



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

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

---

Wednesday, March 21, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd., Room 300 (Madison  
Municipal Building)  
(After 6 pm, use Doty St. entrance.)

---

As amended at the 4/24/07 Ped/Bike/Motor Vehicle Commission meeting

**CALL TO ORDER AND ROLL CALL**

**Present:** Paul E. Skidmore, Mark N. Shahan, Cheryl E. Wittke, Susan M. De Vos, Patricia A. Ball and Aaron S. P. Crandall

**Absent:** Brian W. Ohm

**Excused:** Judy Compton, Robbie Webber, Charles W. Strawser III and Mary P. Conroy

**Ald. Skidmore arrived at 5:10 p.m.**

**A quorum being present, Chair Shahan called the meeting to order at 5:05 p.m.**

**A. PUBLIC COMMENT**

None

**B. APPROVAL OF MINUTES - 1/23/07**

A motion was made by Wittke, seconded by Ball, to Approve the Minutes. The motion passed by acclamation.

**C. MADISON POLICE DEPARTMENT REPORT ON TRAFFIC RELATED ISSUES**

**C.1. Madison Police Department 2006 Year End Traffic Report**

Captain Cam McLay was present and briefly outlined the traffic activities performed by the MPD in 2006.

- Looking to expand traffic enforcement on football Saturdays and New Year's Eve.
- Adult School Crossing Guards have been very productive in sending warning letters.
- Fourth quarter traffic enforcement report summarizes citation experience but this is only a small part of the Department's traffic safety work.
- Report doesn't talk about the shift in focus on how MPD does enforcement. In 2007, the MPD will be targeting enforcement of hazardous violations at high crash locations (two intersections in each policy district). The plan is to focus on specific locations with the goal of producing a statistically significant change.
- Investigating the possibility of a pilot program for red light running enforcement. State statute does not prohibit it but it would be necessary to get enabling legislation to issue the citation to the owner of the vehicle. Existing statutes allow issuance of a citation to the driver but the due process requirements would be very time consuming and the MPD doesn't have the

resources. MPD prefers a process where the citation is issued to the registered owner of the vehicle (similar to parking tickets). It would be a "no points" citation. There is a lot of local support, and Madison will be meeting with other counties that have expressed interest (Milwaukee, Racine, etc.) to talk about statewide legislation.

- Additional training for officers doing grant-funded OWI enforcement, and hope to do a multi-jurisdictional campaign.
- Speeder's Hotline can be used to report any type of traffic violation. If the caller provides sufficient identifying information (date and time of violation, license plate, car description, etc.), MPD will send a warning letter to the registered owner.
- There was a reduction in fatalities and injuries for the period 2000-2005. No identified reason for the decrease, would like to think that efforts of the traffic safety community played a role.

#### **D. NEW BUSINESS ITEMS**

- D.1. Adopting the Monroe Street Commercial District Plan and the recommendations contained therein as a supplement to the City's Comprehensive Plan.

A motion was made by Skidmore, seconded by Wittke, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION  
To adopt the Monroe Street Commercial District Plan and the recommendations contained therein as a supplement to the City's Comprehensive Plan, with the recommendation that the Plan include the following: (1) all items in the 3/14/07 memo from David Dryer, City Traffic Engineer & Parking Manager; (2) an emphasis on making the street crossings more significant so motorists slow down; (3) an emphasis on including bike parking, particularly with all new development; (4) designate routes from the path around Lake Wingra and the Southwest Bike Path to the major business nodes.

#### DISCUSSION

Jane Riley, 3004 Monroe Street, representing the Dudgeon-Monroe Neighborhood Association, registered in support and was available to answer questions.

Bill Fruhling, City Planning, was present and provided a brief overview of the Plan's development.

