

Madison Area Transportation Planning Board (an MPO)
April 4, 2018 Meeting Minutes

1. Roll Call

Members present: David Ahrens, Mark Clear, Steve Flottmeyer, Ken Golden, Chuck Kamp, Jerry Mandli (arrived during item #10), Ed Minihan, Mark Opitz, Larry Palm, Robin Schmidt, Steve Stocker, Bruce Stravinski

Members absent: Steve King, Al Matano

MPO staff present: Philip Gritzmacher, Bill Schaefer

Others present in an official capacity: Keith Pollock (City of Madison Traffic Engineering)

2. Approval of February 7, 2018 Meeting Minutes

Moved by Ahrens, seconded by Opitz, to approve the February 7, 2018 meeting minutes. Motion carried with Flottmeyer abstaining.

3. Communications

- Materials related to MPO staff comments on Village of Oregon's sewer service area amendment request to CARPC.

Schaefer said the materials included the staff comment letter with attached map, the village consultant's response to staff comments, and a revised land use, street, and pedestrian/bicycle facilities plan. He said the revisions made to the plan addressed most of the staff comments. In response to question from Clear, Schaefer clarified that the comments were provided for informational purposes only, but board members were welcome to provide feedback. The amendment is on the CARPC agenda for approval next week. Schaefer said the comments provide an opportunity to facilitate implementation of policy recommendations in the regional transportation plan. In the future, if staff has the opportunity to review draft comments with the board prior to submission to the applicant that will be done. Kamp suggested in the future mentioning the availability of state operating assistance for transit service and the willingness of MPO and Metro Transit staff to assist with applying for funding for taxi or bus service.

- Announcement regarding upcoming public information meeting on the Beltline-Interstate Interchange project, which was emailed to board members.

Schaefer said he would share information from the meeting with board members. Opitz asked about information on the WisDOT website regarding alternative designs and Schaefer said that was old. WisDOT has developed new scaled back alternatives that utilize the existing structures.

4. Public Comment (for items *not* on MPO Agenda)

None

5. Presentation on City of Madison Pedestrian and Bicycle Safety Education Program Partially Funded by MATPB

Schaefer explained the reason for the item being on the agenda. The MPO has provided funding for the program for many years. As part of the update to the STBG Urban program policies and project scoring criteria two years ago, the MPO agreed to continue to provide funding for the program outside of the competitive process. In past years the city has entered into a project agreement/contract with WisDOT as is done for roadway projects. This year staff in WisDOT Secretary's office refused to sign the contract, saying it was not a good use of funding. MPO staff is working with WisDOT to figure out a way for the MPO to

continue funding the program. The program is not currently operating because both the ped/bike coordinator and safety educator retired at the end of last year. Those positions are in the process of being filled. In the meantime, Madison Traffic Engineering staff were asked to come provide information on the program.

Keith Pollock, City of Madison Traffic Engineering, provided some information on the program. He said it was largely school based. Staff go to elementary schools and teach bicycle skills courses and bike safety. They fit kids with bicycles and helmets. Staff also teach bicycle safety at middle schools and organize rides with the students. During the summer staff works with neighborhood and community groups, focusing on low-income neighborhoods. They work with Dream Bikes to provide bike repair. Increasing safety education programming is important for the city's goal to achieve a Diamond ranking for bicycle friendliness. He said the grant covers most of the cost of the educator and a small portion of the bike/ped coordinator's position. He said he appreciated the efforts of MPO staff to keep the worthwhile program going.

Schmidt asked if it would be helpful for board to pass a resolution in support of MPO staff drafting a letter to WisDOT indicating the MPO's support for funding the program and asking WisDOT to reconsider its decision to refuse to sign the project agreement. Clear said the agenda item was not noticed for formal action by the board, but staff could certainly do that given the longstanding support for the program by the MPO. Schaefer responded that he just wanted affirmation from the board that there was interest in continuing to support the program. He said he would then work with WisDOT and FHWA staff, if needed, to figure out the best approach for continuing to fund the program. Schaefer mentioned that since the positions won't be filled until late in the year, it may be proposed to shift the funding this year towards the East Johnson Street project, which is short of funds. If that isn't done, the funding would be lost. Golden commented on the potential political move for the WisDOT action. Minihan asked if there were any safety programs directed at UW-Madison students. Pollock said he didn't know. Schaefer said UW does have a ped/bike coordinator, but he didn't know if that person does safety education. He said he would check.

