

3.14 - DEPARTMENT OF TRANSPORTATION. (Effective 6-29-2018)

- (1) Purpose. There is hereby created a Department of Transportation for the purpose of managing, operating, controlling, and maintaining the city's transportation system, which consists of the following elements:
 - (a) Bicycles;
 - (b) Bus, truck and rail freight, and motor vehicle traffic;
 - (c) Parking;
 - (d) Pedestrians;
 - (e) Street, curb and right-of-way use;
 - (f) Transit; and
 - (g) Any additional transportation elements as identified by the Common Council by ordinance or resolution.
- (2) Director of Transportation. The Department of Transportation shall be managed and directed by a Director of Transportation, who shall:
 - (a) Ensure that the city's transportation system operates in a manner that is safe, efficient, affordable, and equitable for all of its users;
 - (b) Ensure that the city's transportation system operates in a manner that is sustainable and responsive to the environmental needs of the city and region;
 - (c) Ensure that each element of the city's transportation system operates as an integrated part of the overall transportation system;
 - (d) Work to eliminate any disparities that people of color and people of low income experience with respect to the city's transportation policies, programs, services, and destinations;
 - (e) Provide annual operational reports to the Transportation Policy and Planning Board and Transportation Commission regarding the operation, management, control, progress towards equity, and maintenance of each element of the City's transportation system;
 - (f) Serve as chief administrative officer and executive secretary of the Transportation Policy and Planning Board;
 - (g) Provide the necessary administrative and staff support services to the Transportation Policy and Planning Board and the Transportation Commission;
 - (h) Work collaboratively with the Transportation Policy and Planning Board and the Director of Planning, Community, and Economic Development on the development of transportation policies and plans, including the transportation element of the city's comprehensive plan;
 - (i) Coordinate the implementation of the transportation policies and plans adopted by the Transportation Policy and Planning Board and the Common Council;
 - (j) Develop and maintain communication with City residents to ensure that the public is aware of the City's transportation policies and plans and progress towards implementation;
 - (k) Work with the City Engineer and Director of Public Works in the planning of highway programs or projects;
 - (l) Work with the Director of Planning, Community, and Economic Development to ensure that the transportation system supports and compliments the city's land use decisions;
 - (m) Work with the Madison Area Transportation Planning Board (MATPB) to ensure that the city's transportation policies and plans are consistent with the regional transportation plan and work to implement city and regional plans so that the city's transportation system continues to effectively and efficiently move people and goods through the Madison region;

- (n) Work with surrounding local governments to ensure that the City's transportation system allows for the safe and efficient movement of people and goods through the greater Madison region;
 - (o) Work with Federal, State and County governments to coordinate transportation projects or programs and pursue financial aids, grants, and other assistance that would benefit such projects or programs; and
 - (p) Conduct studies as necessary to evaluate present and future transportation needs and make recommendations to the Transportation Policy and Planning Board regarding policies, plans, or projects necessary to ensure the city's transportation system is and will remain able to safely, effectively and efficiently move people and goods throughout Madison and the surrounding region;
 - (q) Supervise the Traffic Engineering, Parking, and Transit Divisions of the Department of Transportation; and
 - (r) Perform other duties as assigned by the Common Council and the Mayor and report to the Mayor for day-to-day administrative purposes.
- (3) Divisions . The Department of Transportation shall consist of the Traffic Engineering Division, the Parking Division, and the Transit Division.
- (a) Traffic Engineering Division .
 - 1. Duties . The Traffic Engineering Division shall be responsible for managing, operating, controlling, and maintaining the city's traffic system, consisting of the transportation elements listed in sub. (1)(a), (b), (d), and (e), above.
 - 2. Management . The Traffic Engineering Division shall be managed by the City Traffic Engineer, who shall also: (Am. by [ORD-18-00108](#), 10-23-18)
 - a. Serve as the City Highway Safety Coordinator;
 - b. Serve as the executive secretary of the Transportation Commission as provided in Sec. 33.56(4); and
 - c. Under the direction of the Director of Transportation, work with the City Transit Manager and Parking Division Manager to ensure the duties outlined in sub. (2) above are fulfilled. (Am. by [ORD-18-00108](#), 10-23-18)
 - (b) Transit Division .
 - 1. Duties . The Transit Division shall be responsible for managing, operating, controlling and maintaining the City's transit system, which consists of the transportation element listed in sub. (1)(f) above.
 - 2. Management . The Transit Division shall be managed by the City Transit Manager, who shall also:
 - a. Serve as the executive secretary of the Transportation Commission as provided in Sec. 33.56(4);
 - b. Serve as executive secretary of the Regional Transit Subcommittee as provided in Sec. 33.55(6)(h); and
 - c. Under the direction of the Director of Transportation, work with the City Traffic Engineer and Parking Division Manager to ensure the duties outlined in sub. (2) above are fulfilled. (Am. by [ORD-18-00108](#), 10-23-18)
 - (c) Parking Division .
 - 1. Duties . The Parking Division shall be responsible for managing, operating, controlling, and maintaining the City's on- and off-street parking system, consisting of the transportation element listed in sub. (1)(c) above.

2. Management. The Parking Division shall be managed and supervised by the City Parking Division Manager, who shall also:
 - a. Serve as the executive secretary of the Transportation Commission as provided in Sec. 33.56(4);
 - b. Under the direction of the Director of Transportation, work with the City Traffic Engineer and Transit Manager to ensure the duties outlined in sub. (2) above are fulfilled.

(Am. by [ORD-18-00108](#), 10-23-18)

(Rec. by ORD- [17-00099](#), 9-27-17; Am. by ORD- [17-00121](#), 12-18-17, Eff. 6-29-18)