



City of Madison

Meeting Minutes - Final

PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION

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

Tuesday, September 25, 2007

5:00 PM

Meets the 4th Tuesday of the month;
215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)
(After 6 pm, use Doty St. entrance.)

CALL TO ORDER AND ROLL CALL

A quorum being present, Chair Shahan called the meeting to order at 5:02 p.m.

Chuck Strawser arrived at 5:07 p.m. Judy Compton arrived at 5:35 p.m. Cheryl Wittke left at 6:10 p.m.

Present: 8 - Webber, Skidmore, Shahan, Strawser III, Conroy, Wittke, De Vos and Crandall

Absent: 1 - Compton

Excused: 2 - Ohm and Ball

A. PUBLIC COMMENT - None

B. APPROVAL OF MINUTES - 8/28/07

C. NEW BUSINESS ITEMS

C.1. 07323 Amending the Master List of Street Names and Designations and amending the City Engineer's Street Numbering Map, referred to in Sections 10.34(1) and 10.35, Madison General Ordinances: Changing the existing name of Yesterday Drive to Eagle Summit Court from Owl Creek Drive to the point of intersection with a line between the Northeast corner of Lot 22 and the Southeast corner of Lot 31, Madison Commerce Park. (16th AD)

C.2. 07578 Traffic Signal Priority List 2007, schedule for consideration

Brian Smith, Traffic Signal Engineer, was present. He indicated that TE staff is in the process of collecting data for the 2007 list. The PBMVC's October 23 meeting will include a public hearing on the 2007 list, which will be an opportunity for the public to offer comments on specific intersections as well as an opportunity for the PBMVC to identify the intersections for further study. Smith stated that so far he has received requests from the public for signals at the following intersections (rank on 2006 list shown in parentheses): Commerce-Watts (2), Gammon-Longmeadow-Stonefield (21), Cottage Grove-Thompson (28), Cottage Grove-Ellen (67), Hughes-Park, Aberg-Huxley (57), Packers-Schlimgen (59), Raymond-Whitney Way (2 under all-way stops), Eagan-East Towne, and Lien-Thierer. Eagan-East Towne is a four-way stop intersection that was removed from the list several years ago. Studies showed that it works well as a four-way stop, and the delay and crash rate data is favorable compared to the signalized intersection at East Towne-Zeier. Lien-Thierer is new on the list. A signal at Hughes-Park has already been approved and will be going in soon.

Webber questioned the "N" designation in the Pedestrian Warrant column for all locations. Smith explained that only locations where a manual count was done would get a Y. To meet the ped warrant, an intersection must have at least 100 pedestrians an hour for any four hours. The availability of gaps in traffic also is considered. Smith reminded members that the criteria can be found on Traffic Engineering's web site. Webber commented that it's sometimes difficult for the adult school crossing guard to get the students across at the Nakoma-Seminole-Yuma intersection, and she asked whether the criteria assigns points for an intersection being near a school. Smith noted that there is a School Crossing warrant and also stated that TE staff takes various factors into consideration when comparing locations. At intersections where students cross, it's usually unlikely that there will be a high volume of peds for four hours. Smith indicated that some adult school crossing guards prefer crossing at unsignalized intersections. Ross advised that there is a provision that looks at the number of children or elderly who cross and reduces the total number needed to meet the warrant, but it's still a very difficult numerical warrant to meet for four hours. Smith said a count has been scheduled at Nakoma-Seminole-Yuma.

Smith explained that an intersection's ranking on this list does not necessarily mean it should get a signal. For example, the only criteria TE uses for the ranking process is warrant 1A or 1B because those are the easiest to quantify numerically.

Shahan requested that the October meeting packet include the warrants. He also clarified that the public hearing will start at 6 p.m.

Conroy noted that the Hammersley-Whitney Way intersection seemed to have a much higher number of crashes (6) than the other intersections. Smith was not sure whether this was an aberration or represents the usual number of crashes. If it represents the average number, this intersection would meet the crash criteria (5 crashes in a 12-month period of the type correctable with signals). Smith indicated that the list reflects those types of crashes that would be correctable by installing a signal. Shahan noted there have been a number of crashes at this intersection and neighborhood complaints about the traffic on Hammersley. Shahan thought part of the crash problem may be related to the terrain (hill) and part is driver behavior. Wittke said it would be helpful to know what other measures are planned for this intersection or other intersections on the list.

Staff to provide more detailed information on the Hammersley-Whitney Way crashes over a 10-15 year period and information on any other measures planned for this intersection.

Smith noted that the suggested schedule is to take final action at a meeting in December, although the PBMVC currently does not have a meeting scheduled. He indicated that staff may be able to complete the report by the November meeting if there are not a lot of intersections requested for further study. Shahan pointed out that the PBMVC may need to meet in December depending on items referred from the 11/20 and 12/4 Council meetings. He suggested a meeting the week of December 17 and will follow up with members.

