1. **Roll Call**

*Members present:* David Ahrens, Mark Clear, Ken Golden, Jeff Gust, Chuck Kamp, Paul Lawrence, Jerry Mandli (arrived during item 6), Al Matano, Ed Minihan, Chris Schmidt (arrived during item 6), Robin Schmidt

*Members absent:* Judd Blau, Steve King, Mark Opitz

*MPO Staff present:* Bill Schaefer, Mike Cechvala

*Others present in an official capacity:* Rachel Krinksy (YWCA)

2. **Approval of July 17, 2013 Meeting Minutes**

Moved by Golden, seconded by Lawrence, to approve the July 17, 2013 meeting minutes. Motion carried.

3. **Communications**

- Letter from WisDOT approving Amendment 4 to the 2013-2017 TIP, which was approved by the Board at the last meeting.

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

None

5. **Election of Officers**

R. Schmidt volunteered to serve as chair for item No. 5. Following a brief discussion about nomination procedures, Clear nominated Matano as Chair. There were no other nominations.

Moved by Golden, seconded by Lawrence, to close nominations and cast a unanimous ballot for Matano as Chair. Motion carried.

Matano resumed role as Chair. R. Schmidt nominated King as Vice Chair. There were no other nominations.

Moved by R. Schmidt, seconded by Lawrence, to cast a unanimous ballot for King as Vice Chair. Motion carried.

6. **Presentation on Coordinated Public Transit – Human Services Transportation Plan Update and Discussion of Related Issue of the Designated Recipient for Section 5310 Funding**

Schaefer introduced the item and explained that Section 5310 is an enhanced mobility program for seniors and persons with disabilities. Projects funded through the program must be identified in a Coordinated Plan, which is complementary to the Transit Development Plan (TDP). The TDP focuses on fixed-route service, while the Coordinated Plan focuses on specialized transportation services for the elderly and persons with disabilities. Job-related services for low-income persons will also be addressed as part of the Plan.

Schaefer also explained that under SAFETEA-LU, the prior federal transportation bill, WisDOT had been the designated recipient of New Freedom funding and Job Access Reverse Commute (JARC) funding (including the funding for the large urban areas). Through an agreement, WisDOT had worked with the MPO on selection of projects. With the passage of MAP-21, New Freedom funding has been consolidated into Section 5310 and JARC funding has been consolidated into Section 5307 (Urbanized Area Formula Transit Funding). With these changes, WisDOT no longer wished to serve as the designated recipient for the urban area funds; WisDOT will continue to be the designated recipient for non-urban funds. To address this issue, Schaefer said MPO staff has been working with Kamp and City of Madison staff on a solution. The proposal is that Metro
Transit be the designated recipient of Section 5310 funding, but Metro (City of Madison) and the MPO enter into an agreement that Metro would administer the program, but the MPO would prepare the program management plan and select the projects for funding. Schaefer explained that FTA has recommended that transit agencies be the designated recipients. He said it makes sense because Metro Transit has experience working with FTA and administering grant programs, a task the MPO has never done. Metro Transit would be able to utilize up to ten percent of program funding for expenses related to administering the program. Schaefer said MPO staff will be working on this agreement, but wanted to share this plan with the MPO Board to make sure there were no concerns.

Golden asked if there was a federal requirement or policy concerning the selection of grant project recipients. Schaefer responded no, that the designated recipient must decide on whether a competitive process is used or not. Schaefer explained that the tentative plan was to continue funding the current projects and fund a new Metro Transit project next year and then consider implementing a competitive process the following year. The only applicants for New Freedom funds the past few years have been Dane County and Union Cab. Dane County has used the funding for its mobility management program and a mobility training program. Union Cab has used the funding for its private accessible taxi service. Golden asked for the total Section 5310 funding amount. Schaefer said the annual allocation was currently $263,000 for the Madison area, which was enough to continue those programs. Schaefer said that Metro Transit was interested in using some funding to conduct in-person para-transit eligibility assessments. Golden asked who would be in charge of the program. Schaefer said responsibility would be shared by the City of Madison (Metro Transit) and the MPO, but the city would receive the funding and enter into agreements with sub-recipients of funding such as the county. Golden asked if the Madison Common Council would need to adopt a resolution to receive the grant. Schaefer said the Council would need to adopt such a resolution, but it would be the MPO’s responsibility to decide how the money gets spent, as stated in the MOU.

Cechvala provided a PowerPoint presentation on the Coordinated Plan that covered the plan requirements and adoption, existing transit and specialized transportation services, federal and state grant programs, and a review of the current plan funding priorities, assessment of service needs, and coordination issues.

