



City of Madison
Meeting Minutes - Amended
PEDESTRIAN/BICYCLE/MOTOR
VEHICLE COMMISSION

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

Tuesday, November 28, 2006

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)
(After 6 pm, use Doty St. entrance.)

As amended at the 1/23/07 PBMVC meeting

CALL TO ORDER AND ROLL CALL

Present: Judy Compton, Robbie Webber, Paul E. Skidmore, Michael Forster Rothbart, Mark N. Shahan, Matthew A. Logan, Mary P. Conroy, Cheryl E. Wittke, Susan M. De Vos, Charles W. Strawser III and Patricia A. Ball

Ald. Webber and Michael Forster Rothbart arrived at 5:02 pm, Ald. Skidmore arrived at 5:05 pm, Patricia Ball arrived at 5:10 pm, and Ald. Compton arrived at 5:15 pm.

A. PUBLIC COMMENT

None

B. APPROVAL OF MINUTES - 10/24/06

A motion was made by Logan, seconded by Strawser III, to Approve the Minutes De Vos noted a typographical correction on page 1, Item C., first sentence, the word should be present, not presented.

Strawser had a change on page 7, second bullet from the bottom (Other alternatives), "For a 2-lane roadway, the suggested maximum Vehicles Per Day is 20,000" should say ".. is 20,000 to 25,000 or even higher, depending on who you ask."

Shahan had a correction on page 3, PBMVC concerns/suggestions, third paragraph, sentence that starts "The developer.." should say "added green space and ramp (rather than stairs) to access.." The motion passed by acclamation.

C. NEW BUSINESS ITEMS

C.1. Report from UW Engineering students on redesign of pedestrian flag holders

Stacey Vilas of the Safe Community Coalition appeared with the following students from the UW Engineering School: Noah Hurst, Alyssa Campbell, Jamie Strandemo, James Endres and Leon Corbeille.

- The pedestrian flag program was implemented in Madison in 2001 and has been fairly successful.
- The biggest complaint has been that the flag holders are ugly and tend to collect garbage.
- Safe Community Coalition submitted proposal to have UW Engineering students come up with redesign of the holder.

- Problem statement: Motorists do not stop for peds. Flag system is in place but not widely accepted by the public. Goal was to design a visual statement to increase ped safety and community aesthetics at a reasonable budget.
- Specifications included: cost efficient, easy to make, durable, educate drivers and peds about the program, be visually appealing and accessible to people with disabilities.
- Current cost is \$18.50 per corner; new design is \$21.78 per corner (2 mounts per corner). Each mount holds 4 flags. A full intersection would cost \$43.56 (mounts, pole straps and flags).
- Nylon rod is slightly more expensive than current wooden dowel but more durable.
- Flags are fairly easy to make using basic tools.
- Mounts are stainless steel, foam rubber buffer between the mount and the pole to which it's attached.
- Easy to use and the instructions are mostly picture-based. Easy to understand how flags are to be used. Also developed script for possible video to use in driver ed classes to educate motorists.
- Nylon poles and mounted holders are more visually appealing than current holders.
- Tested accessibility by using a wheelchair, easy to grab for seated persons.
- Developed collapsible model for an individual flag.
- Will do more testing, get feedback and make improvements.
- Also have potential design for free-standing holder.
- Tried prototype on Engineering Dr.-Randall.
- The new system meets all requirements and will provide safe method for crossing the street.
- Will give final class presentation on December 13.
- This is City staff's first time seeing the design and will need to work with the students before the holders are installed.
- Although new flags are slightly more expensive than the current ones, they are more durable and should last longer. The students did not anticipate flags to go missing any more than they do now; but if it's a problem they could return to using wooden dowels. Suggestion was made to label the flags, e.g., "Property of [sponsoring organization]."
- The Safe Community Coalition buys the flags and then adopting organizations sponsor and pay for them.
- New design will be tested at Monroe Street and Sprague, a location that currently has flags.
- Program remains within the protocols already set up by the SCC, no policy is being changed; simply changing the holders to make them more aesthetically pleasing.

C.2. Report on NHTSA/Safe Communities Older Adult Pedestrian Project (John Bauer, Project Coordinator)

- John Bauer, Project Coordinator, gave a presentation.
- Grant sponsored by NHTSA to address ped safety for older adults (age 65+).
 - Focused on four zones: Hilldale area, downtown Madison, downtown Stoughton and Sun Prairie business district.
 - Created DVD on traffic safety (one version for law enforcement and one version for the community).
 - DVD provided to all County law enforcement agencies.
 - Madison Metro drivers have been trained, as have Madison Gas & Electric Company employees, and the Four Lakes Driving School is using it. Also