- The Plan contains general recommendations for the entire corridor and specific recommendations for each node. Three nodes (intersection areas): Regent, Commonwealth, and Glenway.
- Recommendations of interest to the PBMVC include (1) create visually pleasing crossings of Monroe Street and enhance safety by making them noticeable to motorists; (2) strengthen the connections to the Southwest Bike Path and Wingra Path by integrating the paths into the business district; and (3) ensure adequate parking, both on- and off-street, including an emphasis on shared parking and multi-modal access. The area is well-served by transit and perhaps the merchants could actively promote this.
- Board of Estimates, Urban Design Commission and Plan Commission have recommended approval. The UDC added Wingra School (Glenway node) as an additional location for an enhanced ped crossing.
- Resolution will go to the Common Council on 3/27. The Plan Commission is lead but already acted on it to meet time constraints. The PBMVC comments will go to the Council.
- The Plan does not include a recommendation to add bike lanes. Due to the limited width of Monroe Street and the existing businesses, it would be very challenging to add bike lanes. The goal is to improve the connections to Monroe Street and increase public awareness of alternate routes (parallel streets, Southwest Bike Path, etc.).
- Plan does include recommendation for additional bike parking, although specific locations are not indicated.
- Pedestrian elements include enhanced crosswalks, traffic tables and ped refuge islands. The memo from City Traffic Engineer Dryer includes a concern about traffic tables on a thoroughfare but recognizes the need for enhancements of some type, such as colored concrete at crossings to visually set them apart. Signing could be part of the crossing treatment but the Plan does not specifically talk about signing. Traffic Engineering is supportive of ped refuge islands but recognizes that additional right-of-way might be needed in some areas due to the narrow street width.
- Plan recommends a consistent speed limit of 25 mph (currently a mix of 25 and 30 mph). Plan participants did not discuss a lower speed limit of 15 or 20 mph. It was noted that traffic congestion might serve to lower the speed limit.
- There was concern expressed about the Arbor development adding more cars to Monroe Street. It was noted that transit is very accessible and parking for the

development is 1.2 spaces per unit.

- There is no specific design yet for the recommended angle parking on Breese Terrace, but the spaces will be sited with visibility of the bike path in mind.
- There was some concern expressed about the consultant's concept of added green space at Knickerbocker (figure I-8, page 64). It would force bicyclists into the street and peds would have two street crossings.
- Members suggested better connections to the Southwest Bike Path and the Wingra Path, perhaps via signing on the street.
- The neighborhoods and Planning staff are comfortable with the changes recommended in Traffic Engineering's memo.
- The fiscal note applies only to adoption of the Plan, not implementation of the specific recommendations. The fiscal note states this but perhaps it could be more explicit. McCormick pointed out that there's often a disconnect between adopted plans and implementation. Neighborhoods with adopted plans often get frustrated when recommendations are not implemented, but there are a number of neighborhood plans vying for the same City funding. The PBMVC could set priorities if so desired. The PBMVC could also recommend to add more funding for ped/bike projects as well as a dedicated planner or engineer to coordinate ped/bike projects. Traffic Engineering needs more resources to coordinate projects. Members agreed to add this as a future agenda item.
- The PBMVC acknowledged there is probably little value to coming up with cost estimates at this time since things will change over time. Prioritization could wait until funding is available. What would be identified as the top priority today might change in a few years.
- Specific recommendations will come back to various committees/commissions in greater detail for implementation and funding.

Motion by Skidmore/Wittke to recommend adoption of the resolution and the recommendations contained in David Dryer's 3/14/07 memo.

De Vos felt much of the Plan was well-written but had concerns: (1) it does not have a summary or introduction; (2) it does not outline goals or objectives; (3) it doesn't indicate how this neighborhood plan fits in with other adopted City plans (e.g., Bike Plan, Comprehensive Plan, etc.); (4) it has an emphasis on parking being good for business (she did not support 1.2 spaces per unit); and (5) the Plan should not bend over backwards to accommodate motor vehicle traffic like it does.

Shahan noted that the ratio of 1.2 spaces per unit is much better than it used to be, many developments used to be 2.0. It was pointed out that conditions have changed since the neighborhood was first built. Monroe Street is an arterial with many motorists simply driving through, and that needs to be recognized.

Friendly amendment by Crandall to recommend an emphasis on making the street crossings more significant so motorists slow down.

Friendly amendment by Ball to recommend an emphasis on including bike parking, particularly in new developments.

Wittke assumed the Chair position.

Friendly amendment by Shahan to recommend designating routes from the path around Lake Wingra and the Southwest Bike Path to major business nodes.

Fruhling was asked to consider a couple of "housekeeping" changes:

- Since Monroe is an arterial, the crossing treatments should not be referred to as traffic calming.
- Since the Plan talks about bicycling and walking, the references to "multi-modal" should be changed to "transit."

The motion passed by the following vote:

**Absent:** Ohm

**Excused:** Compton, Webber, Strawser III and Conroy

**Aye:** Skidmore, Wittke, Ball and Crandall

**Abstain:** De Vos

**Non Voting:** Shahan

D.2. Amending Section 12.1334(65) entitled "Parking Prohibited Except Temporarily While Attended by Operator" of the Madison General Ordinances (portion of Park Street).