Golden asked about the providers for the different services. Cechvala said the county contracts with private providers for its services. Schaefer added this improved efficiencies as private providers can deploy their vehicles for different private and public services throughout the day. Schaefer said that specific provider information will be provided in the Coordinated Plan. Golden explained that this information would be useful in demonstrating to others that services administered by Dane County and the City of Madison do not overlap – an assumption that has been made in the past. Golden asked if MPO staff had any information on how the non-emergency medical transportation brokerage system, which is now run by the state, would be addressed in the Plan. Kamp clarified that the program has been run by LogistiCare, but that it would soon be run by MTM. Matano provided additional information about the program and explained that the local system had worked well in Dane County but not in Milwaukee County before the consolidation of services took place. Matano said the centralized and consolidated program was implemented with the idea of improving customer service throughout the state. LogistiCare, after winning the service contract and running the state-wide program, wanted to get out of their agreement since funding wasn’t high enough to accommodate ridership levels, which were higher than expected. A new vendor – MTM – had since been selected to run the service. Golden disclosed that he is on the Access to Independence board of directors, a local provider of services for people with disabilities.

7. Presentation on YWCA JobRide Program

Rachel Krinksy, Chief Executive Officer, YWCA Madison, provided a presentation on YWCA’s JobRide program, which provides job related transportation to low income persons. She said it is a 24/7 program for people who don’t live or work near a bus line or who work during times of the day when buses don’t operate. Of the 23,000 rides provided last year, 21,000 were job-related. 9,000 rides were at night. Approximately 250 people a year relied on the program to get to work. Krinksy mentioned that Chuck Kamp, General Manager of
Metro Transit, has been supportive of the JobRide program as a good complement to Metro Transit. Customers paid a monthly fee for the service; however, the program was still heavily subsidized to cover expenses. It is a very popular and much needed program. She said there were probably as many people who needed the program and would like to apply as the YWCA currently had slots for. YWCA purchased a new fleet of six vehicles and new software this year. Gas efficiency improved 12%, and 15-18% more rides were now being provided. The program is run efficiently, and it had a consistent funding source until now.

Schmidt asked how many different employers were served and the major employers served. Krinksy said the top employers included Epic in Verona, Jack Links in New Glarus, UW Hospital, DeJope gaming facility, Central Wisconsin Center, Placon Corp., HyVee, and Village Hearth/Pan-O-Gold Baking. Others included the Wal-Mart Supercenter in Monona, Saint Mary’s Care Center, Culver’s, and General Beverage in Fitchburg. Ahrens asked how many drivers were employed, and if there was any special emphasis on employment for these drivers. Krinksy said 19 drivers were currently employed and that most were very part time. Some of them worked as much as half-time. There were two salaried staff positions for individuals who coordinated the program. This was a second supplementary job for most drivers; a living wage was paid, but most positions were not benefits-eligible. Clear asked about the type of service. Krinksy explained that routes were planned every week, and that the timing depended on work schedules, which were irregular. Around 2,000 to 3,000 Safe Rides were also provided, and these were incorporated into the routes. Safe Rides are not job-related, but rather help people get somewhere at night or in an emergency situation. Clear asked if an on-call service was provided. Krinksy said that it was provided, to a certain degree. Individuals are picked up and then dropped off in a manner similar to a group ride service. Clear asked how long people stay in the program. Krinksy said there are people who stay for a very long time due to their circumstances. Ahrens asked for clarification on the fee riders pay. Krinksy said that a flat-rate fare system was used. Golden asked if any of the vehicles were accessible. Krinksy confirmed that JobRide had some accessible vehicles.

Cechvala asked about the vehicles used. Krinksy didn’t know the exact number, but said JobRide had one or two fifteen-passenger vans. The other vehicles were smaller seven-passenger vans. Schaefer said MPO staff received information from WisDOT comparing a couple of the other job ride programs around the state in terms of costs, and that YW Transit was very much in line, if not better in terms of cost efficiency. Krinksy noted that the cost per ride was $18.21. Schaefer said the service was pretty efficient, considering that the passengers and destinations are dispersed. Krinksy explained that that the new trip scheduling software had helped with ridership pickup and drop off logistics.