(Another roll call is shown to reflect Compton's arrival at 5:35 p.m.)

Present: 9 - Compton, Webber, Skidmore, Shahan, Strawser III, Conroy, Wittke, De Vos and Crandall

Excused: 2 - Ohm and Ball

C.3. Safe Communities "Stop on Red" campaign

Wittke, who is Executive Director of Safe Communities, distributed a copy of the media packet for the Safe Communities "2007 Stop on Red Campaign" held from September 5-17. The material includes a list of the targeted intersections and the participating law enforcement agencies. The media campaign included a series of "Burma Shave" signs at the intersections as well as a public service announcement targeted to teen drivers that aired on a local radio station.

Lisa Bullard-Cawthorne, Madison-Dane County Health Department, gave a PowerPoint presentation on the campaign. She was involved in observational studies for the 2007 campaign as well as campaigns in 2002 and 2003. Highlights included:

- Crashes are just part of the problem, there are many, many near misses.
- The campaign focused on 5 of the top 10 high crash intersections. The 5 intersections represent each police district and are near high schools since the campaign targeted young people.
- A checklist is used for recording the observational study data. Each intersection had 2-4 people recording the data. (Webber had been at the Park-Regent intersection for the study and remarked that it's very difficult to record the data since there's a lot going on.)
- Studies were done during the time of day with the highest number of recorded crashes.
- Pre-campaign observational studies were done in August. Mineral Point-Gammon was studied on the Thursday before Labor Day weekend and Bullard-Cawthorne felt the results were not typical so data is being collected this week.
- Each intersection has unique characteristics, e.g., at E. Washington-First Street there is a problem with drivers making too wide turns, Stoughton-Pflaum is a very big intersection, etc.
- The intersections of E. Washington-First and Stoughton-Pflaum were difficult for safely making traffic stops.
- The "during campaign" data reflects only the types of violations for which a MPD officer would pull over a driver.
- At Park-Regent, there were 44 instances of a driver entering the intersection on a red during the 1-hour study period. There were 17 traffic stops.
- Bullard-Cawthorne reviewed the elements of enforcement, i.e., factors that must be present in order to pull over the motorist.
- "After" studies have found that drivers go back to their old behavior, or even worse. Something more drastic needs to happen.
- Police motorcycles are effective for traffic enforcement.
- The stop on red campaign does help but only temporarily. Since Police resources are limited, Bullard-Cawthorne urged consideration of cameras for both education and enforcement.
- Members can contact Bullard-Cawthorne if they would like more detailed study data (e.g., which leg of the intersection was worst, etc.)

A comparison of the 2002 study to the 2007 study showed that East Washington-First has gotten worse. Strawser noted that 2002 was prior to reconstruction and it appears that the redesign is more dangerous. Bullard-Cawthorne agreed that wide turns are a problem at this intersection.

Compton spoke in favor of drivers receiving tickets rather than warnings.

Skidmore found the information to be depressing because the situation is getting

worse and worse. He used to be optimistic but it appears many drivers just don't want to slow down.

In response to a question, Captain Cam McLay of the MPD confirmed that a red light running violation results in a fine and points against the driver's license.

Bullard-Cawthorne remarked that after doing observational studies for three years, she believed it is important to let violator drivers know there is a consequence. The campaign is good at raising awareness but there needs to be a consequence. She reiterated that the crash data does not reflect the many, many near misses including peds who are almost hit by vehicles turning right on red without stopping first. Cameras would help augment the limited enforcement resources.

Skidmore mentioned that running stop signs is also a problem. McLay agreed that there's a problem. Enforcement is a tool when the majority complies but the community culture is becoming one of unsafe driving behavior. Something needs to be done to change that culture. The MPD has requested a third motorcycle in the 2008 budget and hopes to get additional officers for the TEST unit. Chief Wray is continuing his efforts to make traffic enforcement part of the MPD culture.

Ross asked about the status of state enabling legislation for red light running cameras. McLay advised there is a proposal from a Milwaukee legislator for statewide enabling legislation but it appears no one is fast-tracking it. Ross commented that there needs to be a social marketing campaign to change behavior. There needs to be a year-round, constant ongoing campaign. Compton reiterated her belief there needs to be a negative consequence. She suggested that members contact their state legislator to register support for cameras and she was willing to work on a Common Council resolution. The MPD does not have enough resources. Some drivers are intentionally jeopardizing the safety of others and likely won't change their behavior until there is a negative consequence like a ticket. Compton was interested in crash data showing the number of crashes attributed to a driver who stopped for a yellow light being rear-ended by another driver. Bullard-Cawthorne stated that there's a huge problem with drivers accelerating on a yellow, and cameras would capture this.