A motion was made by Skidmore, seconded by Wittke, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation.

D.3. Neighborhood Traffic Management Program 2007 Priority List

Members first heard from the registrants.

Bill Enright, 1105 Stonebriar Drive, Verona, representing Hawk's Landing Home Owners Association:

- Supported Red Tail Dr.-Eaglewood Dr. to Mid Town Rd. being selected for funding in 2007.
- Street has been on the list for two years.
- Speeding is the main problem. It was noted that this location has the highest ranking of any on the list for the percentage of motorists traveling 5+mph over the posted speed limit (70%).
- A major arterial bisects the neighborhood with neighborhoods north and south of it, and a middle school is planned for the north side.
- Two separate instances of pedestrians (a child and an adult) being hit by motorists.
- Only one Speed Limit sign at the south end of the neighborhood.
- Motorists pick up speed coming down the hill.
- District alder is in support.

Craig Atwood, 1125 Red Tail Drive:

- Supported Red Tail Dr.-Eaglewood Dr. to Mid Town Rd. being selected for funding in 2007.
- When the middle school is built, there will be an additional need for traffic calming. He would like something in the interim, as well as a stop sign at the intersection of Red Tail and Lone Oak.
- The roundabout at the other end of Red Tail has slowed down traffic.

There is a good demarcation in points between the projects recommended for

funding and the ones that didn't make the list.

Skidmore noted that he has done work for the Hawk's Landing Homeowners Association through his employment with Barnes Landscaping and suggested he recuse himself from voting on this project.

Motion by Wittke/Skidmore to approve the Traffic Engineering staff recommendations (priority ranking) with the exception of separating out Red Tail; motion carried with De Vos abstaining.

Motion by Wittke/Crandall to approve the staff recommendation (priority ranking) for Red Tail; motion carried with Skidmore and De Vos abstaining.

D.4. Neighborhood Traffic Management Program Manual, revisions to incorporate "housekeeping" changes (Version 9b)

Traffic Engineering staff recommended minor revisions to clean up the language. This included changing the word "ballot" to "survey" to better convey its advisory nature. Some of the point ranking was also clarified. On page 5, Step 2, second paragraph, "will" was changed to "may" to avoid forcing neighborhoods to form a traffic committee; sufficient support for a project to proceed is demonstrated through the petition process.

An error was noted on page 25, NTMP Process Flow Chart, third box should reference Appendix B, not C.

Motion by Skidmore/Ball to approve the manual with the staff recommended modifications and the correction on p. 25, carried with De Vos voting no.

## E. OLD BUSINESS ITEMS

E.1. SUBSTITUTE - Creating Section 12.792 entitled "Neighborhood Electric Vehicles Allowed" to permit and regulate the operation of such vehicles on Madison streets and amending Section 1.08(3)(a) to establish a bail deposit amount for violations of the section.

A motion was made by Skidmore, seconded by De Vos, to Return to Lead with the Following Recommendation(s) to the PUBLIC SAFETY REVIEW BOARD  
The PBMVC recommended approval of the Substitute Ordinance with the comments and recommendations contained in the 3/21/07 memo from Arthur Ross, Pedestrian-Bicycle Coordinator. (The memo is attached to the legislative file.)

PBMVC members emphasized the need for additional Traffic Engineering staff resources to implement and maintain the Neighborhood Electric Vehicle program and wanted to ensure that the licensing fee covers the cost of the program. Since these costs have not yet been determined, it was suggested that the Substitute be referred to the Board of Estimates once the fiscal note has been added.

#### DISCUSSION

Ross provided written comments and suggested changes.

- The fiscal note is not done yet. Traffic Engineering is trying to get an idea of the amount of additional staff time required to implement and maintain the program. A budget amendment will be necessary to fund the increased staff time. If the Common Council does not support a budget amendment, it means Traffic Engineering staff will have less time for the bike registration program.
- While there is no timeline for the ordinance, the UW would like to see the ordinance go through soon; it has purchased some NEVs and will be purchasing more.
- The ordinance does not take effect until 180 days after the Common Council passes it. Thus, the earliest it could be implemented would be October 2007.
- PBMVC expressed concern that the NEV registration fee covers the cost of the program. Ross did not have an estimate of the potential number of users. He did not envision there would be a lot of users.
- A NEV must meet federal safety standards.
- Ross indicated the term "immediately" in Section (7)(d) is modeled on bike registration language and has a liberal interpretation.
- Re: section (7)(h), Ross stated Traffic Engineering staff will not do inspections; a determination of mechanical condition will be based on the submitted paperwork. The motion passed by acclamation.

