. Jugovich has contacted Mark Winter in Traffic Engineering about signage. People ride up State Street to get to East Mifflin and ride on the sidewalk.**

**Steinhofer stated that it is confusing; in some areas people are encouraged to ride on the sidewalk, and it is illegal in other areas.**

- C.2.** Discussion on current enforcement of bicycles on sidewalks and how enforcement can be used to keep bicyclists off of sidewalks where they are not permitted.

**See discussion under C.1.**

- C.3.** Discussion on signage and marking options related to bicycles on sidewalks.

**Officer Dolsen stated that she has been the neighborhood officer downtown for two years. State Street signage would create clutter, but information is needed. She has never had a repeat offender when she has told someone about the ordinance; they would get off their bike and walk when on the sidewalk.**

**Robbie Weber added that Grand Junction, Colorado and Ft. Collins, Colorado have the same signs located at corner as you come onto sidewalk. The signs have clear, graphic information. Webber added that there are locations where she would be a repeat offender and rides slowly and with concern for pedestrians, but there are no options to get somewhere when the road travels in the opposite direction other than to ride around entire Capitol Square or walk the bike on the sidewalk. People ride on the sidewalk because they have no other choice to get where they are going by bike. Thus, a lot of the issue is an engineering problem.**

**Officer Marks said that State Street Mall is posted, but people still ride on the sidewalk there.**

- C.4.** 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.

**Mike Rewey stated that bicycles should follow the same rules on the road as motor vehicles and should go the long way around the square. State Street Mall and W Mifflin are under the prohibition of bicycling on the sidewalk. Rewey stated that when he says something to someone riding on the sidewalk, they usually blow him off. Someone threatened him when he said something to them.**

**Robbie said that one of the best ways to keep people off of the sidewalk is to give them a legal and logical way to get to where they want to go. It becomes even more of an issue if there is topography that bicyclists want to avoid.**

**Steinhofer stated that education would be the easy component of the solution and should incorporate signage, brochures, media, etc. Engineering solutions are longer term and more costly.**

**Rebecca Cnare commented that the city is dealing with a proliferation of clutter downtown, and worries about another set of signs being added. Can we set up a zone downtown for no-riding-on-sidewalk with signage at the entrance to the zone / downtown district? This might be easier to educate people on as well.**

Part of the issue that adds to the confusion is that some blocks have buildings that abut the sidewalk but others do not, eg parts of Monroe St., Williamson St.

Rewey added that ongoing education does not get to all people, especially new users, and a downtown district is a good idea.

The Central Police Team just ordered 5,000 pamphlets. 1,000 of these will include bike, pedestrian, and driving information as a way to educate people in the area.

Officer Marks stated that the educational component needs to reach out to the University students coming into Madison from small towns. There should be brochures to give to them about rules in Madison. What about having temporary/short-term signs in the spring?

Rewey dislikes the green circle sign because it does not clearly tell people what is prohibited.

Steinhofer asked if police could contact people they see and hand them a brochure and if they have the time to do so. Is there a list of resources that can be given to bike shops to hand out when they sell a bike? What about having campaigns in the fall when students come in to town?

Officer Marks stated that TEST is starting to do a traffic tip of the month with Channel 15. This month it's on restricted lanes for bicyclists. They could do one on sidewalks in the spring, and can set aside some time for central district officers to hand out brochures in downtown area. They typically do bike enforcement from June through September.

Do we have any statistics on pedestrian vs. bike injuries resulting from crashes on the sidewalk?

How many signs are we considering adding in the main areas? Would signs on the bike racks help?

What about placing signs on the paths as you are approaching the downtown area?

The no bicycling on sidewalks zone(s) could be displayed on the kiosk maps.

In addition to working with UW, Madison College, and Edgewood should be included.

#### ADJOURNMENT –

The meeting adjourned at 6:10 p.m.



# 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*

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Monday, November 12, 2012

5:00 PM

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

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### 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.

# Signage Samples for PBMVC Workgroup Discussion to address Bicycles on Sidewalks 11.12.12 Meeting

