



Meeting Minutes - Approved
LONG RANGE TRANSPORTATION
PLANNING COMMISSION

Thursday, January 15, 2009

5:00 PM

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

1 CALL TO ORDER / ROLL CALL

LRTPC Chair Mark Shahan called the 1-15-09 meeting of the Long Range Transportation Planning Commission to order.

Present: 8 -

Michael A. Basford; Eric W. Sundquist; Michael W. Rewey; Mark N. Shahan; Paul E. Skidmore; Tim Gruber; Robbie Webber and Robert J. Schaefer

Excused: 2 -

Melanie Hampton and Satya V. Rhodes Conway

2 APPROVAL OF MINUTES FROM DECEMBER 18, 2008 MEETING

Carl Durocher said that he was present at the meeting, but the Minutes do not indicate that. David Trowbridge said that, although he is an approved member of LRTPC, it is not yet entered into Legistar.

The Minutes of the 12-18-08 LRTPC meeting were then unanimously approved, on a motion submitted by Bob Schaefer/Ald. Paul Skidmore.

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

3 PUBLIC COMMENT

There were no members of the public wishing to speak in regard to future LRTPC agendas.

4 [12771](#)

SUBSTITUTE - Establishing sustainability goals to guide the development of the plan for the Northeast Neighborhoods.

Ald. Tim Gruber/Mike Rewey submitted a motion to recommend adoption of Resolution ID 12771.

Mike Rewey/Michael Basford recommended adding a new "be it further resolved" (BIFR) clause at the end of the resolution: "BE IT FINALLY RESOLVED that, as part of the Northeast Neighborhoods planning process, staff will develop specific implementation strategies to achieve these goals."

Eric Sundquist/Ald. Tim Gruber then submitted a motion to modify the BIFR clause referencing the sustainability goals (suggested text in "quotes" below):

Mike Rewey/Ald. Tim Gruber suggested adding "and/or" in that BIFR clause below, to allow for the possibility that either or both measure would be possible (depending on further evaluations with staff and LRTPC).

NOW THEREFORE BE IT RESOLVED that the development of the plan for Madison's Northeast Neighborhoods will be guided by the following goals:

Capturing 25% of all trips made by persons living in the development area by walking, bicycling or transit "and/or reducing household motor vehicle miles of travel (VMT) by 25% (in comparison to a baseline to be determined by staff)", through the use of transit oriented development, traditional neighborhood development, mixed use development, transit access for early neighborhood residents, transportation demand management plans, walkable environments, bike facilities, or other transportation demand management practices.

On the amendments, the Commission voted 7-1 to include the suggested amendments (Bob Schaefer voted "no").

On the main motion, the Commission voted 7-1 (Bob Schaefer voted "no") to recommend adoption of Resolution ID 12771 (as amended) - the original motion having been submitted by Ald. Tim Gruber/Mike Rewey.

Excused: 2 -

Melanie Hampton and Satya V. Rhodes Conway

Ayes: 7 -

Michael A. Basford; Eric W. Sundquist; Michael W. Rewey; Paul E. Skidmore; Tim Gruber; Robbie Webber and Mark N. Shahan

Noes: 1 -

Robert J. Schaefer

Rick Roll (Planning Unit) provided an overview of the Northeast Neighborhood area and the planning process that has been undertaken to-date. He said that the planning area encompasses about 2,800 acres and could potentially house 30,000-40,000 residents. He said that the 1990 Peripheral Area Development Plan recommended this area for urban expansion and added that the plan is intended to include a mix of housing types, commercial uses and mixed-use development.

Andrew Statz (Mayor's Office) said that this area presents a unique opportunity and the resolution is intended to establish sustainability goals for the planning area. He then briefly summarized the transportation, water use, energy use and stormwater management goals.

Brian Munson (Vandewalle and Associates) noted that he has been working on behalf of some property owners and developers in the area. He referred to a 5-page color handout that summarized some potential implementation techniques to achieve the sustainability goals and said that more detailed recommendations will be forthcoming.

Carl Durocher said that the headwaters of Starkweather Creek are in this area and that this needs to be considered throughout the planning process.

Mike Rewey said that bicycle infrastructure recommendations need to be explicit in the plan. He also said that, in terms of transportation goals, all types of trips should be considered (not just commute trips). He said that one of the goals of the plan should be to minimize the numerous short trips

that people often take.

Ald. Tim Gruber asked if people have been buying into the traditional neighborhood design (TND) concepts. Brian Munson said that he works quite a bit with Veridian homes and the TND neighborhoods have the best sales record, primarily due to the fact that there is a wide range of housing types. He said that there is broad market appeal for traditional neighborhoods. Ald. Gruber felt that this should be emphasized in the plan.

Ald. Robbie Webber said that the goals would be hard to achieve without specific recommendations on how to accomplish them. David Trowbridge said that the plan development process would come up with specific recommendations. Ald. Webber had a number of additional comments. She said that there need to be more bicycle crossings of the two Interstate highways adjacent to the planning area (I-94 and I-90/39). She also felt that Reiner Road needs to be designed in a pedestrian and bicycle-friendly way, noting that it will likely carry a great deal of traffic and will not be inviting to pedestrians and bicyclists. She said that good bike/ped linkages to the workplaces in the planning area need to be made clear in the plan. She also said that public transit service needs to be provided early in the development of the planning area, or else transportation habits of new residents will be auto-oriented.

Tim Sobota (Metro Transit) said that the early implementation of transit service in this area would be a function of budget priorities. He said that a special earmark for service to this area might be helpful. Andrew Statz said that providing early transit service (in addition to commuter rail service) would be important in meeting the transportation goals.

