City of Madison

Meeting Minutes - Approved

SUSTAINABLE MADISON
TRANSPORTATION MASTER PLAN
OVERSIGHT COMMITTEE

Thursday, January 16, 2014	5:00 PM	Room 300 Madison Municipal Building
		215 MLK Jr. Boulevard

1   CALL TO ORDER / ROLL CALL

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

Present: 10 -

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

Excused: 1 -

Rob Kennedy

2   APPROVAL OF MINUTES

Chris Schmidt moved to approve the minutes of the November 21 meeting. Ken Golden seconded. Pass unanimously by acclamation.

3   PUBLIC COMMENT

There were no public comments.

4   DISCLOSURES AND RECUSALS

There were no disclosures or recusals announced.

32012   MEETING MATERIALS: TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE

NEW BUSINESS

5   32404   Reminder that all members of City of Madison committees, commissions, or boards must file a Statement of Interests form with the City Clerk's Office by January 7, 2014.

All members have filed Statement of Interests forms.

6   REVIEW AND DISCUSSION OF DECEMBER 19th VISION EVENT I PUBLIC COMMENT SUMMARY

Mike Slavney of Vandewalle and Associates generally characterized the public comments received at Vision Event 1 on December 19. Committee members received a memo summarizing these comments in their meeting packets. Mike noted that 40 people signed in at the registration table, though actually attendance was closer to 60. Online participation through Survey Monkey will continue for the rest of the month. At the event, members of the public were asked to comment on their experiences with four transportation modes (pedestrian, bicycle, transit, and roadway) as well as the project mission and goals. He said most comments were what the project team expected. Hotspots such as the Glenway Street/Speedway Road/Mineral Point Road and the John Nolen Drive/Blair Street/Williamson intersections were highlighted in the comments. The comments also identified the Beltline, Stoughton Road, and the Interstate as barriers to transportation and connectivity. David Trowbridge said that Tom Huber from Toole Design Group and Mike Slavney are on the Beltline Committee, which is a good tie-in for the TMP project. Mike said intermodal connections (bus to bike, car to bike, pedestrian to any mode) were another recurring theme in the comments. Event attendees identified intermodal connection gaps and opportunities to fill those gaps. In addition, there were many comments referring to location-specific issues, mostly gathered from the map exercise. Discussion:

- Michael Rewey: Since we have identified intermodal connections as a theme, this topic should have its own section in summary of the public comments.
- Ken Golden recently attended a conference in Salt Lake City and shared what he learned there.
  - Ken said that the December 19 event included many of the usual participants in transportation issues. He said that such an event is only one of many ways to get the information we need. He suggested the Committee think about the segments they want to reach out to. A few segments he mentioned include: senior citizens, "influentials," families with kids, builders and developers, low-income families, business/chamber, unions, millennials, and other government leadership. He heard at the conference that people are more likely to participate when there is a perception of common problems, a dispute they are motivated to resolve, and a sense of shared values. For example, in Salt Lake City, they learned that middle-aged residents were upset that young adults (i.e. their adult children) were choosing to stay in Salt Lake City. This sentiment was related to the middle-aged residents' fear of aging alone. The City's response was to encourage mixed-use downtown, develop a nightlife, etc. in order to encourage young people to stay in Salt Lake City. This initiative was successful in part because it spoke to the hearts of the middle-aged people. Ken referred to a pamphlet he received at the conference as a good model.
  - Ken asked if the committee is doing what it should to engage the segments it wants to engage (such as using social media actively rather than passively). Overall, he suggested the Committee take a different strategy for public participation.
- Jay Ferm: What is our goal re: public involvement?
- Mike Slavney: There were some comments that the mission

statement was too long, and that it's hard to disagree with the goal statements because they are so broad.
- Gary Poulson: The mission statement is a working document. It might get more specific or direct as the project evolves.

7   REVIEW AND REFINEMENT OF DRAFT TMP MISSION STATEMENT

David Trowbridge said that public comments showed general support for the draft mission statement. He said that a public outreach strategy will be presented to the committee at the February meeting. In particular, it will address the use of electronic media.