- working with AARP to have their instructors use the materials.
- Working with CESA 2 to have high school driving instructors use the training materials. Suggestion was made to get list of other high school driver ed groups in Dane County. Did send the DVD to all private driving schools.
 - Some local police chiefs are taping an introduction to the DVD and will then ask their local cable channel to make it part of the regular programming.
 - Traffic Safety Quiz has been provided to over 2,000 people
 - Neighborhood associations located within the focus zones are probably aware of the DVD but any neighborhood association could use it or have a presentation.
 - Distributed StreetShare.org brochure and copy of StreetShare pledge.
 - Brochure will be used as an educational tool by the MPD.
 - Anticipating a major campaign in the spring to have people take the StreetShare pledge.
 - Grant also provided some funds for enforcement activity.
 - Have completed observational surveys to determine level of compliance of drivers yielding and now starting second observational survey. Completed second survey In Stoughton and found significant increase in compliance, from 8.6% to 34%. Did put up ped sign at mid-block crossing and now plan to implement flag program and will then do another observational survey.
 - Conducted walking audits in the two Madison zones. Found that many motorists don't yield to peds, that peds often prefer to cross mid-block on busy streets because don't have to deal with turning vehicles, and that most motorists don't stop at the stop bars at intersections but proceed into the crosswalk.
 - Will be coming up with recommendations to try and address these issues. Might need to move back stop bars, have colored crosswalk markings, etc.
 - Have found there is confusion by peds as to when to cross with WALK lights and they don't understand flashing DONT WALK. This emphasizes the value of countdown signals.
 - Bicyclists need to alert peds when passing, sometimes a problem if ped wearing headphones.
 - Lots of education that needs to occur for all modes.
 - Intent is to continue to obtain additional partners, do more training, get more media coverage. Will have major effort in spring 2007.
 - Members pleased with content and potential of the program. Noted that video talks about what the law requires but nothing about "why should I care about doing this, other than avoiding a citation?" Find out what motivates people.
 - Crash data for Madison: Average of 2 peds struck per week, 100 per year, 56% are taken to the hospital.
 - Any follow-up with those who have gone through the training? Have they changed/improved their behavior? This is part of the evaluation. Also review the crash data. What about self-reporting method for those who have gone through the training? Have not considered that, but could do a follow-up questionnaire.
 - Suggested that materials be included with materials given to new home owners, part of neighborhood association welcome package. Ask neighborhood associations and alders to put on their web pages.
 - Contact Bauer if your group would like a presentation.

C.3.

Petitioning the State of Wisconsin Commissioner of Railroads to modify the existing roadway crossing of the rail corridor at North Thornton Avenue between East Main Street and Williamson Street, and a determination of the crossing protection required. (6th AD)

A motion was made by Logan, seconded by Skidmore, to Return to Lead with the Recommendation for Approval to the BOARD OF PUBLIC WORKS
Ross advised that Thornton Avenue is being converted into a multi-use path. The motion passed by acclamation.

C.4. Develop list of short-term, lower cost ped/bike capital projects to be accomplished within existing agency budgets

Shahan indicated this is in follow up to the action taken at the August meeting from which he was absent. His idea was to come up with a process for small projects that seem to languish, e.g., ramps on the Monona loop path at Olin Park, short segments of path that need repair, installing curb cuts, filling a sidewalk gap, etc. He was especially interested in projects on key links or heavily used paths. Discussion included:

- Is there a way to compile the requests in one central place and make citizens aware that their input is being collected?
- How would TE or PBMVC then act on prioritizing those projects?

[Skidmore left at 5:55 pm]

- Suggestion for PBMVC to field the requests, prioritize and forward to TE. Make it known to alders to forward requests to the PBMVC.
- Traffic Engineering does not maintain a running list of requests; specific requests are typically filed by location.
- City website has the "Report a Problem" feature. Citizens can go to this central place and request/complaint is then forwarded to appropriate City agency. However, this site is designed more for immediate/short-term problems, e.g., potholes, streetlight not working, etc.
- No place for citizens to check to see whether others have reported the same problem and what response they received.
- Members did not want to develop a new system or database.
- Members agreed that best place to start is to review past lists from ped/bike public hearings. Some projects come up year after year.
- Shahan will review public hearing comments from past few years for maintenance issues or small brick and mortar projects. He will especially look for ones that should be taken care of fairly soon because of heavy usage or safety issue. HHHe will bring back a list at the January or February meeting.

D. OLD BUSINESS ITEMS

D.1. 2006 Traffic Signal Priority List, Summary of Staff Recommendations

Staff recommendations had been provided to members, and the citizens who had appeared at the public hearing were notified of the recommendations. Written comments for the PBMVC's consideration at tonight's meeting were provided by Lisa Veldran, 5738 Kroncke Dr., requesting a signal at Raymond-Whitney Way.

Motion by Compton/Strawser to approve the staff recommendations.

Motion by Webber/De Vos to amend the recommendations to include a signal at Raymond-Whitney Way.

