

1/26/17 FWD'D TO MEMBERS

**Benishek Clark, Anne**

---

**Subject:** FW: Transportation Ordinance Review

**From:** Zellers, Ledell  
**Sent:** Thursday, January 26, 2017 2:00 PM  
**To:** Benishek Clark, Anne  
**Subject:** Fwd: Transportation Ordinance Review

For the records re TORC.

Alder Ledell Zellers  
608 417 9521

To subscribe to District 2 updates go to <http://www.cityofmadison.com/council/district2/>

Begin forwarded message:

**From:** Eric Sundquist <[ewsundquist@gmail.com](mailto:ewsundquist@gmail.com)>  
**Date:** January 25, 2017 at 12:59:38 PM CST  
**To:** [district16@cityofmadison.com](mailto:district16@cityofmadison.com), "Maniaci, Bridget" <[district2@cityofmadison.com](mailto:district2@cityofmadison.com)>, "Clear, Mark" <[district19@cityofmadison.com](mailto:district19@cityofmadison.com)>, "Skidmore, Paul" <[district9@cityofmadison.com](mailto:district9@cityofmadison.com)>, "Schumacher, Michael" <[district18@cityofmadison.com](mailto:district18@cityofmadison.com)>, "King, Steve" <[district7@cityofmadison.com](mailto:district7@cityofmadison.com)>  
**Subject:** **Transportation Ordinance Review**

Dear Ald. Zellers, Kemble, Clear, Skidmore, King and DeMarb:

Thank you for your service on the ad hoc committee. I had hoped to speak at your meeting this evening but now have a conflict. So, a couple brief comments:

1. I think you will get pushback on collapsing committees and reducing the number of non-elected members. As someone who experienced life as a citizen member on several committees, I'm agnostic as to the number of committees and members, though I would urge you to make sure particular groups (transit/bike users, disabled) have designated slots to ensure their perspectives are present. More important than the number and structure of committees, though, is the manner in which they function. In my experience many did a lot of busy work that didn't inform policy-making in any real way. Perhaps making the committees more alder-heavy will be an antidote to that, which would be a good thing. But issues like staffing, committee charges, the way committee recommendations are communicated up the line are critical, and unless they improve, restructuring won't change much other than to reduce staff time in meetings (which is good but not the main point).

2. More important than re-doing the committees is the staff side of the ordinance. As this stands now, it is a missed opportunity to organize staff more effectively around the sustainable (efficient, cost-effective, equitable, livable) transportation system our plans and goals envision. We have silos between modes, between planning and engineering and operations, between land use and transportation. I realize there will always be silos, but the cities and states I work with that are most effective in saving money and improving outcomes have moved beyond this old municipal model. They either have a structure that brings together modes, etc., or they have performance measures that require cooperation, or both. We used to have Larry Nelson, who brought silos and goals and politics together, so we didn't need to think about this so much, but he's been gone for years now. I

urge you to go back and look hard at staffing under the ordinance. And then, when Madison in Motion moves forward, add performance measure, targets and accountability to it, lest it become yet more busy work.

Many thanks,

Eric Sundquist

**Benishek Clark, Anne**

---

**Subject:** FW: City Transportation Director

**From:** Zellers, Ledell  
**Sent:** Thursday, January 26, 2017 2:11 PM  
**To:** William Holloway; Benishek Clark, Anne  
**Subject:** Re: City Transportation Director

Thank you Bill. I appreciate your input. I have copied Anne Benishek Clark who can share your thoughts with the full committee and get it out on the documents associated with this committee's work.

Best,  
Ledell

Alder Ledell Zellers  
608 417 9521

To subscribe to District 2 updates go to <http://www.cityofmadison.com/council/district2/>

On Jan 26, 2017, at 2:00 PM, William Holloway <[wj\\_holloway@yahoo.com](mailto:wj_holloway@yahoo.com)> wrote:

Hi Ledell,  
I was just talking with Eric Sundquist and Robbie Weber about the Transportation Ordinance Rewrite Committee meeting held last night and wanted to chime in.

I think it's very important that the city hire a transportation director so that we have someone in charge of seeing the big picture and coordinating the activities of transportation engineering, the city parking utility, planning, and Metro so that they are all aligned with one another and with city plans and goals. This kind of coordination among transportation and land-use related city departments is really critical.

Thanks,  
Bill Holloway