Discussion
- Denise DeMarb: I am supportive of reaching younger people, but they were not really represented at the December 19 event meeting. I'm not sure of the means, but there must be ways to reach them. They probably have suggestions for the kind of things they'd like to see more of.
- Lynn Hobbie: I agree with Denise. Other important segments include low-income families and employers.
- Maurice Cheeks: What are goals of the different components of the public outreach?
- David Trowbridge: Vision Event 1 and the online survey ask essentially the same question: "What are your key concerns?" Future events will be more open ended. For example, Vision Event 2 will ask, "What big ideas do you have?" The broader public outreach strategy is something else entirely and we are working on that.
- Mike Slavney: The public outreach strategy will likely be a combination of map-based and non-map-based exercises. Rebecca Ryan, who specializes in planning for millennials, is available to us. In the past, I have worked with school districts to have focus groups with student councils, which was an effective way to get input from engaged young people.
- Maurice Cheeks: How do the comments we received from the small group of people at Vision Event 1 actually inform the TMP? How can we say that was sufficient?
- David Trowbridge: We're not pleased with the number of people we got, but we can draw some important themes.
- Maurice Cheeks: If we put in place the strategies Ken mentioned, we'll get more and better information that would be useful to the TMP. Are we moving onto the next step, or are we continuing to gather public input and identify transportation problems?
- David Trowbridge: We'll continue to identify problems throughout the spring and over the next two years. In particular, the public will be asked about the tradeoffs related to the different transportation decisions.
- Denise DeMarb described how the budget process included participation both in person and online via Idea Share and that online participation was especially strong.
- David Trowbridge: A budget is more tangible, which is why you will get more comments. Transportation policy is kind of wonkish and hard to engage with for the average person.
- Denise DeMarb: How many people have replied to the online survey?
- Jackie Mich said about 85 people had replied.

- Denise DeMarb: How much feedback (percentage of the population) do you think is acceptable?
- Mike Slavney: The percentage of the population that participates is typically lower in a larger city. Focus groups are an excellent way to get high quality and diverse ranges of opinions from many segments. I think it's the best bang for your buck.
- David Trowbridge: Focus groups are small interviews with different groups, divided by segment (geographic, age, interest). It's a great tool, and we'll definitely do it in this process. It's just a question of how, when, and budget
- Mike Slavney: For the general public input, we suggest going to where people already are (such as churches, neighborhood centers, and business groups). Common barriers for attending meetings are related to transportation, childcare, and working multiple jobs.
- Jay Ferm: The sooner we can give the public something to react to, the sooner we can get more substantive feedback. Like Mike said, we need to go where the people are if we want to hear from segments other than the ones we usually hear from. If we want to create a buzz with this (which will also help hold us accountable to the public), I'd like to see a plan for how this will happen. Finally, how does Vision Event 1 fit into the entire process? I think at the start of each Oversight Committee meeting, we should update the committee members with where we are in the whole project process.
- Lynn Hobbie: For the public outreach plan, it will be good to think about both the groups/segments we want to hear from, but also the different methods we want to use. For example, social media might be best used for quick questions or a values check. We should think about both the methods and the type of information we're looking to get from those methods.
- Ken: I was shocked when I heard that half of the budget for the Salt Lake City project was devoted to communication rather than technical aspects. We also should consider *who* is interacting with the public, because the more connected the person is to the public, the better the results will be. Would it be helpful to have other people in this group because they're better connected to some of the segments? Also we don't have a media strategy for these meetings. Some people have suggested having a member of the press in the group. I'm skeptical that this is the right solution. It would be good to devote more thinking-time to reaching out than we have been. We don't have much of media strategy.
- Jay Ferm: The plan might only provide a small amount but you can always add to it. We could start small and keep building the document and keep taking it out.
- David Trowbridge: Thanks everyone. These are helpful comments.
- Jay Ferm: In computer programming, there is a concept called agile programming in which you produce a product as soon as possible even if it's not ready. This way you can get feedback right away. Can we do this for the plan?
- The committee generally supported this idea.
- Maurice Cheeks: I believe we should be desperate for public input. We should be passionately committed to the idea that we are building the TMP for the city and that we can make it really awesome and really reflect the values of the community. The TMP should seek to fill the transportation gaps and keep people in the city who might

not have stayed otherwise. I'm really excited to see what the consultants are going to put together.

