



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)

Thursday, October 20, 2016

5:00 PM

Room 300 Madison Municipal Bldg
215 MLK Jr. Boulevard

1 CALL TO ORDER / ROLL CALL

Chair Gary Poulson called the 10-20-16 meeting of the Madison in Motion (Transportation Master Plan) Oversight Committee to order.

Present: 6 - Tim Gruber; Matthew J. Phair; Rob Kennedy; Gary L. Poulson; Lynn K. Hobbie and Michael W. Rewey

Excused: 5 - Maurice S. Cheeks; Amanda Hall; Ken Golden; Jay B. Ferm and Craig P. Stanley

2 APPROVAL OF MINUTES FROM JUNE 16, 2016 MEETING

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

3 PUBLIC COMMENT

Ric Poole (Madison College) said that there are 14,000 commuters to the campus, which is creating a wide range of challenges for them. He reported that the campus is offering shuttle rides for students and staff needing to move between various MATC locations. He also noted that BCycle is operating on campus.

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.

NEW BUSINESS

[41806](#)

MADISON IN MOTION OVERSIGHT COMMITTEE MEETING
MATERIALS (2016)

5 REVIEW OF PUBLIC INPUT RECEIVED DURING FALL MADISON IN MOTION OUTREACH ACTIVITIES AND NEXT STEPS

Dan McAuliffe summarized some of the public input received at the recent Open House, the pop-up kiosks that Dan M. and David T. organized and staffed and the survey that was made available to the public. Some of the key comment themes included:

- Recognition of transit's role in accessing opportunity, especially for those with low incomes
- Improving equity in transportation was stated as important by several people
 - o Pop up kiosk: people have turned down better jobs because it would take too long to get to; one person had to take a cab to the transfer point because bus service was too infrequent/not early enough to get to work on time.
 - o Equity was highest rated point allocation by limited sample of respondents
- BRT was generally viewed as a big step forward in transit service
- Many comments about desire for more comfortable bike facilities
 - o Both on and off street; buffers for on-street routes, widen and stripe existing off-street paths where pedestrian volume is high
- Complete streets
 - o Some comments were made about actively reallocating space from drive lanes to exclusive transit or bike lanes to discourage driving and increase people using bikes and busses
 - o Trees essential to streets

Of those who filled in point allocation survey, priorities are as follows:

Group 1

- Pursue strategies that increase equity in the transportation system

Group 2

- Build a Bus Rapid Transit system (BRT)
- Add bike routes as part of street reconstructions and new developments
- User improvements (better payment options, real-time trip information, park-and-ride lots, etc.)

Group 3

- Build concept street designs (more comfortable bike lanes, balanced on-street parking, healthy urban tree canopy, improved pedestrian crossings).
- Improve existing bike lanes and intersections to make them more comfortable to cyclists.
- Improve speed of transit (express routes, stop consolidation, route restructure)

In terms of next steps, David Trowbridge asked if the Committee would agree to bring the Draft Madison in Motion Plan documents through the formal committee review process. The Committee agreed, and noted that, at a minimum, the review committees should include:

- o Madison in Motion Oversight Committee (**lead**)
- o Pedestrian-Bicycle-Motor Vehicle Commission
- o Transit and Parking Commission
- o Plan Commission
- o Economic Development Committee
- o Sustainable Madison Committee
- o Long Range Transportation Planning Committee
- o Madison Area Transportation Planning Board, an MPO
- o Board of Estimates

6 OVERVIEW OF DRAFT TRANSPORTATION SYSTEM PERFORMANCE MEASUREMENT APPROACH: MONITORING MODE SHARE

David Trowbridge noted that, at the June 16 meeting, the Madison in Motion Oversight Committee added the following recommendation to Madison in Motion, with regard to data collection and transportation system performance measurement:

“The City of Madison should work with local and regional partners (including the Madison Area Transportation Planning Board, Wisconsin Department of Transportation and other area jurisdictions) to develop and maintain a transportation system performance measurement and monitoring program, to monitor transportation mode share changes over time. The performance measurement program should establish a base year 2016 dataset, utilizing the National Household Transportation Survey (NHTS) and providing necessary resources to increase the sample size (to ensure statistical validity) and to also allow for geographic targeting of data collection within certain locations of the City (to ensure that economically disadvantaged or other potentially underserved populations are reached). The City should also enhance its current data collection program to collect transportation system user volumes at specific locations throughout the City, including motor vehicle counts, transit user counts, as well as bicycle and pedestrian counts, and monitor changes over time.”

Dan McAuliffe summarized the three different options for collecting and tracking transportation system performance data being recommended. He summarized the use of Census data, utilizing an add-on to the National Household Transportation Survey and collecting mode usage at specific locations throughout the City.

In terms of mode share goals going forward, McAuliffe summarized some ideas for performance targets. Lynn Hobbie asked to have the specific targets broken down by mode, so that specific transportation system can be better linked to the modal goals.

The Committee also asked to have ridesharing and working at home added to the list. Rob Kennedy agreed and noted that there is tremendous demand from UW employees for vanpools, but the state will not add any more service. He said other types of express transit routes should also be considered.

7 SCHEDULE OF FUTURE OVERSIGHT COMMITTEE MEETINGS - TBD

David Trowbridge mentioned that next Madison In Motion Oversight Committee meeting will likely be scheduled for some time after the first of the year, possibly February 16. The purpose of that meeting will be to review and make recommended changes to the Draft Plan, based on the committee review process.

8 ADJOURNMENT

The Committee adjourned its meeting at 6:00 p.m.