



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE

Wednesday, October 30, 2013

5:00 PM

Room 260, Madison Municipal Building
215 Martin Luther King, Jr. Boulevard

1 CALL TO ORDER / ROLL CALL

Committee Chairman Gary Poulson called the meeting to order at 5:00 PM.

Present: 11 -

Maurice S. Cheeks; Chris Schmidt; John Strasser; Denise DeMarb; Rob Kennedy; Gary L. Poulson; Lynn K. Hobbie; Ken Golden; Jay B. Fern; Craig P. Stanley and Michael W. Rewey

2 PUBLIC COMMENT

Susan Schmitz of Downtown Madison, Inc. commented that transportation is extremely important to the downtown and so she will be attending all of Oversight Committee meetings. She emphasized that she will be available should the Committee need anything from her.

3 DISCLOSURES AND RECUSALS

There were no disclosures or recusals announced.

NEW BUSINESS

[32012](#) MEETING MATERIALS: TRANSPORTATION MASTER PLAN
OVERSIGHT COMMITTEE

4 INTRODUCTIONS

- a. Committee Chairman Gary Poulson
- b. TMP Oversight Committee Members
- c. City Staff
- d. Consultant Team

Committee Chairman Gary Poulson, TMP Oversight Committee members, City staff and the consultant team all introduced themselves.

5 ELECTION OF COMMITTEE VICE-CHAIRPERSON

Chris Schmidt nominated Ken Golden to be the Committee Vice-Chairman. Gary Paulson moved to elect Ken as the Committee Vice-Chairman. Mike Rewey seconded. Pass unanimously by acclamation.

6 GENERAL TMP OVERVIEW: PROJECT CONTEXT, GOALS, SCOPE OF SERVICES AND
PROJECT SCHEDULE

Paul Moore described the project process and timeline

Lynn Hobbie: What are examples of projects?

Paul Moore: Light rail, intersection improvements, etc.

Paul Moore said that another component of the project includes agreement on plan goals, which the Committee will discuss later in the agenda. Goals are based on the City of Madison Comprehensive Plan and conversations with staff. The process also includes two vision events in which concerns and opportunities related to land use and mobility will be identified. He presented a traffic model example from Omaha showing how concentrating a greater proportion of growth in the central city would greatly reduce traffic congestion caused by growth at the edge, as predicted by the traffic model. The TMP project also includes an analysis of data such as transit productivity, bike/ped propensity, and other metrics. The project will also result in a Best Practices in Madison Fact Book for use by community and decision makers. The project will involve the use of analysis tools such as including GIS and a Regional Model. The project team will also look at funding policy proposals and land use/entitlement proposals.

- Denise DeMarb: Will you consider changing demographic/transportation trends?
 - Paul Moore: Yes.

Paul Moore said that while technical analysis will help identify some priority projects, the community and the Committee will have the ultimate say in what the priority projects are. The project team will check in with the Committee to ensure priorities are on the right track.

Discussion:

- Lynn Hobbie: How do we build this into an implementation plan?
 - Paul Moore: Implementation will involve identifying programmatic ideas as well as big physical problems and their solutions.
- Lynn Hobbie: How does looking at a number of discrete projects build to something that works from a system standpoint?
 - Paul Moore: That will be challenge; it depends on what the funding options are.
- Ken Golden:
 - Be sure to use the recent BRT infill study to inform the analysis.
 - We need to define what is included in our scope, funding, and governance definitions/assumptions. For example, when we determine what is in our scope, we should explain why something is or isn't included. This way we show that we have considered the idea. Other decisions we have to make include:
 - Scope: Should we be reaching out to neighboring communities? Governance: How do we deal with the fact that a significant portion of Madison Metro funding is coming from outside communities? Funding: Do we want to cultivate funding sources that are not obvious?
 - Are we going to consider nontraditional transportation?
- Paul Moore: I expect social equity to be an important goal. Funding is