Matano asked about program costs. Krinksy explained that the program costs over $400,000, and that 75% of that has come through federal JARC and state funds from WisDOT’s Employemnt Transportation Assistance Program (WETAP). The remaining funding came through the City of Madison Office of Community Services, rider fees, some small grants, and contracts. With the loss of the JARC funding and possibly the state funding in 2014, the future of the program was in doubt. Krinksy said that Mayor Soglin has been supportive, and the city is trying to find some other funding. Krinksy said some employers might be willing to contribute funding if a primary public source of funding could be identified. Golden said he hoped the program would be funded in the next state biennial budget, but until then other funding sources would be needed. He said the program is too important not to fund, and perhaps some STP Urban funding could be allocated for it. R. Schmidt asked for clarification about the MAP-21 funding. Kamp explained that while the program could be funded with its Section 5307 funding that Metro is taking a huge hit in its overall federal funding with the shift from discretionary funding to formula funding. By 2015, Metro Transit may only be able to replace four buses a year, rather than 16 buses. This is 75% short of the needed bus replacement rate. Golden asked if there are any similar types of programs that the County funds. R. Schmidt was not aware of any. There was some discussion about the possible state funding that might be available, and Schaefer said he’d talk with WisDOT staff about that. Schaefer said he asked WisDOT and FTA to provide an opinion on whether the program is eligible for STP Urban funding. Generally, only transit capital projects are eligible, but the program guidance also references “transportation control measures” defined in the Clean Air Act. This includes ride sharing programs so it could possibly fit under that category. Schaefer pointed out that only local governments are eligible recipients of STP Urban funding. Therefore, even if STP Urban funding could
be used for the program the City of Madison or Dane County would need to be the project sponsor and then enter into a contract with the YWCA for service. That would require an RFP process.


Schaefer highlighted the changes to the preliminary draft listings reviewed with the board at the last meeting. First, WisDOT informed the MPO that its funding allocation would increase from $5.86 million in 2014 to $6.42 million in 2015-’18. The City of Fitchburg’s project to reconstruct and expand McKee Road/CTH PD to six lanes from Commerce Park Road east to a planned new street was no longer shown as funded, since the county didn’t support the project application. The project, which will now be done with local TIF funds, is being done in conjunction with the McKee Road-Verona Road interchange project to be done by WisDOT. Because of the additional funding and the elimination of that project, Fitchburg’s project to reconstruct Lacy Road to an urban cross section with a roundabout could now be funded in 2017. Schaefer said there was sufficient funding in 2018 to fund another project. The reconstruction of the intersection of CTH M and Verona Avenue in the City of Verona was the next highest scoring project; however, there are significant design challenges with the project, which would require right-of-way acquisition, and the scope of the project is not known at this time. The next highest scoring project after that was the reconstruction of Buckeye Road/CTH AB, between Monona Drive and USH 51. Schaefer said it might be advantageous to wait until next year to make a commitment on funding a project. He said the last year of the TIP was technically only informational anyway. Schaefer said his preference would be not to include the JobRide program in the STP Urban listings at this point due to the question regarding the eligibility of the project for funding.

Golden suggested that the Draft 2014-2018 TIP address the board’s discussion regarding funding of the JobRide program. Schaefer said the project was listed in the draft TIP with a note that federal funding was being sought and it wasn’t programmed at this time. In response to a question regarding notice of proposed changes for the final TIP, Schaefer said a correction/change sheet is prepared outlining proposed revisions to the draft TIP. This is reviewed with the MPO’s advisory committees and included in the board meeting packet prior to action on the final TIP.

9. **Consideration of Release for Public Review and Comment of Draft 2014-2018 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County**

Kamp asked if the disclosure about the YWCA seeking funding for its JobRide program is listed on page 30 of the TIP, and Schaefer said yes. Schaefer added that he didn’t list Metro’s desired Section 5310 program project for in-person paratransit eligibility assessments because it was new and the application process hadn’t occurred yet. A TIP amendment might be necessary to add those projects since that process would probably occur after the board’s October meeting approving the TIP.

Moved by Golden, seconded by R. Schmidt, to release for public review and comment the Draft 2014-2018 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County. Motion carried.

10. **Update on Metro Transit Bus Size Study**

Schaefer introduced the item and stated that Ken and Chuck are on the committee that is overseeing this study. Metro Transit received a grant from the state to undertake this study, and Metro Transit asked the MPO to take the lead to ensure the study was objective and unbiased. Kamp said the 2008 Metro Transit Ad-Hoc Committee report contained a recommendation for a bus size study and that the MPO play a role in overseeing it. He explained that Metro Transit constantly deals with overcrowding on buses, so it’s difficult to see where smaller buses would work; however, Metro welcomed the opportunity to undertake the study cooperatively and looked forward to seeing the results.
Cechvala provided an update on the status of the study. He stated that Metro Transit has consistently received comments regarding bus sizes. Many have asked Metro Transit to explore the idea of using smaller buses that are more fuel and cost efficient. The bus size study is also examining if larger buses should be used to ease the overcrowding. Metro Transit is a relatively unique transit agency in that it has over two hundred buses that are essentially identical. They are all 40-foot standard transit buses. Cechvala said the MPO was taking the lead role in managing the project with assistance from Metro. The study is examining barriers to implementing smaller and larger buses, and more importantly, if modifying the fleet makes sense. Peak periods are the largest challenge for Metro Transit. It would be problematic if a 30-foot bus used during the day couldn’t be used somewhere during the peak periods because of its size. The size of the extra or spare fleet is limited by federal rules and there is already a shortage of funds to replace the current fleet of buses. Cechvala noted the initial results indicated there were some routes that could accommodate a mix of smaller and larger buses. He noted the results will likely change in order to account for factors like interlining, deployment of extra buses on some routes, and life cycle costs. Clear asked if the study included the Metro service changes that will be implemented in late August, and Cechvala said no.