#### E.2. Traffic Engineering Division operations presentation

Motion by Skidmore/De Vos to refer to the April meeting due to Dryer's absence; carried unanimously.

#### E.3. Pedestrian/Bicycle Small Capital Projects 2007

Shahan briefly reviewed the rankings: tier 3 = jurisdictional problems; tier 2 = should be done; tier 1 = important to do as soon as possible, provide a missing connection or address a safety or a policy issue. He also considered whether a project could get done within an agency's budget if earmarked. Some projects from the initial list were deleted. He suggested the PBMVC approve a list and forward it to the relevant agencies so they are aware of the PBMVC's priorities.

Motion by Skidmore/Ball to refer to the next meeting since five members were absent.

- Project ideas came from ped/bike public hearings, PBMVC members, and the bicycling community.

- Ross has sent over quite a few to Engineering to add to its work program.
- Some have been on list since the mid-1990s. Many have been delayed because they are not large enough for the capital budget. The list is an attempt to move them along.
- It's important for agencies to know the PBMVC's priorities.
- It was noted the projects could be further ranked within each tier.
- It was suggested the list be forwarded to the Platinum Biking City Planning Committee. The Committee's draft report will come to the PBMVC, and projects can be coordinated with that committee as far as a budget direction.
- There is a budget issue, both in terms of project cost and additional staff to oversee ped/bike projects.
- Tier ranking does not reflect available funding; rather, the list is a request for agencies to keep these projects in mind and fit them within their budgets.
- It would most beneficial for agencies to get the list within the next few months so projects can be considered in their 2008 budget development.
- It was emphasized that while it's good to get these projects on the radar screen, there's no guarantee they will be done. There are a lot of projects to be done, and it comes down to a question of staff time and funding. If the PBMVC or neighborhoods want more to get done, then additional resources are needed. Since there often is a disconnect between neighborhoods' expectations and what can be done, it would be helpful to have the issue brought forward to the Common Council. Perhaps a ped/bike project program could be established, similar to the Neighborhood Traffic Management Program, to implement some of the neighborhood projects.
- The list will be on next month's agenda and also requested staff to look at the top ped/bike recommendations in adopted neighborhood plans.
- Goal is to have a yearly update of both small and large capital project lists; the lists will be available as the PBMVC's identified preferences.

Motion to refer carried unanimously.

## F. REPORTS OF OTHER COMMITTEES - SUMMARY OF ACTIVITY

### F.1. Plan Commission

No report, Ohm absent.

### F.2. Long Range Transportation Planning Commission - 1/18/07 & 2/15/07 minutes encl.

Shahan reported that the main discussion item at the February meeting was the Transportation Improvement Program. The March meeting included discussion about setting up a process for prioritizing transportation projects. They also referred a substitute resolution regarding the requirement of a binding referendum prior to expending City funds on a streetcar system.

### F.3. Joint West Campus Area Committee

No report, committee meets next week.

### F.4. Joint Southeast Campus Area Committee

No report, Strawser absent.

### F.5. School Traffic Safety Committee



No report, Webber absent.

F.6. Platinum Biking City Planning Committee

Ross reported the committee has formed subgroups to focus in detail on various topics. The committee anticipates having a draft report by the beginning of May for Bike to Work Week, with a final report in time for consideration of the 2008 budget.

**G. REPORTS OF OFFICERS AND MEMBERS FOR INFORMATION/DISCUSSION**

G.1. Executive Secretary Report

McCormick reported that Schroeder Road is being resurfaced and TE staff have proposed restriping it as a two-way left-turn lane with bike lanes on both sides. Pedestrian refuge islands may also be installed.

G.2. Items by Chair

Shahan distributed a copy of the Mayor's response letter to Shahan's letter re: priority ped/bike projects for future capital budgets.

G.3. Items for referral and/or announcements

Wittke announced that the Slow Down for Kids campaign will kick off on April 23; yard signs can be picked up beginning April 16.

**ADJOURNMENT**

Motion by Skidmore/Crandall to adjourn at 7:04 p.m.