- not going to be available for all projects, so we will have to discuss how to expand the pie, for example, through value capture, partnerships with regional partners, etc.
- Jay Ferm: Could this process lead to the adoption of policies, e.g. TDM?
 - Paul Moore: yes
 - Denise DeMarb: Are we also looking at demographics? If we had a goal of encouraging people to choose transit, would that be part of this plan?
 - Paul Moore: Yes to both. We can do things like mapping low-income populations and food sources, and recommend that the two be linked to transit.
 - Rob Kennedy: Look at the University Avenue Corridor Study. I want to make sure we're considering all of the other plans so we don't reinvent the wheel.
 - Paul Moore: Yes, and we want to show why an idea from an existing plan was or was not carried over into the Transportation Master Plan.
 - Lynn Hobbie emphasized the importance of emphasizing economic activity in the plan. She said the project team should look at what economies are growing and what economies we want to grow. She talked about managing transportation demand through redevelopment.
 - Paul Moore: The City is undertaking an Economic Development planning process right now.
 - David Trowbridge: We have processes in place to create smaller plans that get very detailed and have a lot of outreach, which we aren't equipped to do for this plan. Because we are taking a ten-thousand-foot approach for this plan, we can't replicate the neighborhood planning processes at this scale.

7 REVIEW AND DISCUSSION OF FIRST PUBLIC VISION EVENT OUTLINE

Mike Slavney discussed an outline of the first vision event. At the vision event, the project team will present facts and trends, a compilation of the City's key adopted of the city, and key trends and challenges with regards to land use, transportation, economics, and diversity. They will also present some of Madison's assets and opportunities, emerging transportation, mobility and land use issues. The event will also include an exercise in which people can identify areas of opportunities and concern on large maps of the city related to transportation and land use.

At the second event, several months from now, there will be a focus on what the project team learned at the first event. The project team will combine the opportunity analysis done by Vandewalle & Associates with the technical analysis from Nelson\Nygaard, and the results will be fed into different alternatives/scenarios for the community to consider at the second vision event.

Mike Slavney added that in their study of the Beltline, WisDOT is studying transit lanes on the Beltline and how to get bicycles and pedestrians across the Beltline.

Discussion

- Rob Kennedy: How do we keep our focus on what the City can do (the only thing we can control) rather than the region and other

communities?

- Mike Slavney: We have a very strong starting point, the City's existing plans. The shortcut is to start with the identified redevelopment areas, adding or subtracting redevelopment areas as needed.
- Ken Golden: Transit lanes have been discussed on the Beltline before, but the ideas have been dropped due to neighborhood opposition. Could Larry Barta (WisDOT) be part of the staff team? It'd be good if he could get a nonvoting seat at the table. We're planning a harbor and he's planning an iceberg, and we want to know where that is.
- Ken Golden: We need some sort of regional TDM promotion
 - David Trowbridge: We plan to do that. TDM and TDA have to be coupled.

1. Review and Discussion of Existing City of Madison Land Use and Transportation Goals

Paul Moore presented the draft goals. He said that all of the draft goals came from the Comprehensive Plan. The goals were all listed at the "goal level" level, except the goal related to health and the goal related to equity. These were discussed in the Comprehensive Plan but were not listed at the "goal level."

Discussion

- Anne Monks emphasized the need for the goals to be shorter and easier for the public to digest. She said the City used three simple goals from a previous planning effort: creating a more walkable, bikeable, transit-oriented city. She said the proposed goals are very bureaucratic. She added that transit was the primary purpose of this plan when the Mayor budgeted for it.
- Denise DeMarb asked what "beneficial growth" is and talked about a lack of non-car transportation options in her neighborhood.
- Jay Ferm: What assumptions are built into these goals?
 - Paul Moore: There will be metrics to measure a project's progress toward a goal. So we measure what's important, then we should have a good idea if we're meeting our objectives.
- Ken Golden: I love what Anne M. just said. What she said should be our mission statement. Regarding the goals, I don't think "equity" captures it completely. We need something that means that "everyone can get around." As for fiscal responsibility, unless this is different than what we normally do, maybe we should leave it out. This needs more discussion. We are missing a goal related to regional efforts.
- Rob Kennedy: The University's long range transportation plan became the TDM plan. In that plan, we put pedestrians first, then bikes, then transit, and then cars. Can we show our preferences in these goals? We're not going to solve roadway congestion in this plan, but we will provide options for those who aren't driving.
- Paul Moore: Which of these goals have basically unanimous support in the community and which do we need to run past the public for their approval? We can demonstrate the value of ideas that the public may not be sure about.
- Maurice Cheeks: I'm concerned about the time provided for the presentation at the vision event.
 - Mike Slavney. At the vision event, it's important for us to set

