

**Madison Area Transportation Planning Board (an MPO)
February 7, 2018 Meeting Minutes**

1. Roll Call

Members present: David Ahrens, Ken Golden, Chuck Kamp, Jerry Mandli (arrived during item #6), Al Matano, Mark Opitz, Larry Palm, Robin Schmidt, Bruce Stravinski

Members absent: Mark Clear, Steve Flottmeyer, Steve King, Ed Minihan, Steve Stocker

MPO staff present: Philip Gritzmacher, Bill Schaefer

2. Approval of December 6, 2017 Meeting Minutes

Moved by Opitz, seconded by Ahrens, to approve the December 6, 2017 meeting minutes. Motion carried with Palm abstaining.

3. Communications

- Letter from WisDOT SW Region regarding the reduced scope for the Interstate & USH 12/18 (Beltline) Interchange Study, changing it from an EIS to an EA.

Opitz asked for clarification regarding WisDOT's claimed "innovative" approach to the interchange design. Schaefer said the scope was just being significantly scaled back to focus on solutions that don't involve reconstruction of the entire interchange nor improvements to transition areas to the connecting highways such as the Beltline.

- Letters from WisDOT and USDOT approving MATPB's work program and 2018 federal/state funding.
- Letter from WisDOT approving the Madison area 2018-2022 TIP and incorporating it into the state TIP.
- Letter from WisDOT SW Region informing agencies of the cancellation of the Meier Road intersection project near the Interstate and USH 12/18 (Beltline) interchange. Schaefer mentioned the concern about this by the city due to safety issue at entrance to Ho Chunk facility and plans for development there.
- Letter from Schaefer regarding the MPO staff transportation analysis of the city of Madison's urban service area amendment request for an area on the west side of the city north of Mineral Point Road with attached maps. Schaefer said CARPC held a public hearing on the request at their last meeting and it was on the agenda for action at their next meeting. Schaefer said staff concerns, mainly regarding street connectivity, were largely addressed by the attached revised plat for the southern part of the area.

Palm asked for clarification that from an MPO staff perspective their concerns were addressed, and Schaefer said yes. Golden complimented staff on the comment letter, but said one not addressed is the consideration of a park-and-ride (PNR) facility on Mineral Point Road. He mentioned this was discussed during the Beltline study, but WisDOT's policy is to only fund facilities located on state highways. Schaefer said the concept of a PNR facility could be explored as part of the neighborhood plan update.

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

None

5. Resolution TPB No. 138 Approving Amendment #1 to the 2018-2022 Transportation Improvement Program

Schaefer reviewed the projects involved. In response to a question from Palm, Schaefer explained the reasons for the local cost change for the Johnson Street project – primarily added utility costs but also a minor scope

change adding minor railroad crossing improvements. Ahrens asked for the reason for the cancellation of the Meier Road project. Schaefer said it was primarily for budgetary reasons, but also due to the reduced scope of the interchange project.

Moved by Schmidt, seconded by Kamp, to approve Resolution TPB No. 138. Motion carried.

6. Letter of Support for City of Madison’s Title VI Complaint in Regard to WisDOT’s Decision to Consolidate Two Division of Motor Vehicle Service Centers and Move the Office to the Far West Side

Schaefer provided background on the issue. He referenced the draft letter of support and the supporting transit accessibility analysis that staff prepared. A summary of the findings from the analysis is included in the letter.

Palm asked for clarification that the analysis will be sent with the letter, and Schaefer said yes. Palm commented on the statement that the impact of the DMV office consolidation and move was “unmistakeable.” Matano said he added that sentence as he wanted to make sure to include a conclusion that the move is civil rights violation.

Moved by Schmidt, seconded by Kamp, to approve sending the support letter. Motion carried.

7. Review Scope of Work for Bus Rapid Transit Study to Identify and Scope Initial Project in East-West Corridor

Schaefer said the Madison Common Council approved the recommendation of the interagency staff group to focus on the east-west corridor for the initial BRT project. The council also just approved a separate resolution approving the release of an RFP to hire a consultant team to assist with the study. He reviewed the study scope. He said the study would likely get started in late June or early July.

8. Review MATPB Policies and Project Scoring Criteria for STBG Transportation Alternatives Set Aside Program

Schaefer said that Transportation Alternatives (TA) program project applications were due in late January. He noted that MATPB’s program policies and project scoring criteria were updated for the last application cycle two years ago. Therefore, staff didn’t intend any major changes to the document, but wanted to review it with the board to make sure there were no concerns. He said the technical committee did not propose any changes. He reviewed policies and criteria.

Regarding the requirement to meet state and ADA design requirements, Golden asked if a facility could exceed them. Schaefer said yes. He also noted exceptions may be granted as well, referencing the Pheasant Branch Creek path project. Opitz confirmed that, but said WisDOT didn’t pay for the porous pavement because that wasn’t considered standard. Palm asked about the criterion for regional or local neighborhood importance. Schaefer said it was a matter of the degree of importance based on how it fits within the existing and planned bikeway network and land use context. He showed the primary and secondary bikeway network identified as part of the MPO’s bicycle plan and updated as part of the regional transportation plan. Palm mentioned the plan for health data, and Schaefer said that was the data used for the maps of areas with health disparities.