Pollock said that assuming the position gets funded city staff would be looking at potential changes in program activities and the position responsibilities. Ahrens and Clear asked if there was a proposed change in the location of the positions and/or a title or reclassification change for the coordinator. Pollock said he didn't know the details of that, but Dave Dryer, Traffic Engineer, had been having discussions with the Mayor's office about that. One of the issues was whether the coordinator should be an engineer or planner. Clear asked why there was a WisDOT contract. Schaefer said WisDOT administers the program for the MPO and oversees the projects. Roadway project letting is done through WisDOT. Schaefer said for roadway projects the contract made sense, but he didn't understand why this was necessary for this project. That was something he was investigating. The MPO's Rideshare/TDM program is also funded, and no contract is executed for that project. Supposedly, the reason it isn't required is because this project is part of the MPO work program. If so, Schaefer said the bike/ped program could be added to the MPO work program. Clear suggested the MPO take over the program and then sub-contract with the city, and Golden said he thought that was the best way to address the issue. Schaefer said he just wanted to figure out the easiest way to get the project funded.

6. Approval of Scoring and Proposed Funding of STBG Transportation Alternatives Set Aside Program Project Applications for the 2019-2022 Program Cycle

Schaefer reviewed the four project applications, including Madison's Garver and West Towne – All Saints segment path projects, Cottage Grove's Glacial Drumlin Trail extension project, and Dane County's Safe Routes to School project. He reviewed the scoring of the projects and the staff recommendation to fund Madison's Garver path project. The other projects would be submitted to WisDOT for consideration for statewide funding. Staff recommended the Glacial Drumlin Trail extension project be submitted as the highest priority followed by the SRTS project. Staff believed that the Glacial Drumlin Trail had an excellent chance of being funded. If it wasn't, staff suggested the board consider funding it over the Garver path project with the remaining funding carried over to the next program cycle. The reason was related to geographic equity since Madison has had a large project funded most every cycle. Schaefer said the MPO technical committee recommended approval of staff's proposal, but the vote was close.

Schmidt said the strategy seemed like a good one. Clear asked if it could backfire if WisDOT knows the MPO would fund the Glacial Drumlin Trail project. Schaefer said the MPO is simply indicating to WisDOT it is funding the Garver path project. Ahrens asked the reason for the Garver path project connection to Leon Street. Schaefer said it provided another connection through the park to the adjacent neighborhood. Schaefer explained the plan to extend the path north from Milwaukee Street to the Marsh View path. Ahrens commented on possible impacts to environmentally sensitive areas. Opitz said the connection is a way to provide park access to people along Fair Oaks and Ivy Street. Palm noted the MPO is just approving the funding. He asked whether the project would come back to the MPO if scope or design was changed. Schaefer said that would only happen if the change was significant and would affect the scoring of the project. Clear pointed out the path connection through the park and another exist now.

Moved by Schmidt, seconded by Golden, to approve the staff recommendation regarding the scoring and funding of projects. Motion carried with Flottmeyer abstaining.

7. Approval of Public Participation Effort and Schedule for Preparing the 2019-2023 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County

Moved by Golden, seconded by Schmidt, to approve the schedule. Motion carried.

8. Appointment to the Dane County Specialized Transportation Commission

Schaefer provided background on the commission, and said that the MPO has a representative that is appointed by the MPO Board Chair. Schmidt has served as the MPO representative on the committee since 2012, but will need to be replaced. He said he added this to the agenda to see if someone was interested. Schmidt said the meetings were short and informative about the trends and needs in specialized transportation. She said it might make sense to wait until the two new county representatives are appointed to see if either one would be interested in being on the commission unless someone else had a strong interest. Golden asked to what extent Family Care was part of the current concerns of the committee. Schmidt said they do discuss that as it affects all of the services the county provides. Golden volunteered to serve on the committee for a year or two. Schaefer and Gritzmacher said the county specialized transportation program manager has had difficulty with the commission obtaining quorum and noted the role the commission will have in approving the coordinated plan. Clear said he would appoint Golden with the understanding a replacement might be recruited. Gritzmacher said one of the future county representatives could also possibly be appointed to the commission by the county executive.