the context, project timeframe, and content, and then we want to listen. We have to be careful to not to go overboard with data presentation, because there is an unlimited amount of data, and we really want to listen and learn from the public.

- Maurice Cheeks: Can you describe fiscal responsibility?
 - Paul Moore: Not building something you can't afford to support in the long term. For example, most cities have more bridges than they're able to maintain. It's about looking at the life cycle costs and secondary impacts of projects.
 - Maurice Cheeks: Sometimes fiscal responsibility can constrain the way we think, get caught up in being "realistic" and not thinking outside the box.
- Maurice Cheeks: Are there best practices that can allow us to foresee the unforeseeable? How do we prepare for things (technology) that don't yet exist?
 - Paul Moore: I'm not sure. In Madison, an example of the unforeseeable is skateboards in the bike lanes. We can look at things other cities have been experiencing. We need to expect and plan for change. Plan for flexibility for things we just don't know about yet.
- Lynn Hobbie: I think it should be a goal of the project to support the City's Economic Development Plan. I'd like to second Ken Golden's idea about having a goal of regional integration.
- Mike Rewey: I think we should look at bike/ped/transit solutions first, and then see how they impact cars (instead of the other way around).
- Jay Ferm: First, there's probably a lot of agreement about what needs to happen, so I hope we don't spend a lot of time reinventing the wheel and arguing about it. Second, it would be good to agree on some policy statements. I think we need a new framework for understanding what congestion is and then use that so that our old habits don't sneak back into our plan, unless done so intentionally. Third, what new ideas need proof (TDM, BRT, etc.)? We can do some analysis so that these ideas have community support.
- Ken Golden: First, in addition to projects, we might want to have a subset of policies (e.g. TDM, park-once strategy). Second, I agree with Lynn Hobbie on the economic aspect, because it impacts quality of life issues such as freight transportation, which negatively impacts walkability and bikeability.
- Denise DeMarb: Remember we want to make the entire city walkable, bikeable, and not just downtown.
- David Trowbridge: Should we draft a mission statement to encapsulate the goals?
 - Gary: Yes. Also, we need some sort of subdivision of this group or committees so we can work through all of these things.
 - David Trowbridge: Yes, thinking about subcommittees on things like next generation needs, regional issues, transit issues, etc.
- Jay Ferm: How are communities of color and lower income communities going to be reached out to?
 - Paul Moore: This is still in development, but we want to make sure we bring some groups into the workshops. We

could have some focus groups and plan to meet the community where they are located (schools, churches, etc.). Having an online presence is also important.

- Jay Ferm: Is there a plan for stakeholder outreach and communication?
 - Paul Moore: Yes, we are working on that.

8 NEXT STEPS/SCHEDULE OF FUTURE MEETINGS

- Next Committee Meeting: Thursday, December 19th, 5:00 p.m., Room LL-110 MMB

The first Vision event will be December 19, 2013 in a downtown location. It was agreed to hold the meeting in the late afternoon/early evening.

Discussion

- Jay Ferm: I think the Committee needs to meet before the first vision event. I'd like to be more informed before I talk to my neighbors
 - David Trowbridge: Can we meet November 21? Maybe we can flesh out the public mission piece and how it is related specifically to the goals and go over the materials that we'll show at the vision event.

- Jay Ferm: How about subcommittee structures too?

The Committee members agreed to have an additional Committee meeting prior to the vision event.

9 ADJOURNMENT

Mike Rewey moved to adjourn. Craig Stanley seconded. Pass unanimously by acclamation.