Schaefer mentioned the four project applications that were received. He said staff will score and rank the projects and propose those to be funded. Staff will review that with the MPO advisory committees and then with the board, probably at its April meeting. MATPB must let WisDOT know the projects to be funded and the amounts by late April. MATPB has about \$1.7 million in funding available with its regular allocation and the additional funding due to Middleton cancelling its project along Century Avenue and returning the money.

Schmidt commented that she was surprised there were not more applications and wondered why. Schaefer said he wasn’t sure, but noted Dane County Parks has a grant program that is more appropriate for smaller projects. Matano mentioned that the City of Madison’s Sherman Flyer project might move forward now that

Oscar Mayer had been sold. Kamp commented on the much smaller percent of total points related to environmental justice for infrastructure projects as compared to the safe routes to school projects. Schaefer said that was a fair point and could be evaluated for the next funding cycle. Opitz explained the circumstances leading to Middleton to decide to give back its funding. They are still planning to go forward with the project.

9. Review and Approval of Draft Recommendations and Report on Study of Dane County Crashes Involving Bicyclists and Pedestrians

Schaefer noted that staff had provided a presentation on the study to the board in November. Since then, presentations have given to several committees and commissions. Staff added information and analysis in response to comments received, and has now completed a draft report with a summary. Staff added recommendations or further steps, something the board suggested doing. He reviewed some of the key findings from the study and the recommendations.

Schmidt suggested use of graphics to highlight the trends from the earlier study. Ahrens asked what staff planned to do with the study. Schaefer said the recommendations highlight some of the next steps to address deficiencies in available data that hinder safety analysis such as working with City of Madison to expand the bicycle count program, analyzing the household travel survey data related to bicycle travel, and looking at alternatives to police crash reports such as emergency room visits. Staff will publicize the study and plan to work with the county traffic safety commission and other groups in using the data to inform educational and enforcement efforts.

Schmidt asked about ways to track bicycle travel via Bluetooth data like that used for the Beltline study. Schaefer said current methods don't allow estimating the travel mode used. Palm suggested including photos from other places besides Madison in the summary report. He also suggested looking at ways to reduce the number of charts with different colors to make it easier to copy and still be readable. Ahrens said the big story was the sharp reduction in crashes and said staff needed to come up a convincing answer regarding the reasons for this. He said one major likely cause was the increase in path facilities separate from traffic. Schaefer agreed that was a factor. Matano commented that another reason was the increase in the numbers of bicyclists, which has made motorists more aware of them and more accepting of sharing the road. Ahrens responded that the new bicycle paths have encouraged more people to bicycle. Kamp commented that the reduction in crashes should be the first bullet in the summary with a note that historical data was not available for the county. Schaefer agreed.

Regarding publicizing the study, Opitz recommended waiting until spring and doing it in junction with Bike to Work Week or other events. Schaefer said that made sense. Palm suggested looking into partnering with the Bicycle Federation. Opitz suggested having information at the stations set up during Bike to Work week.

Moved by Schmidt, seconded by Palm to approve release of crash study report. Motion carried.

10. Discussion Concerning Potential MATPB Name and Logo Change and Other Public Participation Plan Evaluation Recommendations

Schaefer mentioned the evaluation conducted of the public engagement efforts for the regional plan, and that one of the issues identified was people not knowing who the MPO was and being confused by the name. He said addressing the MPO name and logo was related to our ability to engage people. Gritzmacher provided a brief presentation recapping the evaluation and the priority recommendations, including the one to explore the MPO name and logo change. He said staff was looking for approval to move forward with this with the first step to develop an RFP to hire a consultant to assist in testing names/logos, developing a standards guide, and developing a plan for marketing efforts.

Golden commented that nobody knew there was an MPO when it was part of the RPC. He explained the reason for the name change after the MPO was separated from the RPC. He said he was open to a name change as long as transportation was in the name. However, he didn't think a name and logo change would help to make the MPO more visible or help people understand what the MPO does. Part of the difficulty is the

number of agencies doing transportation planning. Therefore, he would not be in favor of spending much time and money on this effort. He mentioned the difficulties with the name and MPO recognition if the MPO merged with CARPC. Schmidt disagreed, and said we could come up with a better name that would help public understanding of who we are and therefore help increase public participation. She said she thought the effort was worth spending some time and money on.

