1. Roll Call/Introductions

   Members Absent:  D. Hoffert, R. Williams
   Staff Present:  W. Schaefer, M. Cechvala

2. Approval of March 18, 2015 Meeting Minutes

   Stoebig moved, Rylander seconded, to approve the March 18, 2015 meeting minutes.  Motion carried with Ferrell abstaining.

3. Review of September 16, 2015 Meeting Notes

   Schaefer noted quorum was not present for the September 16 meeting so these were just notes. There were no comments or corrections.

4. Staff Reports

   Schaefer said that the Transportation Improvement Program (TIP) had been approved by the MPO policy board and is posted online. There was some controversy with the Lacy Road project since sidewalks are no longer planned on the north side of the road, but the board endorsed the proposed cross-section for project which will include a shared-use path on the south side and buffered bike lanes.

   Schaefer noted the draft Intelligent Transportation Systems (ITS) Strategic Plan Executive Summary was included in the meeting packet.  He said the Plan Advisory Committee met to review the project recommendations and discuss implementation going forward and the meeting went well. Work was already begun on one recommendation related to setting up an automated process for incident data from the 911 Center to be disseminated to Madison Traffic Engineering for traffic management purposes. Funding challenges remain for implementing ITS projects, but STP-Urban funds are available and were awarded for traffic signal upgrades along University Avenue to implement an adaptive signal system in the corridor. He said some projects such as signal communication upgrades can be implemented as part of the regular budget of agencies. Rylander suggested that funding may be available from law enforcement agencies who also benefit from some projects.

   Schaefer said that the MPO is assisting CARPC with a regional values-based public survey that will have a transportation component to inform the regional transportation plan. CARPC will use the survey results to support a visioning and scenario planning process as part of its update to the regional land use plan. Hull asked if the survey would be completed online, and if so, noted the difficulty to reach some sectors of the population such as elderly that do not have access to the internet. Schaefer said that the survey would be done online. He said he would bring the concern to the project team.

5. Presentation on the Metro Transit On-Board Passenger Survey Results

   Cechvala said that the onboard survey is now substantially complete. A copy of the presentation was included in the meeting materials, but the data had been updated and finalized since sending out the packets and he said members should replace them with the project summary provided. Cechvala gave a presentation on the background and summary of results for the survey. The survey used a combination of traditional paper surveys along with personal interviews completed with a computer tablet. Survey records were substantially cleaned and corrected by MPO staff to correct errors in geography, such as route sequences that do not make sense. The summary will be posted on the MPO website. The survey will be
used for transit service planning, Title VI compliance analysis, and to support improvements to the mode choice/transit component of the MPO’s travel model to support BRT planning.

Hull said that there may be others interested in the onboard survey results, particularly those related to transportation, economic, and housing equity.

6. **Presentation on Draft Growth Forecasts for the Regional Transportation Plan 2050**

Schaefer said the growth forecasts were an important first step in preparing the regional transportation plan. He mentioned that initial public meetings for the plan will be held in January with the values survey to be conducted in December and continuing into January.

Schaefer explained the process for preparing the household, population, and employment growth forecasts. He referred to a composite land use plan map with the MPO’s traffic analysis zones overlaid on it and also the tables and maps included in the packet. He said the plan process will not include different alternative scenarios for growth because scenario planning will be done later for CARPC’s update of the regional land use plan and probably for the City of Madison’s comprehensive plan. He said the growth scenario developed was based on local plans and was a compromise between trends and local/regional policies. For example, the scenario assumes a roughly 50/50 split in the City of Madison between urban infill/redevelopment and peripheral housing unit growth with about 6,000 new jobs in the downtown/E. Washington Avenue corridor area. This compares to a trend of 40/60 split with little net employment growth downtown.

Stoebig asked if the recent announcement that Oscar Mayer will be closing the factory on Packers Avenue was taken into account. Schaefer said that the announcement was made shortly after the forecasts were completed and was not taken into account, but an adjustment may be made to account for that. He said some of the jobs on the site could be retained with a new use, but it is likely there will be a net job loss.

7. **Review of 2016 MATPB (MPO) Work Program**

Schaefer said that the regional transportation plan update will be a major work effort, and it needs to be completed by March 2017. Staff will also be assisting with local bicycle planning work now that the regional bicycle plan is completed. The bicycle wayfinding plan project will be done in 2016 with project management services from MPO staff. Follow-up work will continue on the Congestion Management Process and staff will also begin work to implement the ITS plan. Staff will continue to advance planning for bus rapid transit, including the improvement to the regional travel model and helping the City of Madison engage the business community.

Stoebig asked about the status of an intermodal bus terminal. Cechvala said that plans for a terminal on Bedford Street had been cancelled. There appears to be support for including a bus terminal in the reconstruction of the Lake Street parking garage, which needs to be done in the near future. The Lake Street garage location is good from a standpoint of being close to the UW but may present operational challenges when high traffic volumes are attracted to the garage during special events.

8. **Committee Member Reports**

None

9. **Next Meeting Date**

The next meeting will be held on Wednesday January 20, 2016, 5:00 pm, in Room LL-130 of City-County Building.

10. **Adjournment**

Hull moved, Rothe seconded, to adjourn at 6:50 pm. Motion carried.

*Minutes were recorded by W. Schaefer and M. Cechvala*