

## MEETING SUMMARY

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### North Avenue Improvement Project Context Sensitive Solutions Advisory Group Meeting #2

ATTENDEES: Sign-in sheet attached

LOCATION: Brookfield Library, Sonia Bielmeier Community Room

PREPARED BY: Buddy Desai/CH2M

COPIES: Advisory Group Members  
File

MEETING DATE: September 1, 2015

The second Advisory Group meeting for the North Avenue Improvement Project was held on Tuesday, September 1, 2015 from 4:00 pm to 6:00 pm at the Brookfield Library. Buddy Desai of CH2M facilitated the meeting. Approximately 15 members of the Advisory Group were present at the meeting.

#### Materials Available at the Meeting

The Advisory Group was provided the following:

- Agenda
- List of upcoming Advisory Group meeting dates
- Individual weighting form
- Group weighting form

#### Introductions

Buddy Desai of CH2M facilitated the meeting and introduced Ed Hinrichs of the Waukesha County Public Works Department (County) and members of the consulting team. He then asked Advisory Group members to introduce themselves and their interest in the project.

#### National Environmental Policy Act (NEPA) Primer

Buddy continued the meeting by giving a PowerPoint presentation about NEPA. The NEPA Primer was used to provide more information to the Advisory Group about the federal law governing environmental review of projects that utilize federal funds.

## Recap of the Major Issues related to the North Avenue Reconstruction Project

Buddy provided a recap of the first CSS Advisory Group meeting. Buddy presented an exhibit listing the transportation issues affecting North Avenue.

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RECONSTRUCTION PROJECT

### Summary of Issues Affecting North Avenue

- Access to/from feeder streets, driveways, and North Avenue
- Lack of bike/ped accommodations
- Hills reduce visibility
- Railroad crossing delays & safety
- Inconsistent roadway configuration
- Speeding
- Poor signage
- Too much commercial traffic
- Stormwater management
- Good visual setting

Buddy also presented an exhibit listing what the Advisory Group stated they would like to see as part of the future of North Avenue.

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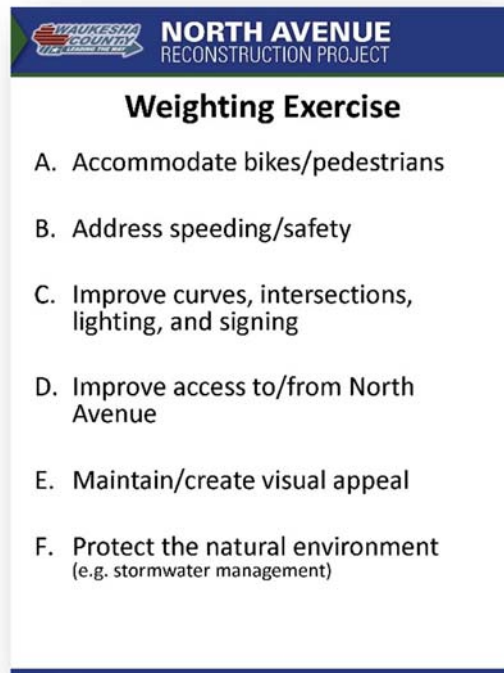
**NORTH AVENUE**  
RECONSTRUCTION PROJECT

### Summary of the Future of North Avenue

- Bike/Pedestrian accommodations
- Maintain/create visual appeal
- Lighting – safety, light pollution
- Address sight lines at sharp curves & hills
- Better intersection configurations
- Improve travel to/from North Avenue
- Address railroad crossing safety
- Improved signing
- Stormwater treatment
- Better cross section transitions

## Rating of Key Project Issues

Buddy then facilitated a weighting exercise completed by the Advisory Group. This began with an exhibit that summarized the issues identified by the Advisory Group for the future of North Avenue.



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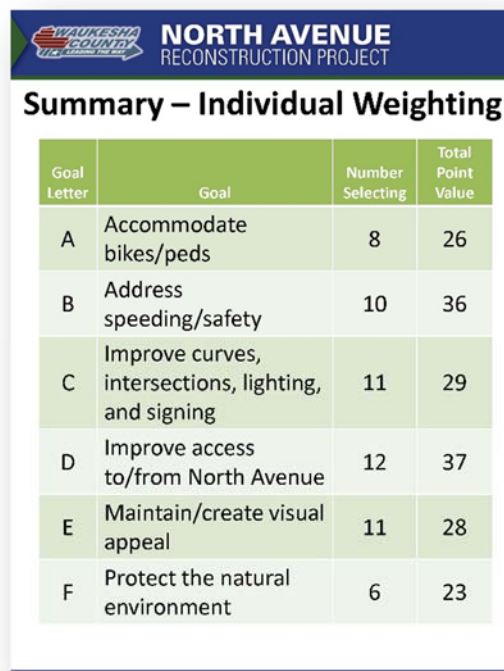
### Weighting Exercise

- A. Accommodate bikes/pedestrians
- B. Address speeding/safety
- C. Improve curves, intersections, lighting, and signing
- D. Improve access to/from North Avenue
- E. Maintain/create visual appeal
- F. Protect the natural environment  
 (e.g. stormwater management)

Some discussion ensued related to whether the Advisory Group, or the study team, really can influence impacts to the natural environment and whether items B, C, and D could be considered as the same issue – improving the safety of the roadway. Buddy explained that the project can be designed to avoid sensitive environmental resources and that while items B, C, and D all involve improving safety, they are different elements that can be addresses as individual elements of the North Avenue design.

