



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, February 18, 2016

5:00 PM

Room 300 Madison Municipal Building
215 MLK Jr. Boulevard

1 CALL TO ORDER / ROLL CALL

Chair Gary Poulson called the 2-18-16 meeting of the Madison in Motion (Transportation Master Plan) Oversight Committee to order.

Present: 7 - Maurice S. Cheeks; Matthew J. Phair; Gary L. Poulson; Lynn K. Hobbie; Ken Golden; Jay B. Ferm and Michael W. Rewey

Excused: 3 - Amanda Hall; Rob Kennedy and Craig P. Stanley

2 APPROVAL OF MINUTES FROM NOVEMBER 19, 2015 MEETING

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

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.

[41806](#)

MADISON IN MOTION OVERSIGHT COMMITTEE MEETING MATERIALS (2016)

5 REVIEW OF COMMENT: DRAFT MADISON IN MOTION PLAN DOCUMENTS

David Trowbridge provided an update on the Madison in Motion planning process. He noted that the Oversight Committee has not met since November and he updated the Committee on the work that's been underway to develop numerous *Draft* Madison in Motion Plan documents. He referred to the *Draft* Summary Document (emailed earlier) and said that it is still an early draft (and was still in the process of revision - text being refined, images and graphics to be inserted, etc.). At the meeting tonight, he asked the Committee members to comment on the format and offer any suggestions on its layout/organization. He said that the Summary Document is

intended to convey the key project themes and summarize key recommendations (for specific actions, policy initiatives and projects to be implemented).

Trowbridge reported that numerous presentations and discussions the Committee has seen over the past several months have helped to identify the critical transportation/land use issues to address (reflective of the project goals), and have also helped to set the course for the types of transportation system recommendations to include in the Plan. Examples include street designs to accommodate all modes, innovative transit service delivery, supportive park-and-ride concepts, safe and comfortable bicycle and pedestrian facilities (incl. fixing gaps in the network) and the leveraging of emerging technologies. He pointed out that we are approaching the end of the Madison in Motion planning process, and is hopeful that the project team is laying the proper groundwork for a transportation system that fully reflect the goals and policies the Committee laid out at the beginning

Trowbridge asked the Committee to think about whether or not the Staff Team had identified the key themes to include in the Plan document, noting that specific recommendations will be forthcoming for further review and refinement.

Paul Moore (Nelson Nygaard) then summarized the key components of the Summary Document and asked for questions and comments.

Jay Ferm asked about the use of the word “accessibility”, and what is meant by it. Paul Moore replied that it is intended to refer in opposition to mobility, and the ability to access core transportation facilities and services. He said that he will make it clear that is not related to ADA accessibility, which is a common understanding of that term.

Ken Golden asked what level of land use planning the document will discuss, Madison, regional, or Dane County? Paul Moore answered predominantly Madison, but a it is a discussion that the region needs to have. He added that regional land use decisions and relationships to transportation will be discussed at length in the Plan document.

Ald. Maurice Cheeks stated the Plan needs to do more than just nod our heads to technology and demographic change. How do we strike a realistic expectation of the future? Paul Moore responded the private sector going after specific markets and efficiencies, such as was done with Uber and Lyft. He said that the Plan will be sure to recommend an appropriate course of action in areas where more is known about how technology affects the transportation system.

Ken Golden stated that there is a difficulty in planning for millennials, and that no one knows what they will do in the future. He encouraged the Plan to make easy what is desired and make difficult is not. Ald. Cheeks added the City should lean into trend shifts. He added that it's more difficult but can result in better potential outcomes. Paul Moore said Madison is already more intentional in planning than most communities.

In terms of the evaluation process, Jay Ferm asked if Scenario B costs more initially, but has greater impact in the future? Paul Moore responded there is a higher upfront capital costs but it would result in private savings and a better return on investment. Ken Golden asked if the study could quantify private savings. He stated ROI and private savings should be a headline, not a footnote.

