



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

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Thursday, March 19, 2020

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 215 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

Present by remote access: Alder Mike Verveer, Alder Barbara Harrington-McKinney, Alder Patrick Heck, Alder Sally Rohrer, Sandi Torkildson, Ted Crabb, Davy Mayer, Adam Plotkin, Greg Frank, and Kathy Marks

**Present:** 10 - Michael E. Verveer; Patrick W. Heck; Kathy L. Marks; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Barbara Harrington-McKinney; Davy Mayer; Sandra J. Torkildson and Sally Rohrer

**Excused:** 1 - Lori J. Henn

**A motion was made by Mayer, seconded by Crabb to suspend the rules to allow Rebecca Cnare, City Planning Staff, the ability to facilitate the remote meeting instead of DCC chair. The motion passed by voice vote/other.**

### APPROVAL OF November 21, 2019 MINUTES

**A motion was made by Crabb, seconded by Plotkin, to Approve the November 21, 2019 Minutes. The motion passed by voice vote/other.**

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

None

1. [59665](#) Adopting the recommendations of the Transportation Policy and Planning Board for the Bus Rapid Transit (BRT) Downtown Routing and West Side Routing and incorporating the recommendations into the BRT east-west corridor Locally-Preferred Alternative (LPA), and recommending that LPA enter into project development and the next phases of planning, preliminary engineering, design and environmental evaluation.

Recommendation: Transportation Staff to continue to study alternative 1a, Outer Loop routes, during their more detailed route study.

**Mike Cechvala, Madison Department of Transportation staff, gave a presentation describing the data, study and information that led to the Locally Preferred Alternative (LPA) for the Bus Rapid Transit (BRT) system that is recommended in this resolution.**

**Tiffany Kenney, Madison Central Business Improvement District Executive**

Director (BID), registered in support but is most concerned with how BRT on the Square will impact special events in the downtown. The BID wants to work with the city to have flexibility to continue to allow and plan for special events.

Ted Crabb asked about projected ridership and BRT Hours. Cechvala said that they expect both locals and visitors to use the system, and are aiming for 15 minute service during the day and Saturday, and 30 minute service at other times.

Ald. Patrick Heck asked if Alternative 1A is still be allowed under the LPA. Cechvala said that the LPA includes Alternate 1 for the Downtown and Alternate 3 for the Westside.

Davy Mayer asked of the City will need to build additional stations on the outer loop for the detour routes. Cechvala said that they will want to improve the environment of the detour stops on the outer loop, including longer concrete waiting pads, signage and other improvements, but that it will not include full stations. Mayer asked of the BRT stations will be compatible with regular busses, and will busses have to “kneel” for accessibility? Cechvala said that yes, regular buses will use the BRT stations, and will improve accessibility at those stations, as buses will no longer have to “kneel” or deploy long ramps at BRT stations. Mayer asked about traffic signal prioritization around the square and downtown. Cechvala said that staff has not gotten into the details of where/which lights will use signal prioritization, and that will come as they get further into detailed route planning.

Alder Sally Rohrer asked about the cost to build detour stations on the outer loop. Cechvala said that the detour improvement costs are very little compared to the cost of the whole system.

Sandi Torkildson asked about the reduction of local busses on State Street. Considering that the square is an important transfer point - will that affect transferring ability? Cechvala said that the potential routes that could be taken off State Street may still involve connections on the Square, or could use other transfer opportunities like the Johnson/Gorham pair.

Alder Mike Verveer said that the resolution provides a bit more detail on the flexibility in regards to special events, and asked staff for commitments that they will be flexible for events moving forward. Cechvala referenced the recent compromise to allow the Madison Night Market to take place on State Street, as an example of their flexibility. Tom Lynch, Director of Madison DOT, added that the commitment to improve the Outer loop detour stops shows that they are committed to doing detours as needed for premier events. Lynch added that the benefits to being on the square outweigh the difficulties with doing detours when needed.

Alder Barbara Harrington-McKinney asked why the west side route stops at West Towne and does not continue on further West. Cechvala said The BRT line goes west until High Point Road, because that is as far as density exists to support the high service levels of BRT. Further, the beltline crossing will be challenging. Once the area west of the beltline develops, like UW Research Park II and the Pioneer Neighborhood, staff can look at extending it. In the future, staff may also look at an extension south of the beltline serving the area

west of Whitney Way.

A motion was made by Verveer, seconded by Crabb, to recommend adoption of the resolution.

