



City of Madison

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

Thursday, August 21, 2014

5:00 PM

Room 300, Madison Municipal Building
215 MLK Jr. Boulevard

1 CALL TO ORDER / ROLL CALL

Chair Gary Poulson called the 8-21-14 meeting of the Transportation Master Plan (TMP) Oversight Committee to order.

Present: 7 - Maurice S. Cheeks; Chris Schmidt; Gary L. Poulson; Ken Golden; Jay B. Ferm; Craig P. Stanley and Michael W. Rewey

Absent: 1 - Rob Kennedy

Excused: 3 - John Strasser; Denise DeMarb and Lynn K. Hobbie

2 APPROVAL OF MINUTES FROM JULY 17, 2014 MEETING

The Minutes of the 6-30-14 and 7-17-14 Transportation Master Plan Oversight Committee meetings were unanimously approved, on a motion submitted by Ken Golden/Mike Rewey.

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3 PUBLIC COMMENT

There were no 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.

NEW BUSINESS

5 REVIEW AND DISCUSSION OF TRANSPORTATION CHALLENGES FOR LOW-INCOME INDIVIDUALS IN MADISON (PAT SCHRAMM – CEO, WORKFORCE DEVELOPMENT BOARD OF SOUTH CENTRAL WISCONSIN)

Pat Schramm of Workforce Development Board of South Central Wisconsin provided an overview of the various programs that exist to help low-income

individuals find transportation access to jobs and educational opportunities. She said that, even though the economy suffered over the past several years, there are a number of smaller employers that have added employment during that period. She said that these employers are in many cases scattered throughout the urban area, and are not easily accessible by public transit. Ms. Schramm pointed out that many potential workers have a 90-minute commuter by transit, for a one-way trip. She added that there are similar jobs for these potential workers outside of Madison as well, including Sun Prairie and Fitchburg.

Ms. Schramm pointed out that there are van ride programs that are helpful (including one operated by the YWCA) but that there is more demand for such a service. She added that community centers have been convenient gathering places for these vanpools. She also said that there is a need to work with hospitals in the area, many of whom are experiencing a labor shortage (with greater shortages looming). She also pointed out that many younger workers are not getting their driver's licenses and do not own cars.

Pat Schramm answered a series of questions from the Committee. Ken Golden commented about the potential for transit, using Stoughton Road as an example and how the future of an area will be different than what it looks like today. Ken broached the topic of Transportation Demand Management and how it can be a very useful strategy.

The Committee had a few comments and a few assessments of areas of the city. Ald. Maurice Cheeks agreed with Ms. Schramm that Allied Drive is getting better in terms of employment and transportation options and is still gaining momentum. Jay Ferm inquired if there were areas of the City that were both affordable and had good transportation options. Several committee members identified places in Madison where they thought these characteristics existed in combination. The Committee commented on the general quality of housing in these affordable areas and observed that this housing was built as market rate housing, but in some cases was not aging well given its initial lower cost construction.

David Trowbridge asked Pat Schramm if they have given much thought to where there might be bicycle opportunities given the location of employment and housing. Pat indicated yes they were, but only if the trips are short enough. She was emphatic that people will walk from transit stops to work places as long as the trips are short enough, but these same people are not willing to walk a longer distance or along uncomfortable routes. She gave as an example walking from Monona Drive to Stoughton Road along

disconnected frontage roads.

Ken Golden said that employment groups and transportation planners and providers need to be on the same page and need to work together. He suggested assembling some type of group to discuss and coordinate this relationship. Pat Schramm asked if there was a way to track data more comprehensively which sparked a broad discussion on data. Pat Schramm was interested in data on the micro level - where are people employed and where are they coming from. Robbie Webber (Chair of LRTPC) offered that some new technologies are available, based on cell phone tracking technology. Chuck Kamp of Madison Metro indicated that they can track where people are getting on the bus, but not off. David Trowbridge stated that an on-board survey is being developed which will have a statistically sound data base and will help with answer this question. Trowbridge also commented on the use of census data, but felt that this data came from zones or areas that were too geographically large to provide the type of fineness in travel movement that was desired at the micro-level.

Ald. Maurice Cheeks asked how Madison City staff use data such as this and what will the plan do to address these questions. David Trowbridge indicated that the plan will contain specific programmatic recommendations - like B-cycle, improved bus and van service, bicycle network improvements, etc.

The Committee thanked Ms. Schramm for this information and said that the Committee's work will be specifically addressing these community challenges.

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Directing city staff to develop an implementation plan to promote transit-oriented housing options for older adults.

This Resolution was Return to Lead with the Recommendation for Approval to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE

Heather Allen, a staff representative from the Common Council office, explained a resolution that was recently referred to the TMP Oversight Committee. She said that the City currently funds a number of programs that are intended to help older adults achieve independence, secure gainful employment, provide access to health services, and other support programs. The resolution recommends the development of an implementation plan to promote transit-oriented housing options for older adults, including development of a transit-oriented housing project for seniors. Heather Allen explained that there is a policy aspect and a pilot project, but that the policy initiatives will be developed first.

The Oversight Committee was asked to support both initiatives. Jay Ferm asked what types of transportation options would be included in the analysis.

He specifically asked if elderly bicyclists would be included, noting that this age group is a growing population cohort for bicycling. Heather said she did not think it was covered specifically, but indicated that she can make note of this.

Jay Ferm moved to approve the resolution and Maurice Cheeks seconded it. It was approved by unanimous voice vote.

7 REVIEW OF ONGOING AND PLANNED PUBLIC ENGAGEMENT STRATEGIES

David Trowbridge reported that there will be a significant public outreach events taking place in the Fall, including outreach to peripheral neighborhoods and focus groups of various stakeholders. He said that he is also meeting with low-income and transit-dependent groups as part of this outreach effort. He said that he has already met with Smart Growth Greater Madison and will meet with Sustain Dane in the near future, but in general the plan still does not have the visibility he is hoping for.

Trowbridge reported that he is exploring options for a public media campaign, to help generate interest throughout the community. He said that there could be some resources available for this effort and that he is making contacts with potential public relations firms to determine if there is much interest in that.

David Trowbridge pointed out that that the webpage has gotten a lot of hits and the consultant team is doing a lot of technical work including traffic modeling at this time.

8 NEXT STEPS/SCHEDULE OF FUTURE MEETINGS

Upcoming Public Meetings and Events:

- Oversight Committee (tentative): Thursday, September 18th, 5:00 p.m., Room 300 MMB

Trowbridge mentioned that there will NOT be a meeting September 18th. The next meeting will be:

- Oversight Committee: Thursday, October 16th, 5:00 p.m., Room 300 MMB

9 ADJOURNMENT

The Committee adjourned its meeting at 6:15 p.m.