Mike Rewey asked about recent compact growth, and whether or not the City was losing quality? He added that a lot of units have been built with very little public space added, and that this runs counter to the City's goals of creating high quality residential experiences.

Ald. Denise DeMarb asked if express bus improvements are only included in Scenario B? Paul Moore responded it could be in either or both, and that the Scenarios were developed only to demonstrate changes in results (when measured against project goals). Ald. DeMarb stated areas outside the beltline have less transit service for disenfranchised communities, and that the Plan needs to consider changes from an equity perspective. She encouraged staff to use the City's Racial Equity Social Justice Initiative (RESJI) tool before taking the Plan out for public comment.

Ken Golden commented about the amount of parking associated with new development. He said that more parking may be needed, but it would be less than if development occurred in other areas.

Jay Ferm asked about carrots and sticks for modes. Should the City consider lower transit prices and raise parking cost? Paul Moore responded a transportation demand management analysis will be included in the document.

Jay Ferm commented that the "fiscal responsibility" theme should include more than just upfront cost. Ald. Maurice Cheeks stated fiscal responsibility implies we should spend as little as possible, which won't result in the best outcome. David Trowbridge said that this will be reworded to better reflect the intent of the goal.

Ken Golden commented there is an issue with neighborhood planning process. He said that there is often pushback from neighborhoods where increased density makes sense. Jay Ferm added most neighborhood plans don't bring up comp plan goals. Ken Golden discussed the need to educate public on benefits of density.

Ken Golden commented that circulators have always been thought of as a downtown concept, and if the Plan is evaluating circulations in other areas it should be made more explicit.

Mike Rewey stated that biking must be more convenient than driving to continue to see mode shifts. Jay Ferm added that "8 to 80" is an accepted term and it should be included in the document.

Mike Rewey commented that one of the Plan recommendations should be to complete a detailed sidewalk capacity study for the downtown that results in width requirements for pedestrian facilities.

Ken Golden mentioned winter access to bus stops. He said that the City's Building Inspection Division should prioritize highly used stops and pedestrian zones for enforcement of snow removal.

Jay Ferm stated the plan should elaborate on what a health impact assessment is. Many people won't know what it is. David Trowbridge said that this will be made more clear.

Ken Golden added the plan should discuss the potential for mandated Transportation Management Associations (TMAs), as a way to promote Transportation Demand Management (TDM) measures. He said that previous plan recommendations of voluntary TMA formation have not resulted in their creation.

David Trowbridge thanked the Oversight Committee and said that he would integrate these comments into the appropriate Plan documents. In terms of next steps in the process, Trowbridge mentioned that a final round of public and stakeholder outreach is being planned for Spring/early Summer, and that Committee deliberation and Council adoption is targeted for Fall of this year. As final project deliverables, he said that there will also be many volumes of appendices and more detailed description of the plan recommendations (e.g., existing transportation system conditions, future projections for land use and travel demand, scenario evaluation summary, supporting maps and data, detailed descriptions of recommended transportation facilities and services, etc.). He added that these materials will be provided to the Committee over the next several weeks, as they become ready for review.

7 [08484](#) **INFORMATION AND ANNOUNCEMENTS BY CHAIR AND
COMMISSION MEMBERS**

- Note: No Discussion of Specific Items

There were no items or announcements by the Chair or Committee members.

8 **NEXT STEPS/SCHEDULE OF FUTURE MEETINGS**

Next Committee/Public Meetings:

- Oversight Committee: Thursday, March 17th, 5:00 p.m., Room 300 MMB

- Public Informational Meeting on Draft Plan: (Tentative: May/June 2016, details TBD)

David Trowbridge mentioned that next Madison In Motion Committee meeting is scheduled for March 17th, although it may be postponed. He reiterated that he will continue to provide draft chapters and recommendations to be included in the Plan via email over the next few weeks.

9 **ADJOURNMENT**

The Committee adjourned its meeting at 6:35 p.m.