**Discussion on the motion:**

Mayer is excited about the future of BRT. Plotkin agrees and prefers the Capitol Square rote. Alder Rohrer strongly prefers Alternative 1 due to the safety issues. Verveer thanks staff for being flexible and working with him on special event issues, he plans to support the LPA. Crabb supports the proposal, but wishes that more study could be done on Alt 1A on the outer loop. Frank agrees with Crabb, and he thinks there is a lot of economic development potential on the outer loop, and as a board member of Destination Madison, he is still concerned about the ability to hold new events on the square. Heck appreciates the different perspectives. Marks is in support of the motion.

There was no discussion on the substitute motion. The substitute motion was approved on a voice vote, and became the main motion.

A substitute motion was made by Crabb, seconded by Frank, to Return to Lead with the Recommendation for Approval to the TRANSPORTATION POLICY AND PLANNING BOARD, while noting that the Downtown Coordinating Committee encourages Transportation Staff to continue to study alternative 1a, Outer Loop routes, during their more detailed route study. The motion passed by voice vote/other.

2. [59645](#)

SUBSTITUTE - Amending the 2020 Adopted Operating Budget to appropriate ~~\$40,000~~ **\$50,000** from private donation to create Madison's LGBTQ+ Rainbow Murals and Crossings Art Pilot Program ("RMCAPP") authorizing the Mayor and City Clerk to enter into a contract between the City of Madison and a vendor to install decorative rainbow markings at specific pedestrian and roadway locations.

Roll Call Vote 9:1:1 - Ayes: Verveer, Heck, Marks, Frank, Plotkin, Crabb, Mayer, Torkildson, Rohrer; Noes: Harrington-McKinney; Excused: Henn

**There were no public registrants.**

**Alder Heck provided some background on the proposal, noting that no city funds will be used on this project.**

Davy Mayer asked some clarifying questions about the locations of the rainbows. Rebecca Cnare, Planning Staff, replied that the exact location on the Capital City path near Monona Terrace was still being worked out, however the area at the top of State Street is not an actual crossing, as to not violate FHA guidelines. The mural will be in the space between the two legal crosswalks. Mayer also had concerns about it seeming like a tokenism project that doesn't really solve the real issues and challenges facing LGBTQ+ people in our community, and that he would encourage the City to work with LGBTQ+ arts on this and other opportunities.

Alder Harrington-McKinney said that she was not in support, as it is a strong equity issue for her. The word "Pilot" also concerns her. What other communities have this opportunity. What has the public community support?

Heck says that Mayer makes excellent points, and that he sees this project as a community building exercise for the LGBTQ+ community in Madison. He noted that the fundraising champion is a queer person of color and that they are reaching to varied LGBTQ+ advocacy groups for help and support.

Heck also added that he looks forward to working together with Alder Harrington-McKinney on other community building projects for Madison's underrepresented communities. A motion was made by Heck, seconded by Plotkin, to Return to Lead with the Recommendation for Approval to the TRANSPORTATION COMMISSION. A roll call vote was requested. The motion passed by the following vote:

**Ayes:** 9 - Michael E. Verveer; Patrick W. Heck; Kathy L. Marks; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Davy Mayer; Sandra J. Torkildson and Sally Rohrer

**Noes:** 1 - Barbara Harrington-McKinney

**Excused:** 1 - Lori J. Henn

3. [59427](#)

Amending Section 8.41(2) of the Madison General Ordinances to modify the number of resident members of the Downtown Coordinating Committee to include one (1) student at the University of Wisconsin-Madison

Alder Rohrer gave a brief introduction to the ordinance amendment, as it has been her goal to increase student participation on committees that deal with policies and projects that affect students.

Frank is all for this idea, but has concerns about making sure we find a student who is willing to have good attendance, as it has been difficult to get a reliable student rep on the BID Board. Plotkin seconded Frank's concerns. Mayer said that we shouldn't cast all students in that light - and that we need to find the right student that can be a valued member of the committee. Mayer asked if the student would be a full or alternate member. Rohrer said she intended this to be an alternate, as her discussions with staff indicated that this committee mostly tries to make recommendations by consensus, and has very few roll call votes. Mayer agreed with that assessment. Harrington-McKinney said that she is excited to support this ordinance.

**A motion was made by Crabb, seconded by Frank, to Return to Lead with the Recommendation for Approval to the COMMON COUNCIL EXECUTIVE COMMITTEE. The motion passed by voice vote/other.**

## ADJOURNMENT

**A motion was made by Frank, seconded by Mayer, to Adjourn at 7:16 pm. The motion passed by unanimous consent.**