DISCUSSION:

- Volumes meet the minimum numerical warrants.
- Staff comments don't mention that this intersection is near a school.
- Staff comment that a signal may reduce ped safety is based on experience that turning traffic often doesn't yield to peds. Motorists at four-way stops tend to look in all directions before proceeding whereas motorists at a signal tend to go when they have a green, and turning motorists often don't look for conflicts in the crosswalk.
- A signal will significantly reduce the amount of time for a ped to legally cross the street.
- A signal does not improve the behavior of motorists to yield to peds.
- Staff did not feel that development to the south will have a significant impact on traffic volumes at this intersection.
- A signal would reduce the vehicle delay during the peak periods but would increase vehicle delay during other times.
- Staff did not believe a roundabout at this location would help ped crossings.
- Problem for students is that they are crossing this intersection during the morning peak period
- There is an adult school crossing guard a block east but many students cross at the Raymond-Whitney intersection, likely due to convenience/shorter distance. Students should be able to cross safely if they enter the crosswalk in a safe manner, e.g., make eye contact with driver, and don't dart across the street.
- Issue for PBMVC is whether the intersection would be improved by installing a signal. Some concern expressed that a signal encourages motorists to speed to get through on a green or yellow light.
- Frustration expressed by PBMVC that every year they have a discussion about traffic signals versus four-way stops, but this deals with motorists. There is no real discussion about making busy streets more accessible for peds. Need to look at engineering and education to address this. There needs to be a priority for improving ped safety at crosswalks.

Amendment to add Raymond-Whitney failed on 3-4 vote (yes: Webber, Conroy and Forster-Rothbart; no: Wittke, Strawser, Compton and Logan; abstain: De Vos)

Motion to approve staff recommendation carried, with De Vos abstaining.

Members asked that the issue of safe ped crossings at busy intersections be put on a future agenda.

E. REPORTS OF OTHER COMMITTEES - SUMMARY OF ACTIVITY

E.1. Plan Commission

Forster Rothbart reported that the Hilldale redevelopment plan will be coming to the Plan Commission. He will bring the PBMVC's comments re: Hilldale to the PC. The PC will also be taking up the Cherokee Park development proposal.

E.2. LRTPC - 10/19/06 minutes encl.

Shahan reported that at the November LRTPC meeting they looked at the TIP and also discussed referral of Planned Unit Developments that may need to come to PBMVC. Staff is working on how that might get done. For example, if a Transportation Impact Analysis is required, it might go to the PBMVC before it goes to the PC. Intent is to ensure that ped/bike connections are addressed.

E.3. Joint West Campus Area Committee

Discussed the West Campus utility project. At least one lane of Highland Avenue will be open during the project. Sidewalk on University Bay Drive will be done as part of the construction of the UW Children's Hospital.

E.4. Joint Southeast Campus Area Committee

Meeting was canceled.

E.5. School Traffic Safety Committee

Webber reported they looked at a standard evaluation sheet that principals can fill out and have as a record of what has been requested. She will be attending the joint Board of Education/Common Council Liaison Committee meeting to give a presentation on safe routes to school.

E.6. Platinum Biking City Planning Committee

Ross reported the committee developed a list of priorities and started a discussion on how to do outreach. The next meeting will be December 12 and the major item will be a presentation by the Chicago Bike Federation on the Bike 2015 Plan. He will add PBMVC members to the email list to receive agenda/minutes.

De Vos mentioned that Davis, CA was considered the number 1 biking city, but Ross noted it's not a peer city to Madison. Strawser noted that it was ranked #1 for a city its size. Ross stated Davis is ranked platinum because of its mode split.

F. REPORTS OF OFFICERS/MEMBERS FOR INFORMATION/DISCUSSION

F.1. Executive Secretary Report

F.1.a. St. Mary's/South Park St. reconstruction project update

Members received a brief informational overview of Traffic Engineering's and City Engineering's designs for the St. Mary's/Park Street project. The PBMVC expressed a preference for the Traffic Engineering design (wider medians, left turn in only at Delaplaine, enhanced ped crossing at Haywood, etc.).

F.1.b. Need to schedule December meeting?

No meeting will be scheduled unless there is an urgent referral from the December 5 Common Council meeting.

F.2. Items by Chair

Shahan introduced new member Patricia Ball and noted that two more members will be joining in January (a new alternate and a new PC representative since Forster Rothbart will be out of the country from January until August.) Shahan will meet with the new members to give them an overview of the PBMVC.

F.2.a. Pedestrian/bicycle projects, Ped/Bike/Motor Vehicle Commission ltr to the Mayor

Members approved the letter drafted by Shahan with minor modifications:

1. Last paragraph on page 1 re: including funds for ped/bike accommodations as part of roadway projects, add: "as outlined in the Federal Highway Administration guidelines regarding the Federal transportation bill."
2. In the list of projects, check the motion made at the August meeting for the language regarding the west branch of the Starkweather Creek; Forster-Rothbart thought it should include the entire segment from Milwaukee Street to Aberg, not just the overpasses.

F.3. Items for referral and/or announcements

Logan referenced a perennial problem with inadequate bike parking. Perhaps bike parking plans should be reviewed by PBMVC. For example, bike parking at new Trader Joe's does not meet the zoning code. He heard that the zoning code is up for review. Shahan suggested that the Zoning Administrator attend a PBMVC meeting. Webber asked that the discussion also include residential bike parking requirements. Members felt it extremely important that the PBMVC look at the bike parking plans for development projects. Shahan noted that this might be tied in with the referral process issue being discussed at LRTPC.

Members recognized Logan's service on the commission and thanked him for serving.

ADJOURNMENT

Upon a motion by Forster Rothbart/Strawser, the meeting adjourned at 7:12 p.m.