



City of Madison

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

Thursday, November 21, 2013

5:00 PM

Room 300 Madison Municipal Building
215 MLK Jr. Boulevard

1 CALL TO ORDER / ROLL CALL

Chair Gary Poulson called the 11-21-13 meeting of the Transportation Master Plan (TMP) Oversight Committee to order.

Present: 9 -

Chris Schmidt; John Strasser; Denise DeMarb; Rob Kennedy; Gary L. Poulson; Ken Golden; Jay B. Ferm; Craig P. Stanley and Michael W. Rewey

Excused: 2 -

Maurice S. Cheeks and Lynn K. Hobbie

2 APPROVAL OF MINUTES FROM OCTOBER 30, 2013 MEETING

A motion was made by Kennedy, seconded by Schmidt, to Approve the Minutes. The motion passed by voice vote/other.

3 PUBLIC COMMENT

Susan Schmitz said that the TMP should include economic development strategies in vision statement, noting that land use is a major area too. She said that Downtown Madison Inc. (DMI) strongly suggests that a parking task force be formed to study the downtown area. This is different than the strategic parking plan. She noted that the office vacancy rate going up in downtown. She asked the TMP Oversight Committee to recommend that a task force be formed, but she is not asking that the plan include this work. This is at a crucial stage and must have the right stakeholders at the table. She said that keeping employees downtown is a major challenge, and will become more so in the future.

Michael Barrett said that he lives in the Atwood neighborhood and had previous ties to the Bicycle Federation of Wisconsin. He said that former Mayor Cieslewicz made promises to make the City green yet paving went up to more than 550%. It is out of control. Now paving has been reined in. He said that you cannot have both a green and paved city, as it is not inviting for bicycling or transit. Please keep that in mind.

Ken Golden asked a follow-up question - are you talking about paving leading to capacity expansions or maintenance? Mike: yes, fixing should occur, but paving money has been going into the reconstructing of over-sized roads. Rob Kennedy asked if we should get an inventory of what and where funding is going to expansion vs. maintenance? Mike Rewey said that there have been projects that have downsized like West Washington (downsized and bike lanes added). Mike Barrett: not really since you have the same pavement now with parked autos.

There were no other members of the public wishing to speak in regard to future Committee agendas.

4 DISCLOSURES AND RECUSALS

There were no disclosures or recusals reported by Committee members.

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MEETING MATERIALS: TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE

5 REVIEW AND DISCUSSION OF PROJECT MISSION/PURPOSE 1-PAGER AND REVISED PROJECT GOALS

David Trowbridge led a discussion on the draft vision statement. He referred to the handout, noting that they include Ken Golden's suggested edits. He also said that Committee member Lynn Hobbie commented that she wanted economic development included.

Ald. Denise DeMarb said we need a strong downtown, but too focused on downtown. We need a strong *city*. This plan is more than downtown and the connecting neighborhoods. These other neighborhoods also need plans. Need a strong city and strong multimodal transportation. Not crazy about how it as it reads right now.

Rob Kennedy said that both a healthy downtown and a strong city are solutions. We should include both. Add language to be more inclusive of other places where there are hubs.

Jay Ferm thinks of the city as a place with corridors with pearls every mile or so. These pearls are activity areas. Wants people to visualize it like that.

Ken Golden tried to put in 3 things when making his edits: 1) downtown, 2) based on scope of work of plan, needed to say something about parking, 3) recognize connection to land use as that

which supports development in a compact fashion.

David Trowbridge suggested language to address “smaller scale activity centers”. Ald. Denise DeMarb did not support that language. Ald. Chris Schmidt suggested “other activity centers”.

Jay Ferm said that he liked Ken Golden’s edits, but didn’t know where Ken was coming from with parking. Ken Golden replied that he was thinking more about downtown parking; there is an interplay between parking costs and transit usage. How do we take transit study and its recommendations and bring that into the plan? Does parking have any impact on transit? If we close a ramp, will that have an impact on transit? Must consider all of the other modes, must cover everything and do a complete job.

Mike Rewey agrees with Jay and his characterization of corridors. Have to look at neighborhood commercial zones that can become very bike and pedestrian friendly. Don’t think of parking associated with just commuting - many other valid uses for parking.

Ken Golden recommended that Chair Poulson set a deadline to get comments together. Chair Gary Poulson offered to help staff with revisions. Gary Poulson asked Committee members to get comments back by 11/27.