9. Review of Work to Assist City of Sun Prairie with Planning for Potential Commuter Bus Service to Madison

Schaefer said Sun Prairie had created an Ad Hoc Transportation Committee that developed recommendations related to improved taxi service, new commuter bus service to Madison, and improved pedestrian and bicycle facilities. The city Transit Committee was now working to implement the recommendations. MPO staff is providing some assistance, and developed some commuter bus route concepts and costs for their consideration. MPO staff also prepared a draft household survey related to interest in commuter service, which will inform decisions on the new service. Gritzmacher provided a presentation on the commuter route alternatives and estimated costs.

Palm asked if consideration had been given to designing service with transfers to a Metro route. Gritzmacher said Sun Prairie staff and officials wanted the service to be fast and convenient to encourage more riders. Schaefer noted that people could transfer from the Square to go south or further west. Golden suggested consideration of a route that extended into Sun Prairie, which would make it cheaper for Sun Prairie. If BRT were implemented, the route could just connect to that. He also suggested designing the route to provide reverse commute service to Sun Prairie rather than deadheading back, noting the business park there. Gritzmacher said there were discussions about service oriented to the business park and other employers and the eighth option created does provide that with a stop at the North Transfer Point before going to the retail

area and then the business park. Stocker asked why the routes don't serve the Colonial Club, the city's senior center. Gritzmacher said that could be looked at, but the focus of the service is on commuters to Madison. Golden suggested adding Sun Prairie businesses to the survey. Gritzmacher said that was a consideration, but would require a separate survey. The initial focus was on residents commuting to Madison. Palm asked what the fare would be for the service. Gritzmacher said if Metro provided the service, it would be the standard Metro fare (\$2.00), but if the service was privately provided the city could decide on a higher fare.

Clear asked what the Census ACS data showed as far as commuting patterns. Gritzmacher said staff had reviewed ACS data. That was one of the reasons why the service to the business park is not being pursued now is that a relatively small share of Sun Prairie workers live in Madison. Schaefer added that ACS data is a good starting point, but survey information is much better for making service decisions. The information is more specific as to residence and workplace location and you get information on whether the person would be willing to take the bus. Golden suggested including a question on the survey or a future one related to use of the bus by teenagers in the household for school or other purposes even though that would require service outside of the commute period. Gritzmacher said there was a question related to midday service. Schaefer noted there is a service now between Sun Prairie and East Towne.

10. Presentation on Metro Transit Bus Stop Amenities Study

Gritzmacher provided a presentation on the study, the main purpose of which was to develop a quantitative tool for identifying and prioritizing bus stop amenity needs. The presentation covered the methodology and results of using it in terms of recommended changes in stop amenities. He said the study also examined stop accessibility and made recommendations for the transfer points.

Golden commented that the frequency of service was an important factor and it is worth considering adding that. Gritzmacher said this was addressed in an indirect way by taking into consideration the land use context of the stop. Golden asked whether amenities required of developers are owned by the property owner. Gritzmacher said he wasn't sure, but would find out. Golden pointed out the Edgewood College dorms aren't accounted for on the maps. Palm said charging stations would be good to have at the transfer points. Clear asked for the number of daily boardings at the transfer points. Kamp said 1,000-1,500, but there are that many at a couple of the stops on the Square as well. Mandli suggested heating would be desirable at the very high use stops. Kamp mentioned that on very cold days extra buses are put at the transfer points for people to sit in. Ahrens asked if the recommendations were aspirational (e.g., every stop having a boarding pad), and Gritzmacher said yes. Kamp noted Metro adds a certain number of pads per year. Kamp said he thought the methodology was helpful in generating a priority list. Systems with RTAs have very sophisticated methodologies for amenity priorities. Clear asked whether there was evidence amenities affected ridership. Kamp said there was a research study on that, but he hadn't seen it. Ahrens noted that Metro added a shelter on Monona Drive by the lake and it gets heavy use. Opitz asked about any policy related to Metro stop investments in suburban communities, noting Middleton routinely adds boarding pads to stops as part of sidewalk improvements. Gritzmacher said there is a recommendation to investigate that issue generally, especially for the UW campus. Golden noted the need to specific maintenance policies for donated stop amenities.