### Individual Weighting

Buddy then gave each Advisory Group a weighting sheet and asked them to rate, from 5 to 1 (5 being the most important), using each number only once. It was noted that there are six issues and that this was done purposefully to emphasize the tough decisions one must make on projects such as the North Avenue Reconstruction Project.



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### Summary – Individual Weighting

Goal Letter	Goal	Number Selecting	Total Point Value
A	Accommodate bikes/peds	8	26
B	Address speeding/safety	10	36
C	Improve curves, intersections, lighting, and signing	11	29
D	Improve access to/from North Avenue	12	37
E	Maintain/create visual appeal	11	28
F	Protect the natural environment	6	23

## Group Weighting

Buddy then asked the Advisory Group to break up into five groups (two to three people in each group). He then stated that, in this exercise, the group would need to discuss the goals and develop a consensus ranking of the importance/weighting of each goal. The results of the exercise were as follows:



The table is titled "Summary – Group Weighting" and is part of a presentation slide for the "NORTH AVENUE RECONSTRUCTION PROJECT". The slide also features the "WALKESHA COUNTY" logo with the tagline "It's Always the Way". The table has four columns: "Goal Letter", "Goal", "Number Selecting", and "Total Point Value". It lists six goals (A-F) with their respective selection counts and total point values.

Goal Letter	Goal	Number Selecting	Total Point Value
A	Accommodate bikes/peds	5	12
B	Address speeding/safety	4	16
C	Improve curves, intersections, lighting, and signing	5	12
D	Improve access to/from North Ave.	5	16
E	Maintain/create visual appeal	4	11
F	Protect the natural environment	2	8

The purpose of the exercise was to help the study team identify which of the goals were of greatest importance and which were important, but may not carry as much weight. Buddy explained that the numerical weights were “means to an end” and not the “end” itself. If one goal had one or two more points than another is less important than if one or two goals are considerably more important than some others. In the end, the team will work towards achieving all of the goals noted.

Buddy added that the group exercise also brings to light the trade-offs that this, and every other project that has multiple goals and desires, must contend with. Some members of the Advisory Group noted that it was more challenging to develop a consensus on how to weight the goals. They acknowledged that while all of the goals are important, getting everyone to concur on the rankings took considerable additional effort when working in a group than when they were simply providing a personal weighting of the goals. One advisory committee member noted that he would have weighted the goals differently in the individual exercise if he had done that after the group exercise.

Buddy finished by explaining that the weighting of the goals is also important in decision-making when an alternative might impact two goals that the Advisory Group had identified.

## Project Update

Charlie Webb, the consultant project manager, provided a quick summary of ongoing engineering and environmental planning efforts.

## Other Discussion

During the meeting, the following additional items were discussed:

- Who has jurisdictional ownership of North Avenue?
  - North Avenue from Springdale Road to 124<sup>th</sup> Street was transferred from the City of Brookfield to Waukesha County on September 1, 2004.
- What does a no build mean?
  - Charlie Webb explained that this meant that only regular maintenance to North Avenue would occur – no capacity improvements or spot improvements would happen.
- A CSS Advisory Group member noted that the project will increase speeds. The member also stated that property values will decline individually, which would then lead to increased property taxes overall for all of Brookfield.
- Why doesn't the city have more police to enforce the speed limit on North Avenue?
  - After the meeting, Alderman McCarthy investigated the issue and sent some insight to Buddy Desai. This information was included in the email related to the meeting notes for Advisory Group Meeting #2 to CSS Advisory Group members.

## Adjournment

The meeting was adjourned just before 6 p.m.

COUNTY HIGHWAY M (NORTH AVENUE) RECONSTRUCTION STUDY  
CSS Advisory Group Meeting #2  
Brookfield Library  
September 1, 2015  
**Sign-In Sheet**

	<i>Please Print</i> First and Last Name	Organization (if any)
1.	Jeri McARTHUR	BROOKFIELD ALDERMAN
2.	ED HINRICHS	WANKER CO.
3.	Randy Johnston	Elmhurst School
4.		
5.		
6.		
7.		
8.		
9.		
10.		

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	<i>Please Print</i> First and Last Name	Organization (if any)
1.	CARLA MARONE	
2.	Kelly Nickodem	CH2M
3.	Charlie Webb	CH2M
4.		
5.		
6.		
7.		
8.		
9.		
10.		

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	<i>Please Print</i> First and Last Name	Organization (if any)
1.	Thomas Soffe	
2.	FRED HUNT	
3.	Scott Haen	Johnson Bank
4.	PAUL McILHEAN	
5.	Britt Mason	
6.	Jayne Rockbank	
7.	Mel Foley	GroveLands Self
8.	J Kent	—
9.	MIKE DEWBSEY	—
10.		