

**Madison Area Transportation Planning Board (an MPO)  
November 1, 2017 Meeting Minutes**

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**1. Roll Call**

*Members present:* Mark Clear, Steve Flottmeyer, Ken Golden, Chuck Kamp, Steve King, Jerry Mandli (arrived during item #8; left after item #10), Al Matano, Ed Minihan (arrived during item #8; left after item #10), Mark Opitz, Larry Palm, Steve Stocker

*Members absent:* David Ahrens, Robin Schmidt, Bruce Stravinski

*MPO staff present:* Bill Holloway, Bill Schaefer

**2. Approval of October 4, 2017 Meeting Minutes**

Moved by Palm, seconded by Clear, to approve the October 4, 2017 meeting minutes. Motion carried with Flottmeyer, King, and Stocker abstaining.

**3. Communications**

- Letter of support from the MPO for Metro's TIGER grant application
- Memo from WisDOT approving the 2017 Work Program amendment that was approved by the MPO Board at the October 4 meeting
- Email from League of Women Voters President to MPO staff, expressing concern regarding the impact on citizens who need to obtain a photo ID for voting from the move of the WisDOT Department of Motor Vehicles' Madison Service Centers on Odana Road and at Hill Farms to a single location on Excelsior Drive. The LWV is requesting that Metro provide additional transit service to the new facility.

Clear asked Kamp and Schaefer about the chances of Metro's TIGER grant application being successful. Kamp said that Metro's last TIGER grant application was in the top 15% but did not make the top 6% of projects that were awarded funding. He commented that Metro will likely do better in the rankings this year because more engineering and design work has been completed. The final award decisions will be made public in early 2018.

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

None

**5. Resolution TPB No. 133 Approving the 2018 MATPB Unified Planning Work Program**

Moved by Golden, seconded by King, to adopt Resolution TPB No. 133. Motion carried.

**6. Resolution TPB No. 134 Authorizing the City of Madison to Enter into an Agreement with Dane County for MATPB to Provide Specialized Transportation Coordination Services to Dane County in 2018**

Moved by Golden, seconded by Kamp, to adopt Resolution TPB No. 134. Motion carried.

**7. Resolution TPB No. 135 Authorizing the City of Madison to Enter into an Agreement with the Capital Area Regional Planning Commission (CARPC) for MATPB to Provide Transportation Planning Work Activities to CARPC in 2018**

Moved by Golden, seconded by Stocker, to adopt Resolution TPB No. 135. Motion carried.

## 8. Resolution TPB No. 136 Adopting Highway Safety Improvement Program Performance Measure Targets

Schaefer described the new Highway Safety Improvement Program performance measure targets that state departments of transportation and MPOs are required to set under MAP-21 and the FAST Act. MPOs may either agree to plan and program projects to support the state targets or set their own targets. Unlike with states, there are no consequences for MPOs if they fail to meet their targets or demonstrate progress towards meeting them. For states, for example, they may be required to program more funds for safety projects if they don't demonstrate progress. Schaefer explained that the staff recommendation was to support the state targets. There are no benefits in terms of increased funding if the MATPB sets its own targets and staff would need to calculate metro area VMT based on the WisDOT estimate, which would be time-consuming. Staff believes the primary value of the measures in tracking progress and analyzing the trends. Metro area data will be tracked and reported.

Palm suggested that given the randomness of fatality statistics and the MPO's limited authority to implement changes to improve safety at dangerous locations, he agreed with having the MPO not set its own targets, but simply supporting the state targets. Kamp asked why Dane County's crash statistics are significantly better than the state numbers. Schaefer answered that he suspected the lower speeds on our more urban roads compared to the more rural or suburban routes that are more prevalent throughout much of the state lead to crashes being less severe. That is likely one reason anyway. Kamp asked if the MPO has information about distracted and drunk driving. Schaefer said that the MPO does have the county crash database and can get that information and compare how our statistics with those in the rest of the state.

