

# Monroe Street Engagement Resource Team Meeting Notes

Date: July 27, 2016	Time: 5:00-6:30pm
Location: Barriques, Monroe Street	Recorder: Katie Fadelli
Attendees: Christy Bachmann, Robbie Webber, Mary Campbell, Hiam Garner, Adrienne Marvin, Aaron Williams, Peter Armstrong, Zia Brucaya, Sara Eskrich	

Agenda Item	Discussion	Follow-up
<p><b>Business Focus Group debrief</b></p>	<ul style="list-style-type: none"> <li>- Zia began the meeting with a review of the Business Focus Group. There were 31 participants.</li> <li>- Small and large-group discussions emphasized the importance of parking, interest in closing the rush hour driving lanes, orienting the street towards pedestrians, simplifying parking signs, maintaining a multi-modal street, and urging bicyclists to use the nearby bike path.</li> <li>- Robbie noted that a decision to not have on-street bike accommodations makes it seem like Monroe Street businesses don't care about their visibility to bikers, and therefore bikers' business. There are studies that show replacing car parking with bicycle amenities results in smaller, but more frequent purchases.</li> <li>- Hiam shared that in his communication with Edgewood High School and Elementary School, they were receptive to the idea of making Madison Street a bike boulevard (like Kendall) and widening their sidewalk to accommodate bikers.</li> <li>- Focus Group attendees also got the chance to hear from Business Development Specialist, Ruth Rohlich and from other Madison business owners who have experienced a similar reconstruction project.</li> <li>- They emphasized that businesses need to communicate regularly with contractors during construction and with the neighborhood to get extra support from nearby customers.</li> <li>- Christy noted that the City will help to facilitate the communication between contractors and business owners, who will be required to hold weekly meetings.</li> <li>- Christy also noted that some of the loss of business statistics shared might not be realistic for Monroe Street businesses to expect. Monroe Street businesses might face more of a challenge because there is less connectivity and fewer parallel roads and bike lanes as compared to Johnson and Willy Street.</li> <li>- We might need to reiterate possible business losses (Harvest saw a 44% reduction in business during construction on the Capitol Square).</li> <li>- Aaron wondered whether the majority of businesses were from LoMo (Lower Monroe Street near Camp Randall) or Upper Monroe? There was a mix but the majority in attendants were Upper Monroe business owners.</li> </ul>	<p>Robbie: share articles on benefits of bike amenities for businesses with UA to share with the business community</p>
	<ul style="list-style-type: none"> <li>- The community survey currently has close to 2,600 responses.</li> </ul>	

<p><b>Community Survey</b></p>	<ul style="list-style-type: none"> <li>- The deadline has been extended again to conclude on August 7<sup>th</sup> to allow Metro time to post flyers on the buses so that we might hear from more transit riders.</li> <li>- Results of the survey will therefore be ready shortly before the Ped, Bike, Transit World Café, but results can be pulled earlier if needed for DMNA discussions.</li> <li>- Survey results so far include: <ul style="list-style-type: none"> <li>o Good representation of age ranges, majority female respondents</li> <li>o City will be mapping the zip codes provided</li> <li>o Most respondents live within 3 blocks of Monroe street or are from another neighborhood (not Vilas or Dudgeon Monroe)</li> <li>o Most respondents own their home (Madison is now mostly renters but the immediate Monroe area is mostly home owners)</li> <li>o Most respondents access Monroe Street destinations daily, most respondent pass through Monroe daily <ul style="list-style-type: none"> <li>▪ Peter suggested checking to see how many people that live in the neighborhood tend to drive, to ask them to refrain from doing so during construction</li> </ul> </li> <li>o Respondents who prefer walking noted that more visible crosswalks, slower cars, and fewer cars would help them to walk more</li> <li>o Respondents who prefer biking noted that a protected or painted bike lane, and better road conditions would help them to bike more <ul style="list-style-type: none"> <li>▪ Mary shared that families have contacted her saying that they have trouble crossing Monroe coming from the bike path</li> </ul> </li> <li>o Respondents strongly associated Monroe Street with a commuting route and destination for restaurants and shopping</li> <li>o Respondents felt neutral about Monroe's association with walkability, and perceived weak associations with biking and with Monroe as a green street</li> <li>o Some of the biggest concerns during reconstruction include traffic rerouting and the potential impact on access to businesses and on commutes</li> <li>o Currently, the most popular choice of placemaking initiatives is sidewalk enhancements along Edgewood to provide space for bikes as well as pedestrians <ul style="list-style-type: none"> <li>▪ Sara noted that the main issue is not on Monroe directly in front of Edgewood, but making the connection to Wingra Park, where many are doing the 10k loop around Lake Wingra</li> <li>▪ Peter recalled that at the focus group many business owners called for business and sidewalk enhancements that promote design cohesion along all of Monroe Street</li> </ul> </li> <li>o The group was surprised to see that improvements to the Crazylegs Triangle was not a more popular choice, maybe because residents feel distant from it and drivers just want to get through the crazy intersection</li> <li>o The most popular choice for bicycle enhancements was to see a bike path through Wingra park connecting Edgewood to Arbor Drive <ul style="list-style-type: none"> <li>▪ Christy noted that this path would either go on the shared driveway of the lakefront houses next to the park, or go between the homes and Lake Wingra. If this idea continues to get traction on the survey then it will be pursued further by the City's real estate department.</li> </ul> </li> </ul> </li> </ul>	<p>Zia: send out updated ERT member list (maybe to be posted on City website?)</p>
--------------------------------	---	--