Bullard-Cawthorne indicated that some of the study participants have mentioned that they drive more carefully now. Doing the observational studies makes a difference. Members commented that perhaps violators could perform some type of community service, such as the observational study. Bullard-Cawthorne encouraged members to try and fill out the checklist to get a sense of how difficult it is to watch everything that goes on.

Shahan commented on the difficulty of updating drivers since licenses are for 8 years and there is no mandatory re-testing. He felt the State is going in the wrong direction in the name of saving money.

Strawser wanted clarification on the need for enabling legislation. McLay explained that the legislation would allow a citation to be issued to the owner of the vehicle. It would not be a moving violation and no points would be assessed. The statutes currently list a few violations where citations can be issued to the registered owner (i.e., parking tickets) so legislation is needed to allow registered

owner citations for red light running. The statutes expressly prohibit the use of camera enforcement for speeding. With registered owner enforcement, the camera only needs to take a photo of the vehicle and license plate; there's no photo of the driver, which minimizes privacy concerns.

Webber suggested another way to improve the driving culture: when you are a passenger, make sure the driver is not violating the law. Ross's earlier comment about social marketing means you need to speak up when you see violations by family, friends, and neighbors. Peer pressure is a good tool.

(Wittke left at 6:10 p.m.)

D. OLD BUSINESS

D.1. 07593 Pedestrian-bicycle public hearing comments compilation 2007

Ross had provided a compilation of the public hearing comments, and Shahan handed out a copy of the letter sent to the Mayor re: priority projects from the 2006 public hearing and the list of ped-bike small capital projects. [Shahan noted that he had provided the wrong small cap project list.] Shahan suggested the PBMVC review the lists, see if there are updates, and update the list of priority projects. He offered to consolidate the lists.

Webber wanted to know where citizens should send their suggestions/requests when it's outside the public hearing comment time period. She wanted to make sure projects brought up outside the public hearing process get recorded and added to the list, noting "the squeaky wheel gets the grease." Webber wanted an official record maintained of the number of requests received for a particular project/issue. There needs to be a running count of comments that come in throughout the year. Shahan suggested the comments be sent to Ross with a copy to him. Ross reminded members of another list, the Pedestrian and Bicycle Improvement Work Program.

Compton suggested Ross send an email to all alders giving the contact information and ask them to forward it to their neighborhood groups. Ross noted that the contact information is listed in the public hearing news release, and he reminded members that citizens can also use the "Report a Problem" feature on the City's website. Ross pointed out that most of the public hearing comments were made via email.

Shahan requested that Ross maintain a list of requests received throughout the year and include it with next year's public hearing packet for the PBMVC.

Compton referenced the 2/13/07 letter to the Mayor outlining the projects the PBMVC had identified as the most urgent. She was very pleased to see the east extension of the Capital City Path (from Buckeye to east City limit) and felt this is a very important link. Shahan noted that the 8 projects were not listed in priority order; all were identified as important connections that provide better access and/or safety.

Shahan said he will email members the correct small cap project list. He will also compile an updated priority list. He hoped to have the list available by the October PBMVC meeting.

E. REPORTS OF OTHER COMMITTEES - SUMMARY OF ACTIVITY

E.1. Plan Commission

Ohm was absent so there was no report.

E.2. Long Range Transportation Planning Commission

Shahan reported they talked about the Transportation Improvement Program and how the LRTPC might have more input into the process so that priorities are known when staff makes their decisions. Webber advised they also talked about having a five-year plan for ped/bike projects, like the five-year plan for roadways.

E.3. Joint West Campus Area Committee

Shahan stated the committee has not met since his last report. Webber reported that the next meeting agenda includes the Campus Drive bike path. She has been assured that hte path will be open yet this fall. The path will provide a good connection for bicyclists traveling north of University Avenue.

E.4. Joint Southeast Campus Area Committee

Strawser stated the committee has not met since the last report (it meets every other month).

E.5. School Traffic Safety Committee

Webber reported that the committee is evaluating Thoreau Elementary. They also discussed safe routes to school.

E.6. Platinum Biking City Planning Committee

Ross advised that the deadline for commenting on the draft Plan has been extended. The next meeting is scheduled for October 11.

F. REPORTS OF OFFICERS AND MEMBERS FOR INFORMATION/DISCUSSION

F.1. Executive Secretary Report - None

F.2. Items by Chair

a. PBMVC 2008 meeting schedule; conflicts with Common Council for January, February, April and October

Shahan noted the need to reschedule 4 meetings in 2008 due to the Common Council meeting on the fourth Tuesday. For January and April, members agreed to meet on the fifth Tuesday (1/29 and 4/29). Shahan suggested trying for a different day of the fourth week in February and October. He will send an email to members with suggested dates, as well as possible meeting dates for this December.

F.3. Items for referral and/or announcements

Skidmore suggested the PBMVC have a presentation by the red light running camera vendor at the November meeting.

ADJOURNMENT

Upon a motion by Webber/Crandall, the meeting adjourned at 6:35 p.m.