Mandli noted that Dane County has been very aggressive in mapping crashes and applying for safety grants to combat drunk driving, particularly related to village and town festivals. Kamp said that he has seen an increase in distracted driving. He believes it is now more of a problem than drunk driving and that we lack the tools to deal with it. He mentioned there was a proposal to put Dane County Sheriff deputies on buses to identify drivers that were texting so that they could be warned about that behavior, but the Madison City Council did not approve that plan due to concerns about the impact on Metro's image. Upon being informed that deer crashes were excluded from the totals, Golden said a footnote should be added to the performance measure reports noting that fact.

Moved by Opitz, seconded by Golden, to adopt resolution TPB No. 136. Motion carried.

## 9. Bus Rapid Transit (BRT) Corridor Feasibility Analysis and Phase 1 Project Corridor Identification

Schaefer presented on the Bus Rapid Transit (BRT) corridor feasibility analysis and corridor identification. He reviewed the criteria used to do the analysis. He said the interagency staff team concluded that the east-west corridor, roughly between East Towne and West Towne malls via downtown Madison and the University of Wisconsin campus, was recommended as the corridor within which to implement the phase 1 project. This was based in large part on technical readiness issues with the other corridors, however the other criteria also supported the east-west corridor.

Matano asked who the ultimate decision making body was regarding the corridor selection. Schaefer replied that this would be a Metro Transit/City of Madison project so the Madison Common Council will make the decision. He said a resolution was introduced on October 31 to endorse moving forward with the next phase of study focusing on identifying the scope of an initial project in the east-west corridor. The resolution was referred to the different city transportation committees and plan commission for comment and recommendation. The MPO is not a formal referral agency, but may weigh in.

Matano asked about the station locations shown during the presentation. Schaefer said that the specific alignment, cross-section and any transit priority treatments, station locations, and other details will be identified in the next phase of study and then finalized during the final design work. Palm suggested when describing the process of choosing to pursue the east-west corridor that different language be used other than "eliminate the north and south options." Clear suggested "postpone" would be a better term; Schaefer agreed.

Palm asked how the effectiveness of the various corridor options had been assessed. For example, had the time savings between the different corridors been compared? Schaefer replied that travel time savings for each of the full corridors had been estimated as part of the 2013 BRT feasibility study. They were similar except for the North corridor which was higher, but the more important goal is to improve accessibility to jobs and important destinations. The east-west corridor had the largest benefit in that regard. More analysis will be done as part of the next phase of study. Palm asked why the costs for the central corridor weren't shown alongside the east, west, north, and south corridors. Schaefer replied that when the study was done the central corridor costs were included in both the south and west corridor cost statistics. He said the central segment was separated out for the feasibility analysis because it would need to be included in whatever corridor was selected for the first project.

Clear asked why both Odana and Mineral Point Roads were shown for the west corridor. Schaefer replied that the routing for the west corridor hadn't been determined yet. Odana Road, although more circuitous and without right of way for a bus lane, would serve the Westgate Mall, the current West Transfer Point, and the main entrance to West Towne Mall. Mineral Point Road is a more direct route that already has bus lanes, and could serve the mall property well if it was redeveloped which is likely in the future. Stocker asked if the plan was to have BRT extend out to other municipalities. Schaefer replied that potential future extensions have been identified, including to Sun Prairie and Middleton.

Golden commented on the lack of community engagement in the process thus far. He said staff had done a good job, but felt that public and stakeholder involvement was important and could result in a better plan and project. He was also unsure about the process going forward. He didn't understand the impact of adopting the city resolution. Golden also said he was concerned that the new BRT service would appear to be largely serving UW students and employees, yet the University was not involved as a stakeholder nor does it appear to be contributing financially or in any other way. He was interested in getting data from Metro about the proportion of UW students, faculty, and staff traveling on buses along the proposed BRT corridor. He suggested that the City of Madison alders on the MPO Board work to ensure greater stakeholder involvement in the BRT planning process going forward. Golden said the feasibility analysis was sound, but now that the east-west corridor was identified as the focus, citizen involvement was important. He commented that citizen involvement might result in a different BRT vision, since staff tend to be more conservative about their recommendations.