	<ul style="list-style-type: none"> <li>○ 65% of respondents noted that they would not support on-street bike lanes in response to a question which outlined the impacts on parking and the rush hour lane</li> <li>○ There were a lot of neutral feelings about bus service and service improvements, which in part prompted taking extra time for the survey to be advertised on Metro buses</li> <li>○ Respondents most wanted to see green infrastructure that supported stormwater treatment and sidewalk shade</li> <li>○ The open-ended question on equity did not define the term, but many did not see a connection between this project and equity/social justice. Around 1,720 people skipped the question altogether. <ul style="list-style-type: none"> <li>▪ Christy noted that the City seems to generally be focused on the racial aspect of equity/social justice (City of Madison initiative website: <a href="https://www.cityofmadison.com/mayor/priorities/racialequity.cfm">https://www.cityofmadison.com/mayor/priorities/racialequity.cfm</a>), but the group agreed this could also mean ensuring access for people who don't or can't drive cars</li> <li>▪ Some respondents identified public transportation as the connection, and still others referred to the allocation of money to certain projects within the City</li> </ul> </li> <li>○ Many also skipped the question on which meetings they had attended or plan to attend, showing us that reaching out through a survey is important</li> <li>- Robbie noted that she shared the survey with the Madison Area Bus Advocates, who had not gotten the word yet</li> <li>- Peter suggested making sure the ERT membership is made public, maybe to be shared on the City's project website</li> </ul>	
<p><b>Upcoming Meetings</b></p>	<ul style="list-style-type: none"> <li>- August 11<sup>th</sup>: Ped, Bike, Transit Infrastructure World Café will have presentations from City staff interspersed with small-group discussion time</li> <li>- We are anticipating maybe 90-100 people and are looking for table host volunteers to help orient and encourage participants to share. Parking/signage will also need to be organized and we are looking into providing food through Edgewood's caterer.</li> <li>- Zia covered the plan for this World Café style meeting. Staff will provide information based on kickoff meeting results with lots of visuals, graphics and data. Participants will discuss higher level concepts such as the impacts of certain design elements on the neighborhood and greater community. Tradeoffs based on specific information provided by staff will be discussed as well.</li> <li>- We will hear from the pedestrian perspective, which will include some review. The bike perspective will include a presentation on the pros and cons of each option for bike amenities. City staff will present on transit amenities and services for the street, and on cars and parking from the business perspective.</li> <li>- Sara wondered if including discussion on parking and vehicle access might overload the agenda with too many contentious issues. Zia noted that it will be full, but that each mode of transportation on the multi-modal street needs to be represented and that business owners might not always feel open to expressing their parking/auto needs in the large group.</li> </ul>	<p>Peter: look into food options for World Café with DMNA</p>

	<ul style="list-style-type: none"> <li>- Christy clarified that City staff members will not be presenting suggestions for this project, but rather informing meeting attendees on the impacts of each option, what will happen and what we anticipate might happen.</li> <li>- Peter reminded the group that at the kickoff meeting, people talked about wanting these meetings to be more specific.</li> <li>- Sara agreed and hoped that there will be images and examples of what each option would really look and feel like.</li> <li>- The group agreed that the World Café meeting should get into the how and why of the more lofty ideas that have been discussed so far. For pedestrian safety, for example, all people are in favor of this concept in general, so we need to see why slowing traffic reduces incidents, which features could slow down traffic, and how they will work to do so. Peter noted that the idea of a road diet was dismissed at the Business Focus Group, but should be something that is explained and discussed at the world café. People should get to see what each option would look like and what the potential impacts would be. We have already heard what they want to know more about, and the World Café is the opportunity to do so.</li> <li>- Christy noted that the City does not have a lot in their toolbox for speed reductions on this street, but that there will be more options to discuss once the cross section is completed.</li> <li>- Zia clarified that the meeting cannot cover everything that could be implemented on Monroe, but rather will cover the potential impacts of, and design options for, ideas that have been brought up so far.</li> <li>- Sara noted that specific information on potential configurations needs to be shared in detail before the cross section workshop. People won't feel included in the process if they can't help to make the decision.</li> <li>- Peter shared that when administering surveys several people asked him whether the City would even use the information gathered in this process. He has expressed positivity in talking with people that this process seems different and more focused on responding to community input. Wants to ensure this will be meaningful.</li> <li>- Additional meetings following the World Café will include specifics on green infrastructure and modeling the cross section.</li> </ul>	
<p><b>Other &amp; Wrap Up</b></p>	<ul style="list-style-type: none"> <li>- ERT members should be sure to send out invitation emails to their contact group for the World Café Meeting</li> <li>- Next ERT meeting: August 24<sup>th</sup> at Barriques</li> </ul>	<p>ERT: Please send any public meeting photos to UA.</p>