Ald. Robbie Webber said that she has been down a similar path (evaluating the Pioneer Neighborhood Development Plan), noting that a high capacity transit corridor was intended to be created in that area. She asked if the development community would be willing to contribute to subsidizing early transit service in the area. Brian Munson said that developers will participate with some of these types of costs if they can be convinced that there is a benefit to doing so.

Ald. Webber said that it is important to provide good transit connectivity between the neighborhood residents and employment areas (within and outside the neighborhood). Ald. Tim Gruber agreed, noting that good linkages need to be provided from this area to Sun Prairie and Cottage Grove, and not just employment centers in the City of Madison.

Bob Schaefer said that the development of a grid street network would be important in achieving some of these objectives. Mark Shahan said that there should be more detail provided regarding the transit infrastructure (and operations) that would be needed. Tim Sobota said that detailed transit service and infrastructure plans usually are developed after more is known about the specific land uses and street patterns that would be developed in the area. He said that some rough idea of needs, based on a desired service standard, could be developed.

Mark Shahan said that the planning process should explore how transit circulators might provide service to the neighborhood. He also said that the process should examine ways to similarly provide service to existing developments that currently do not have good service (such as the Grandview Commons area). He said that there may be opportunities to creatively "kill two birds with one stone".

Eric Sundquist felt that, in terms of goal measurement, the use of vehicle miles of travel (VMT) is better for measuring transportation impacts on the environment. He said that trying to get a good handle on "trips" is difficult, noting that trip diaries (completed by household residents) can be highly inaccurate. He said that odometer readings of residents (or a sample of household residents) in the neighborhood would be a good way to determine VMT. He also said that it would be important to establish a good baseline (of an existing neighborhood) for comparison purposes. He added that surveys of households would be necessary.

Mike Rewey said that he and his staff at WisDOT have worked with VMT for a number of years and it has numerous flaws, particularly when applied to a small geographic area (like a neighborhood). He felt that using "trips" as a measurement is better, noting that the elimination of short trips (by motor vehicle) is important in meeting sustainability goals. He said that short vehicle trips in school areas are especially problematic and could be addressed in the plan.

Bob Schaefer said that he has been tracking his mileage for years (for his job) and that his odometer readings would skew results. He said that, if VMT were used, there would be a need to account for service trips (like his job) or longer intercity trips. Ald. Robbie Webber said that these types of issues would average out in the analysis, noting that both the Northeast neighborhood and the "baseline" neighborhood would have non-typical VMT examples, such as referred to by Mr. Schaefer.

Ald. Webber provided a number of additional comments to be considered with the transportation component of the plan. She said that bicycle boulevards should be considered at some locations. She also felt that the design of arterial streets in the area should be given careful consideration, and they should not have a speed limit greater than 30 miles per hour. Ald. Webber added that, as part of any school siting process, a bicycle and pedestrian plan should be produced.

Mark Shahan suggested adding a "whereas" clause to point out what type of mode split is now taking place in Madison and Dane County, such as "WHEREAS currently, approximately 80% of all trips made within the City of Madison and approximately 90% of all trips made in Dane County are by use of the automobile".

Ald. Tim Gruber/Mike Rewey submitted a motion to recommend adoption of Resolution ID 12771.

Mike Rewey/Michael Basford recommended adding a new "be it further resolved" (BIFR) clause at the end of the resolution: "BE IT FINALLY RESOLVED that, as part of the Northeast Neighborhoods planning process, staff will develop specific implementation strategies to achieve these goals."

Bob Schaefer said that he opposes the use of VMT to measure neighborhood travel and using specific goals to reduce it. He said that the neighborhood should be physically designed in a way that reduces travel and let that be the extent of it.

Mike Rewey felt that staff should be allowed to work on the measurement approach, rather than have the resolution be specific on that.

Michael Basford asked how VMT measurements could distinguish between vehicles, such as a Toyota Prius vs. a vehicle that is worse (for air quality/environmental impact). Eric Sundquist said that VMT would not be

able to distinguish that. Ald. Robbie Webber said that this would average out (because such situations would exist both in the Northeast Neighborhood and the baseline).

Eric Sundquist/Ald. Tim Gruber then submitted a motion to modify the BIFR clause referencing the sustainability goals (suggested new text below, in underline):

Mike Rewey/Ald. Tim Gruber suggested adding “and/or” in that BIFR clause below, to allow for the possibility that either or both measure would be possible (depending on further evaluations with staff and LRTPC).

NOW THEREFORE BE IT RESOLVED that the development of the plan for Madison’s Northeast Neighborhoods will be guided by the following goals:

1. Capturing 25% of all trips made by persons living in the development area by walking, bicycling or transit and/or reducing household motor vehicle miles of travel (VMT) by 25% (in comparison to a baseline to be determined by staff), through the use of transit oriented development, traditional neighborhood development, mixed use development, transit access for early neighborhood residents, transportation demand management plans, walkable environments, bike facilities, or other transportation demand management practices.

Andrew Statz said that he has concerns with the use of surveys, primarily frequency and cost. He agreed that the baseline would be an important step in using VMT as a measure, but that if trips were used there is baseline data available at this time.

On the amendments, the Commission voted 7-1 to include the suggested amendments (Bob Schaefer voted “no”).

On the main motion, the Commission voted 7-1 (Bob Schaefer voted “no”) to recommend adoption of Resolution ID 12771 (as amended) - the original motion having been submitted by Ald. Tim Gruber/Mike Rewey.

5 [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 Commission members.

6 [08486](#) SCHEDULE OF FUTURE MEETINGS

David Trowbridge noted that the February 19th meeting (5:00 p.m., Room 300 MMB) would include a review of City project to be included in the Transportation Improvement Program (TIP) and continued discussion of air quality issues.

7 ADJOURNMENT

The Commission adjourned its meeting at 7:10 p.m.