Palm said the potential merger with CARPC was far out in the future and therefore shouldn't affect our decision on this issue. He said more effectively engaging the community required people to be more aware of what the MPO does. A better name and logo would help and so he supported the effort, noting the challenges of engaging people through social media. He cautioned that if consultants were hired they needed to fully understand what we do and be given parameters. He agreed with Golden about transportation being in the name, but wasn't sure we needed to use MPO. He commented that he actually didn't like "Capital Area", but preferred "Greater Madison." He also said the legal ramifications needed to be understood with changing the name. Gritzmacher said staff intended to research other MPO names as a first step. He noted the MPO has not spent much money on public engagement in the past. This effort would increase the effectiveness of future investments in public engagement. Ahrens agreed that if people can't figure out what we do by our name and logo that is a communication problem. He said the money spent on a marketing/graphic design consultant would be worth it. Professional assistance was needed. Stravinski agreed with the need to include transportation in the name. He agreed that exploring name and logo changes was worth the effort.

Kamp said branding was important and something they were already thinking about with BRT. He offered the assistance of Metro's marketing staff. He mentioned that an important factor in recognition was how often the agency name was used in local media. In Green Bay, the RPC was mentioned much more frequently, probably in part because they do both land use and transportation planning. He supported the efforts to merge the MPO and CARPC. He thought that would matter more than a different logo. Mandli mentioned the proposed changes by WisDOT to how local programs were administered, going to block grants. That could have an effect on the MPO and how it is perceived. Opitz said he agreed with having transportation in the title and also liked the idea of using Metro's marketing staff and holding off on a consultant RFP. Golden added that the word "planning" would also be good to include, but he was open on that. He agreed the logo could use updating. Palm suggested one possibility was keeping the name, but having some sort of tagline like "Go Madison" and evoke a feeling of what we do with a visualization.

There was consensus by the board to continue working on the issue, perhaps using Metro's marketing staff, but to hold off for now on issuing an RFP for consultant assistance. Schaefer added that in the meantime staff would research different names. Matano suggested also researching firms that would do this sort of work. Gritzmacher said staff could talk to CARPC and City of Madison staff who used consultants for marketing work on their plans.

11. Report on MATPB-CARPC Workgroup

Palm reported that the group recently met and the focus was on potential staff co-location as a first step in facilitating better integration of planning efforts with January 2020 as a potential timeline. One of issues is getting staff on the same IT network, likely the city's network. Therefore, discussions will take place concerning that. Golden added that it was recognized the county must be given adequate notice about CARPC staff's move out of the City-County Building if that were to happen. Palm added that a communication went out to the county board and executive that discussions were occurring about MPO and CARPC staff co-location and potential merger in the future. Palm and Golden mentioned the different potential models with a staff or staff and board merger. Members felt it was important to retain a separate MPO committee if there was a merger. Schaefer mentioned that a meeting with City of Madison IT staff had been set up to discuss moving CARPC staff to the city's network.

12. Recommendation on MATPB Representative to A Greater Madison Vision Steering Committee

Schaefer said this issue was brought up at the workgroup meeting. The importance of MPO involvement in the A Greater Madison Vision (AGMV) process was noted. Since Schmidt was leaving the MPO board, it was suggested having someone else represent the MPO on the steering committee. Schmidt said the day meetings had made it difficult for her to attend. Opitz said he would be interested in serving on the committee. Matano said the MPO would then recommend to CARPC that Opitz be appointed to the committee.

13. Status Report on CARPC Activities

Palm said the City of Madison's sewer service area amendment for the west side area north of Mineral Point Road was on the agenda for the next meeting. Another item was an RFP for a media consultant for the AGMV project.

14. Status Report on Studies and Plans Involving the TPB

Schaefer mentioned that the recent WisDOT report to the State Transportation Projects Commission says the Stoughton Road and Beltline studies are "ongoing", but no work has been done for the past year. The report does say the USH 51 (McFarland to Stoughton) project has been postponed. Golden asked if Congress passed a transportation infrastructure bill whether there were shovel ready projects that might be funded other than the bus garage. Mandli and Schaefer said no.

15. Discussion of Future Work Items

Schaefer said staff met with the UW Survey Center staff to discuss the weighting of the household survey data and staff were in the process of getting them the sampling plan data they need for that. Staff are expecting to receive new origin-destination data from the company we purchased that from using a methodology that adds location-based service data and should be much more accurate. Staff are finishing up work on a draft of the bus stop improvement study report, and will be setting up a meeting with Metro staff to discuss. This will be presented to the board at the March or April meeting. Kamp mentioned the bus stop accessibility study that was requested by Madison Alder Kemble. Schaefer said MPO and Metro staff needed to discuss that. Schaefer reported that the revisions to the data and methodology for the identifying and mapping the low stress bicycle network were almost completed. MPO staff will then work with Toole Design to do an accessibility analysis of the network using a tool they created.

16. Announcements and Schedule of Future Meetings

Schaefer mentioned that an item on next meeting agenda will be the federal certification review report. FHWA staff will present on it.

The next meeting of the MPO Board is scheduled to be held Wednesday, March 7, 2018 at 6:30 p.m. at the Madison Water Utility, 119 E. Olin Avenue, Room A-B.

17. Adjournment

Moved by Opitz, seconded by Golden, to adjourn. Motion carried. The meeting adjourned at 8:30 PM.