11. Review of Proposed Schedule for Update of the Coordinated Public Transit – Human Services Transportation Plan and Revision to Section 5310 Project Scoring Criteria

Schaefer said the Coordinated Plan needed to be updated. He said it includes an assessment of service needs and ways to improve efficiency and service delivery, and sets general priorities for implementation. Projects that receive federal Section 5310 program funding must be identified in the plan. He said MPO staff met with Dane County Human Services and Metro staff to discuss the timeline for the update in light of the current implementation of Family Care and its impacts. It was decided to go ahead and update the plan this year, but build in the potential for amending it next year, if necessary, based on experience with Family Care. The reason was to get the plan done and the Section 5310 project evaluation criteria revised prior to this fall's application cycle. Schaefer reviewed the schedule with two meetings with providers and other stakeholders.

He said staff wanted to get board feedback. Also, it would be good to have an MPO board representative serve on the informal committee to be set up for the process.

Moved by Opitz, seconded by Schmidt to approve. Motion carried.

12. Update on Potential MATPB Name/Logo Change Issue

Clear said the hour was late, but the issue was important. Schaefer agreed, saying the item could be deferred to ensure proper consideration. Palm said he was comfortable with staff developing an RFP to hire a firm to assist with the effort. Schmidt agreed. Golden asked how much was budgeted for this. Schaefer said up to \$25,000 had been set aside for the project, but that information was needed on costs for some of the things recommended. Golden said he was generally opposed, but said a scope and budget was needed to take any action. Palm said the board isn't approving anything yet, just authorizing staff to develop the scope and budget. Gritzmacher said staff had talked to other MPOs that had undertaken this process to confirm the types of things that were done. Staff planned to develop a list of items with the idea that not all of them would necessarily be done. Some of the items require the skills and knowledge of a marketing firm. It is not just a matter of developing a new logo, but would include a style guide for all MPO products. He said he had an example of video that could, for example, be played at the start of a public meeting.

Palm moved, Schmidt seconded, to approve staff putting together information for an RFP. Motion carried.

13. Status Report on Capital Area RPC Activities

Palm the timing of the A Greater Madison Vision survey had been pushed back from spring to fall. Part of the reason was the need to utilize the city of Madison's comprehensive plan dataset and city staff being busy now completing the plan. Discussions were continuing on the process for sewer service area amendments and how CARPC interacts with communities.

14. Status Report on Studies and Plans Involving the TPB

Schaefer said work on the Stoughton Road study has been very slow and nothing has been done on the Beltline study.

15. Discussion of Future Work Items

Deferred

16. Announcements and Schedule of Future Meetings

Palm asked whether election of a new Chair would be on the next meeting agenda. Schaefer said the timing was up to the board. He mentioned that in addition to the two new county representatives there would be a new cities/villages representative as Stocker was leaving the board. Stocker said he had a conflict with the city historical museum board, which has a lot going on right now. There was consensus to put election of officers on the agenda for the next meeting. Minihan commented on the fact there was another crash fatality on USH 51 in the McFarland area, and the safety improvements for the roadway needed to be moved up in priority.

The next meeting of the MPO Board is scheduled to be held Wednesday, May 2, 2018 at 6:30 p.m. at the Madison Water Utility, 119 E. Olin Avenue, Room A-B.

17. Adjournment

Moved by Golden, seconded by Opitz, to adjourn. Motion carried. The meeting adjourned at 8:44 PM.