



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Draft SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion)

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Thursday, July 17, 2014

6:00 PM Madison Senior Center (Second Floor), 330 West Mifflin  
Street

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### 1 CALL TO ORDER / ROLL CALL

Vice Chair Ken Golden called the 7-17-14 meeting of the Transportation Master Plan (TMP) Oversight Committee to order.

**Present:** 7 - Maurice S. Cheeks; Chris Schmidt; Denise DeMarb; Rob Kennedy; Ken Golden; Jay B. Ferm and Michael W. Rewey

**Excused:** 4 - John Strasser; Gary L. Poulson; Lynn K. Hobbie and Craig P. Stanley

### 2 PUBLIC COMMENT

David Knuti made numerous comments about the need to plan for peak oil and the inevitable reduction in fuel for transportation. Jay Ferm and Maurice Cheeks asked Mr. Knuti questions about reductions in system-wide vehicle miles of travel (VMT) and the potential use of new vehicle types, such as electric, hybrids etc. as a way to offset the possible reductions in fuel. Mr. Knuti said that there still need to be plans for reducing travel. He added that the transportation improvements being considered in Madison in Motion should be reviewed in light of that.

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

### 3 DISCLOSURES AND RECUSALS

There were no disclosures or recusals reported by Committee members.

### NEW BUSINESS

[32012](#)

MEETING MATERIALS: TRANSPORTATION MASTER PLAN  
OVERSIGHT COMMITTEE

### 4 REVIEW AND DISCUSSION OF MADISON IN MOTION PUBLIC WORKSHOP (OUTCOMES AND INPUT RECEIVED)

Ken Golden asked what the best times during the day were for attendance, and

hoped that the workshop was an efficient use of consulting resources. Paul Moore replied that the working meeting would take place in any event, and that the workshop provided transparency and the opportunity to bring people in.

Paul Moore then presented some slides that summarized the workshop and the next steps for the project. Ald. Maurice Cheeks asked if there is the ability to change the direction of the project if that is what the community wants. Paul Moore said that it is flexible

Jay Ferm asked if there would be a more intensive multi-media outreach effort, like has been done in other communities. David Trowbridge replied that there will be a great deal of continued community outreach, but not a clear multi-media push. However, he added that there could be some resources allocated to that type of effort, outside the current project budget .

Jay Ferm and Ken Golden asked questions about limiting parking downtown, and whether or not the City would lose out on some development to Sun Prairie or other places. Golden asked whether or not it was wise to push harder over some of the neighborhood concerns. Paul Moore said that parking concerns are everywhere, even in old very dense communities. Moore said that there is a strong need to set parking incentives and pricing properly. He added that the City may lose some development to the suburbs, but that it is in the City's best interest to allow that (if it is not the right development, in terms of meeting your community goals).

Mike Rewey said that the City needs to make sure that big ideas to improve a certain mode (e.g., transit) don't have negative impacts on other areas we are trying to improve (bike & ped).

Mike Rewey said that, at the John Nolen/Blair/Willy intersection, bikes and pedestrians can be prioritized and recognize that it might negatively impact cars. He said that this could be an acceptable compromise. Paul Moore said that this particular intersection is much more than a transportation problem - it is about the neighborhood character and a lot more.

Rob Kennedy said that this particular intersection is a bottleneck for bikes and peds, and needs to be addressed. He said that the City doesn't necessarily need to look at huge solutions (unless something big like commuter rail is in play), but rather focus on smaller fixes to make things better in the near term. Ald. Chris Schmidt asked if the project had considered grade-separating the rail. Paul Moore said that the engineering for that would be very difficult, given the long run out of 1% railroad grade.

Ken Golden said that the City needs to look at the use of parking lots in parks. He said that these could be used to support neighborhood businesses, park and bike and other uses. He said there could be a shared benefit if it is set up correctly

Paul Moore said that the City Parking Utility does a very good job, especially compared to many cities, but doesn't control much geographic area. He felt that the Utility could be expanded to cover more areas, but city policies also need to address neighborhood parking and other areas.

Ken Golden said that the process needs to consider all other government parking (Monona Terrace, Dane County, etc.), and perhaps some private parking. He said that there could be opportunities to better utilize all parking.

Rob Kennedy asked what the assumptions are for employment and residential growth. Paul Moore described Scenarios A and B, and said that a number of transportation improvement packages will be modeled for the two scenarios. Ken Golden said that he would really like to know what the developers think will happen, in terms of future land use. Paul Moore said that it is important for the City to get the entitlements right (incentives, TIF, other structures). He said that the City can help developers build what they want (zoning) and do a good job of explaining to the neighborhoods why this change is good for them. This will help the developers in that they do not have to fight as many battles.

Denise DeMarb asked how these development areas fit together. She said there are specific bubbles of potential development, but asked how it all comes together. Paul Moore said that the model is pretty general, and that all of the detail will need to be addressed in small area plans. Denise DeMarb said that there seem to be large areas of the city that no planning is happening for. Ken Golden asked if population and employment numbers would be allocated to all of the areas. Paul Moore/David Trowbridge indicated yes, every zone will have future population and employment projections plugged into them (for the two distinct scenarios).

Jay Ferm asked what will be done to sell this plan and make sure it doesn't land on the shelf. David Trowbridge said that the idea is for Madison in Motion to have a clear vision, prioritized projects and an implementation plan to keep projects moving forward.

Ken Golden said that this approach is like the Transit Development Plan. He said that, when it was approved, we expected that Metro and the Council would be working to budget and complete these items from the Plan. Rob Kennedy said that there is also a need to require that neighborhood plans be revised to reflect what is in

Madison in Motion, to ensure consistency. Paul Moore added that although the projects will likely be the high profile items in Madison in Motion, the recommended policies are also very important (and over time may have a bigger impact than specific projects).

Ken Golden noted that there has been a great deal of discussion about parking. He said that he is very interested in seeing what the final parking recommendations are. He said that there could be a sort of paradigm shift, with an expanded mission for the Parking Utility.

## **5 ADJOURNMENT**

**The Committee adjourned its meeting at 7:50 p.m.**