- Michael Rewey: The mission statement is lacking a reference to "intermodal connections," which we talked about earlier. How do we get people who don't live in Madison out of their cars? What's going to get them excited enough to let go of the cars when they come here? How do you get a person who lives in Poynette to take a bus as part of their trip?
- Ken Golden: This plan will eventually have specific solutions/methods to address things that are raised here. We all have lots of specific ideas in mind.
- Michael Rewey: But the mission statement doesn't get to this
- Denise DeMarb: What if we amend the text (in the mission statement) to say: "…between neighborhoods and downtown and municipalities within the region"?
- Ken Golden: It's a fine mission statement for insiders, but the language is not public-friendly. Maybe there should be a public-friendly version. Salt Lake City had a great example.
- Michael Rewey: Yes, this needs to be simpler and only one page long.
- Jay Ferm: I assume this is more of an internal document and that a future public document would be clearer.
- Jay Ferm had a few additional comments about the mission statement:
  - Maybe "activity centers" should be "city centers."
  - When we use the word "neighborhoods," does that include just residential or does it include the many parts of the city?
  - I think our goal is that 100% of the city should be accessible 24 hours a day without a car.
  - How are we going to measure our success? Intermodal Level of Service? We must stop measuring only car Level of Service.
  - Crossings are important for all modes.
  - We also need to reframe our idea of congestion. We need to transform it from something that is seen as negative into a positive asset, such as multimodal options/connectivity.

8   DISCUSSION OF POTENTIAL BRANDING OF TRANSPORTATION MASTER PLAN PROCESS

David Trowbridge said that the plan should have a catchy public name that people can easily refer to, since "Sustainable Madison Transportation Master Plan" is too bureaucratic. He asked the committee for suggestions and asked whether the public should weigh in. He mentioned that Denver referred to their transportation plan as "Blueprint Denver."

Discussion:

- Committee members brainstormed a few other names: Mobile Madison, Movin' Madison, Madison on the Move, Go Mad!
- Gary Poulson: What are we going to do with the name?
- David Trowbridge: It's the name we would use to describe the project to the public. We could put it on our letterhead, for example.
- Jay Ferm: There could be a supplement in *Isthmus*. It could be used on bus advertisements.
- Lynn Hobbie: It's the public outreach tag.

- Katherine Cornwell: In Denver, we made coffee cups for city council members. At public events, we had pencils with the project website URL on them. It's great to develop a short phrase that has an immediate association with a bigger concept.
- Steve Cover: We did a transportation master plan in Atlanta and called it "Connect Atlanta." We had a cool logo, the press loved it, and we had t-shirts made.
- Katherine Cornwell: We have contacts with the Greater Madison Convention and Visitors Bureau and other marketing contacts who can advise us in this process.
- Ken Golden: Perhaps we could have the professionals take a crack at this.
- Susan Schmitz (Downtown Madison, Inc.): We just had some students a similar project for DMI, and it was great.
- David Trowbridge: Using students would be another way to engage young people.

9   NEXT STEPS/SCHEDULE OF FUTURE MEETINGS
- Next Committee Meeting: Thursday, February 16th, 5:00 p.m., Room 300 MMB
- Public Vision Event II: (tentative) Thursday, March 20th, time/location TBD

       Next Committee Meetings:
       - Feb 20, 5 PM, Room 300 MMB
       - Mar 20, 5 PM, Room 300 MMB
       - Vision Event 2: TBD

10   **ADJOURNMENT**

The Committee adjourned at 6:15 p.m.