DRAFT

Madison Area Transportation Planning Board (an MPO)
Regional Intelligent Transportation System (ITS) Strategic Plan Implementation Committee
February 17, 2017 Meeting Minutes

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1. **Roll Call**

Members present: Herb King (for Paul Kronberger), Dave Eveland, Yang Tao, Paul Logan, Jon Riehl (for Peter Rafferty), Elizabeth Schneider, Dan Holt, Kyle Hemp, Jeff Teuscher (for Jeff Heil)

Members absent: Dave Bursack, Shaun Olson, Patrick Kass, Trevor Knight, Bill Putnam, Andrew Winga

MPO Staff present: Bill Schaefer, Bill Holloway

Others present: David Dryer, Diane Paoni, Urvashi Martin, Michael Cechvala, Jason Stribiak

2. **Approval of August 18, 2016, Meeting Minutes**

Moved by Dryer, seconded by Logan, to approve the August 18, 2016 meeting minutes. Motion carried.

3. **Report on Designation of UW-Madison as Automated Vehicle Proving Ground Pilot Site**

Jon Riehl said that the project, although described as a UW-Madison initiative, extends to other UW campuses and the rest of the state. Some of the main areas where testing will take place will be the MGA auto facility in Burlington and the Road America track in Elkhart Lake. Testing of 10-passenger micro-transit vehicles will begin at MGA and may eventually transition to real-world testing in parts of the Madison area, such as the campuses of Epic and American Family Insurance. He said that while no funding is attached to the designation, UW-Madison is hoping to attract automated vehicle (AV) developers from elsewhere, who lack testing areas or want to test their vehicles in winter conditions. The designation may also help to position the region for future AV-related funding.

Riehl reported that the UW TOPS Lab was working with state legislators on possible legislation to facilitate AV testing. The AV pilot program was recently expanded to include connected vehicles as well. Stribiak commented that the jobs potential of the technology should be emphasized to legislators. Paoni mentioned the issue of street markings with the technology, which is one of the reasons that use of the technology in winter environments is a problem.

4. **Report on Data-Sharing Partnership between WisDOT and Waze**

Elizabeth Schneider said that WisDOT's agreement with Waze was finalized in October 2016. It involves a two-way data exchange. Under the contract, WisDOT will receive updated Waze data—weather, traffic congestion, crashes, objects on the road, cars stopped, etc.—for the entire state every 2 minutes. In turn, the state will provide Waze with data on road closures, and incidents, which Waze may send out to users via push notifications. The state is not paying Waze for this information. All data that WisDOT receives from Waze is assigned a confidence level based on its source. Any information that WisDOT provides to Waze will be assigned the highest level of confidence when transmitted to Waze users.

Under the terms of the contract, the data WisDOT receives is intended to be used in real time—primarily to manage and respond to ongoing issues. WisDOT may save Waze information for use in internal performance measurement, but accumulated information may not be shared outside of the

agency. She said the Waze data will be included as a layer in a new 511 site to be finished in a month or so.

WisDOT is interested in how they can share real time information from Waze with local governments and will be considering this further as the agency becomes more familiar with the data they are receiving from Waze during 2017. By the end of 2017, WisDOT may be ready to begin discussing data sharing options with local governments.

Tao said city of Madison Traffic Engineering participates in the connected citizens program. He said NACTO is forming a workgroup related to data sharing agreements.

5. Report on Transportation4America Smart Cities Collaborative

Yang Tao said that the collaborative kicked off with a meeting in Minneapolis in November 2016, and that a follow-up meeting was held in Washington, D.C. following the Transportation Research Board Annual Meeting in January 2017. Right now the Smart Cities Collaborative, which includes Alphabet's Sidewalk Lab as well as T4A, is mostly focused on facilitating information sharing between participating "smart" cities but will lead to technical assistance projects in the future. There are currently three workgroups:

- Automated Vehicles
- Data Analytics and Performance Measures
- Shared Mobility

While Sidewalk Labs does not currently have a product, they are helping to run the meetings and are likely to develop some type of proprietary software focused on helping cities meet challenges discussed at the meetings.

He said one of the takeaways from the meetings was the importance of involving politicians at the federal level. The City may eventually approach the senators from Wisconsin to advocate for federal funding for smart cities projects.

6. Update on Park Street Corridor Connected Vehicle Pilot Project

Yang Tao said that the City is planning to equip the corridor with DSRC technology infrastructure and equip buses with transponders to enable transit signal prioritization (TSP) for buses that are behind schedule. Beyond TSP, the system will also be able to provide information to bus drivers. For example, it may be used to send a warning to drivers about to make a turn through a crosswalk if a pedestrian has pushed the button for a walk signal.

DSRC technology will need to be licensed before being put into use. Jon Riehl suggested that the City look at information from the V2I Deployment Coalition (http://www.transportationops.org/V2I/V2I-overview).

Schaefer asked whether there is funding available for the entire project, and Yang said that there is funding available to do the first few pilot installations on Park Street, but that additional funding from partners (WisDOT, federal grants, technology providers, etc.) will be needed for full build out. However, it will be easier to secure funding for the project, once it is underway and some of the technology has been successfully installed. The project will be featured on the USDOT website. Tao said the city was working with Econolite on cost estimates and looking for partners.

Jon Riehl noted that the project will benefit from synergy with the AV Proving Ground Pilot Program, which will create more funding opportunities.

7. Update on Metro Transit ITS Projects

Dave Eveland provided an update on several of Metro's ITS projects. He said the recently installed new fareboxes have smart card capability, which Metro is now looking to transition to. Smart card sensor tests had revealed some bugs in the technology, and the units were sent back to the manufacturer for fixes or replacement. Metro is also working to replace its ITS system. Metro is moving from its analog voice data system to a digital system that can transmit both voice and data. The switch to digital is expected to allow more frequent vehicle location updates than the current 60-second gaps. This should improve the accuracy of real time transit apps and signs. Metro also needs to replace the equipment on the buses for its automated vehicle locator (AVL) system. Staff is studying the next generation equipment. Metro is also upgrading its Trapeze Transit Master software. Metro now publishes its GTFS (General Transit Feed Specification) data in real time. This data is expected to be featured on the Google Maps website/app within the next 6 months. Metro is implementing Intelligent Decision Support (IDS), a new feature with a set of rules to manage and prioritize communication from buses to the dispatch office.

8. Committee Member Discussion Regarding Potential Multi Agency Projects or Issues

Schaefer handed out a page from the ITS plan that listed short-term projects, and sought feedback from committee members on projects to pursue. Tao said the City of Madison is interested in adding an adaptive traffic system on East Washington Avenue. They are also interested in discussing a regional transportation management center. Dryer added that he thought a regional incident communication system, which would expand on WisDOT's system, would be a good idea. Tao echoed this sentiment, noting that a regional system is key because of the high number of regional travelers in the Madison area. The city already manages almost all of the regional signals.

9. Committee Member Reports

FHWA is sending information for the incident management meeting this spring.

WisDOT is currently testing a reliability and travel time analysis software package that includes extensions for planning, work zones, and other areas.

10. Adjournment

The meeting was adjourned at 11:45 p.m.

Next Meeting to be scheduled for May/June 2017. Schaefer will send out Doodle poll to schedule.