6 OVERVIEW AND DISCUSSION OF FIRST PUBLIC VISION EVENT PROGRAM AND OUTREACH GOALS

Mike Slavney (Vandewalle and Associates) went through draft slides that will be part of presentation at the December 19th public information meeting. He said that the purpose of the PIM is to introduce public to the effort and to solicit feedback from the public. He added that the slides are still very draft-like and asked for comments from the committee. He noted that the PIM is two part: brief presentation of these slides (to be shown to committee) and a workshop engaging the public.

Mike S went through the slides beginning with a discussion of project steps.

David Trowbridge, regarding the slide discussing existing plans, cautioned that we must be careful to not suggest we are overturning existing plans or neighborhood and community vision. Not “confirm”, but may be better to say “integrate”.

Regarding the slide on existing community vision as bullet points, Jay Ferm suggested adding family friendly, not just business friendly. Ken Golden said that the term “place based economy” was too abstract.

Mike Slavney said that the public will have a chance to comment on mission statement. David Trowbridge reported that two goals were added from the 10/30 meeting, as suggested by the Committee (regarding economic development and regional coordination).

Mike Rewey said some of the goals seem like they are worded as status quo. Need more of an aspirational tone. Mike Slavney agreed. Mike S. also noted that edge growth is occurring, and not necessarily in the City. He said more growth can be planned to the east, but Committee members noted that the Interstate is still a barrier.

Mike Slavney said that the majority of development has recently occurring in Madison, a bit of a change from the past decade or so. Surrounding communities are sending people downtown. Jay Ferm said that not all roads lead to downtown.

Rob Kennedy said that the land use map looks confusing and busy. Ald. John Strasser said that other maps might be made available on the tables and at stations.

Mike Slavney pointed out that Dane County accounting for 90% of regional population growth. Ken Golden said that there are different types of offices. Some really focused on all day employment, and the difference should be pointed out.

David Trowbridge was concerned about how to show all of the transportation modes on one transportation plan map. Should show on series of maps.

Jay Ferm said that the congestion slide was not clear - i.e., what kind of congestion? Mike Slavney said that level of service might be more accurate. Jay Ferm insisted on having new models of LOS.

David Trowbridge suggested that volume maps for transit and autos would be a good idea, to show where the heaviest-use corridors are.

Mike Slavney asked if convenience is the ability to shift modes? Ken Golden said that it is hard to come up with mode split since people use multiple modes. Rob Kennedy recounted the UW’s experience of using multi-modes using B-cycles.

David Trowbridge said (when shown the slide on all of the planning studies) that we may wish to say something about other transportation planning studies outside of the TMP, but relevant to the City. Ald. Denise DeMarb thought we were going to do that. Rob Kennedy said the TMP Committee should provide big ideas and policies to inform these studies. Ald. Denise DeMarb said that we have to look at entire system. Mike Slavney said that all major corridors are being studied right now, and the Beltline is especially important. Ken Golden pointed out that WisDOT is saying (re: the Beltline) that they might be able to fund other modes within the same corridor. Might be minor in exchange for their 8 lanes, but still worth considering.

Jay Ferm mentioned that the USH 51 planning team assumed vehicle miles of travel (VMT) going way up. What are our assumptions on this? Where are the assumptions coming from? Are these bad assumptions? Ald. Denise DeMarb said that these could be dated assumptions.

Mike Rewey asked how we get traffic off of the Beltline? Ken Golden said that if everyone of the arterial streets is at capacity and the Beltline has its capacity increased then shifting traffic to arterials simply makes no sense in easing overall congestion. Rob Kennedy explained that congestion is different on different streets and different areas of city.

Mike Slavney said that high transportation costs are occurring outside the city, and this is highly relevant to the TMP process.

Mike Slavney closed out his presentation by explaining the workshop format. He said that maps and comment forms would be used, where the public can attach comments to places on the map using a form. He also said that a room would be available with stations. He also noted that some sort of online mapping and commenting was being considered. The Committee members were in general agreement with the format for the 12/19 event.

Ald. John Strasser asked how this event was going to be promoted? Mike Slavney said that mailing lists, neighborhood groups and aldermanic outreach would be used. He said he expects several hundred to attend and would be preparing an informational meeting announcement soon.

7 NEXT STEPS/SCHEDULE OF FUTURE MEETINGS

- Public Vision Event I: Thursday, December 19th, 5:30 p.m., Madison Senior Center
- Next Committee Meeting: Thursday, January 16th, 5:00 p.m., Room LL-110 MMB

The Committee asked that the revised Vision Statement be provided by email prior to the 12/19 event.

8 ADJOURNMENT

The Committee adjourned its meeting at 6:25 p.m.