

Meeting Notes

Project: Monroe Street Reconstruction ERT Meeting

Date: 5/25/16 at the Wingra School Library 5-7 PM

Attendees: Christy Bachmann (City of Madison Engineering), Alder Sara Eskrich, Zia Brucaya, Katie Fadelli, Robbie Webber (Madison Bikes), Hiam Garner (Monroe St. Merchant's Assoc.), Aaron Williams (UW Planner), Peter Armstrong (DMNA), Mary Campbell (interim head of Wingra School)

Zia reviewed the public engagement process for the Monroe Street Reconstruction noting the general timeline:

- The June 13th meeting will include a recap the 2014 meetings as well as additional visioning and values exercises and issues and opportunities mapping
- Summer meetings will be focused conversations based around the 5 main project themes
- September meeting will include a modeling workshop for the creation of the cross section
- By November, the goal is to have a resolution to establish a new cross section

A question was raised whether there would be just one cross section for the entire street. It was clarified that the cross section refers just to the layout of the street and lane widths. There will be flexibility for the terraces once the main cross section is decided upon.

The engagement process for 2017 includes:

- Spring workshop on streetscapes and green infrastructure
- Summer workshop on placemaking nodes (i.e. the flatiron corner by Trader Joe's)
- And a wrap up celebration and open house in the fall

In general, our goal for this public engagement process is to receive informed, actionable input from the public to foster a sense of ownership and support of the final outcome.

After discussion of the role of the ERT in this process, it was noted that Ben Yahr, from Friends of Lake Wingra, and hopefully someone from both Edgewood and the Vilas Neighborhood Assoc. would be joining the group. It was decided that these meetings will be held regularly on **the 4th Wednesday of the month at 5 pm**. Urban Assets will reach out to **Barriques to reserve their meeting space** for this time and will then send a calendar invitation out to the group. The first will take place on June 22 at 5 PM. The group agreed that it would be beneficial to anticipate which local groups will have strong opinions about the project and to make sure that these groups will all be covered by someone in the ERT.

The next agenda item was to review the plan for **the kickoff meeting on June 13th**. Zia explained that it is important to honor the time and effort that has gone into the process already, but it is also important to hear refreshed ideas and get a new idea of what the definition of success is for the community, since it has been two years. She asked the BRT whether they thought this review of the past project would be redundant. It was generally agreed that a review of the 2014 process would be important to review to inform people who have not been involved and to show that this is a continuation, not a restart, of the process. For example, sharing the results of the post-it mapping of positive and negative feelings from the 2014 meetings. However, the review should be actionable so those already involved won't be bored.

Peter asked what we can learn from issues surrounding the Jenifer and Williamson St. reconstructions. Zia noted that getting this early start on the public engagement process will already help to work through a lot of the challenges that the Jenifer St. project faced. Christy noted that many of the difficulties with that project emerged because the neighborhood didn't agree with city-wide policies and used the project to combat the policy. Alder

Eskrich added that it will be important to make the city policies very clear (i.e. that there is money for undergrounding in commercial areas, not residential).

Data collected from the 2014 meetings are available on the City Engineering website (<http://www.cityofmadison.com/engineering/projects/monroe-street>) which will be shared with the group. It was also agreed upon that presenting data collected by the City would be important to address question and issues the community will have. Christy shared that the city is in the process of acquiring the technology to collect data on the origins and destinations of automobiles.

Discussion then covered logistics of the first kickoff meeting. **Neighbors will receive a letter from Alder Eskrich that will inform them about the whole process**, so that they are not just receiving another flyer invitation and so they can choose which of all of the meetings they would like to attend. There will also be an **Eventbrite invitation** sent out. Aaron asked whether there is a budget for food and daycare for the meetings and whether Mayor Soglin might be in attendance. **Peter agreed to look into options for food donations** from Monroe St. businesses. **Mary agreed to look into asking teachers about childcare** (for children ages 5 and up).

The group then listed their communication resources they will be using to inform the neighborhood:

- Alder Eskrich has posted the link to the City's project website on her site
- Peter can share updates on the DMNA Facebook page and list serve and the Monroe St. Reconstruction Alliance page
- Robbie will share information through her Next Door account, the Regent Neighborhood list serve, the Madison Bikes Facebook page and website, and through the Madison Bus Advocates Association
- Hiam will share through the Merchants Association Facebook page and list serve
- Aaron will add meetings to the UW event calendar and send to his UW contact lists (and will reach out to URPL staff for contacts and other ideas)
- Mary will share information through the Westmoreland list serve, the Wingra School newsletter, and to Wingra school teachers

Are there other groups that we can foresee being affected by/having strong opinions about this project? Mary suggested reaching out the Arboretum. ERT members should continue bring any other groups/foreseeable concerns to these meetings.

- The group also suggested leaving flyers and print outs at Trader Joe's, the Regent Co-op, the public library, at coffee shops, at Sequoia, at Edgewood and/or the Edgewood farmers market.
- Robbie suggested contacting the general media, such as the Cap Times, and connecting with those who attend the upcoming panel on driving/biking at the High Noon Saloon (<http://www.high-noon.com/event/1202851-cap-times-talks-madison/>)

Meeting was concluded by noting that the next ERT meeting will cover the creation of the community survey and the focused conversation meetings.