Schaefer noted that there had been citizen involvement in discussing the BRT system vision through the *Madison in Motion* plan and RTP 2050. Staff determined it didn't make sense to seek citizen input in choosing the initial BRT corridor(s) because the technical readiness issues ruled out the north and south corridors. Extensive citizen and stakeholder efforts were planned for the next phase of study focused on developing the details of the initial project. Schaefer explained that the purpose of the city resolution was to get approval from the City Council to focus on the east-west corridor. If that passes, there will be a follow-up resolution to seek approval to hire a consultant to conduct a study.

Matano asked whether the county had expressed its desire to not participate in overseeing the BRT study in writing. Schaefer replied that he didn't think so. Kamp agreed with the need for citizen involvement going forward. Palm asked about the MPO's role going forward. Schaefer replied that the MPO Board would likely have representation on the committee overseeing the study, and staff would participate on the interagency staff team supporting the study. Kamp noted that the city's Transit & Parking Commission is the lead committee for this resolution, but the MPO would have involvement at many points throughout the BRT study. Palm said that if the MPO Board was not represented on the BRT study committee, it would be more difficult to ensure that MPO staff work on the study was consistent with board goals. Golden said that the BRT study was best overseen by a special committee, rather than a standing committee.

## **10. Presentation on Study of Dane County Crashes Involving Bicyclists and Pedestrians**

Holloway presented on the findings of the Dane County Bicycle and Pedestrian Crash Study. He said staff was in the process of finishing up the analysis and writing a report. He mentioned that the lack of data on

bicycling and walking levels prevented calculation of crash rates and limited the ability to draw certain conclusions from the crash data.

Stocker said he wondered whether there was data on the effect of improved bicycle helmet technology. Golden suggested there might be a set distance below which a pedestrian would be at fault if he or she stepped out in front of an oncoming car. He said it would be interesting to investigate the impact of the new pedestrian crossing signals. Opitz suggested it would be interesting to evaluate the safety impact of different types of crosswalks—e.g. green painted pavement—if that data was available. Golden asked whether staff had considered adding “distracted pedestrian” as a crash type. Holloway said staff had used a flag for distracted driver/bicyclist/pedestrian, but the crash reports don’t regularly include that information.

Stocker asked what would be done with the crash study and how it would be publicized. Schaefer replied that staff would be presenting to the Dane County Safety Committee, which includes law enforcement, public works, and safety education staff. Holloway suggested that staff will get the information to bicycle and pedestrian safety advocacy groups. Schaefer said staff would brainstorm other ideas for getting the information out to the community.

Clear suggested that it would be useful to compare Madison area data to other places to gauge performance. He said the Wisconsin Bicycle Federation bicyclist counts and the City of Madison’s bike counters provide ridership data that might be useful for the study. Golden suggested that it would be good to include some recommendations just to get more coverage for the report and start the conversation. He also suggested reaching out to local news media and public health departments to inform them of the report. Palm suggested creating a one-page factsheet with information from the study. He also suggested that staff consider regularly updating the analysis.

#### **11. Discussion and Potential Action on Letter of Comment Regarding Planned Move of One of the WisDOT Department of Motor Vehicles’ Madison Service Centers**

Golden suggested that Matano and Schaefer write a letter detailing the negative impact on public access that moving the west side Department of Motor Vehicles (DMV) service center to the far west side will have and that the move should be reconsidered. King added that alternately, WisDOT could pay \$75,000 to extend existing bus service to reach the new location.

Golden moved, Opitz seconded, to have Matano and Schaefer draft a letter to WisDOT expressing concern about the move due to the much more limited bus access to the new location. Motion carried with Flottmeyer abstaining.

#### **12. Status Report on Studies and Plans Involving the TPB**

Deferred

#### **13. Discussion of Future Work Items**

None

#### **14. Announcements and Schedule of Future Meetings**

The next meeting of the MPO Board will be held Wednesday, December 6, 2017 at 6:30 p.m. at the Madison Water Utility, 119 E. Olin Avenue, Rooms A-B.

#### **15. Adjournment**

Moved by Palm, seconded by Opitz, to adjourn. Motion carried. The meeting adjourned at 8:45 PM.