Schmidt asked if Metro buses had the capability to automatically track the number of people departing buses. Kamp said Metro can track boardings through the farebox, but not departures. Therefore, passenger loads can’t be calculated. Metro staff advised the consultant generally where it was estimated peak loads occurred on routes. Clear asked if video footage could be used to analyze peak loads more efficiently, and Kamp responded that it would probably not be practical. Schaefer mentioned that Metro was ordering some passenger counters. Kamp confirmed that Metro’s next purchase of 20 buses will include automated passenger counters with sensors that track boardings and departures. Cechvala said the TDP recommended improved data collection. In response to a question from Ahrens, Cechvala provided information on how the mean maximum load and mean maximum number of passengers were calculated. Cechvala also provided more information on the percentage above capacity figures for small and standard size buses. Kamp explained the variations in crowding on the different routes.

11. Continued Discussion on Potential Revision to MPO Board Structure and Membership Due to Expanded Metropolitan Planning Area

Golden asked if a letter was sent to local officials regarding this issue, and Schaefer said the board decided to discuss the alternatives first prior to sending a letter. Golden suggested sending a simple letter asking about interest in changing the composition of the MPO Board based on the population change within the planning area. Schaefer mentioned that he is scheduled to provide an update on transportation/MPO issues at the next Dane County Cities & Villages Association meeting, and could mention this issue. Schaefer said the other big issue – regardless of whether an additional non-Madison city/village rep was added or not – is whether to continue with at-large suburban representatives or have representatives for subsets of communities, grouped by geographic area. Golden said that once a person is on the board there is a need to think regionally. Schaefer said that is true, but the current MPO agreement calls for appointing authorities to consider geographic diversity as well as other types of diversity when making appointments. Golden provided some history on the separation of the MPO function from the former Dane County Regional Plan Commission.
Gust commented on the importance of the representation by the small cities and villages and towns. R. Schmidt commented that having a board member from a town provided the MPO with greater expertise with issues that affect towns and how they operate regardless of what town the person is from. Schaefer said each board member’s views are shaped by where they live, places they work and visit, the mode of transportation used, etc. He said it is more difficult to represent the interests or the views of people in other areas with which one is not familiar. Further discussion followed.

Moved by Golden, seconded by Mandli, to have Matano work with staff to draft and send a letter to the chief elected officials of municipalities in the MPO planning area to receive their feedback on the issue of a potential revision to the MPO Policy Board structure in light of the expanded MPO planning area. Motion carried.


Schaefer said he’d like feedback on the possibility of hiring a consultant to prepare a regional Intelligent Transportation Systems (ITS) Plan in 2014, using some of the extra planning funds the MPO will receive next year. A regional ITS Plan will complement the state’s plan, which is focused on freeways, and help the MPO implement its Congestion Management Process and move to more performance-based transportation planning, a requirement of MAP-21. The ITS plan would address data needs as well as other issues such as implementation of improved traffic signal systems and transit signal priority. The plan would allow projects such as this to be eligible for federal funding.

Golden, after disclosing he was a member of the Capital Area Regional Planning Commission, said there was a need to replace the current Vision 2020 Plan as the region’s integrated land use and transportation plan. He asked about the feasibility of using MPO funds to help finance this plan update, given CARPC’s financial challenges. Schaefer said there were limits as to what CARPC activities the MPO could fund. MPO funding could only be used for transportation related planning work. He said he intended to include some continued funding for CARPC for its population and employment forecasting work. Around $12,000 would be allocated for that task. Schaefer said his understanding was CARPC would not be working extensively on the plan update until 2015. He said the timelines are a bit different, which presents a challenge. Golden commented that he would prefer an integrated plan be done if the schedules can be coordinated.

Schaefer said he also put the item on the agenda to see if the board wanted staff to send out a letter again this year asking for a financial contribution to the MPO’s 2014 budget. He said he the letter has not resulted in additional communities providing support, other than the City of Middleton, and he preferred not to send the letter. The new 2010 Census population data was the driving factor for the letter the past two years. Prior to that, letters had not been sent since the MPO was separated from the RPC in 2000.

Matano stated that he didn’t see a need to send the letter, but asked Schaefer to forward the current 2013 budget via email. Schmidt asked about the process for collecting funds from communities that normally pay. Schaefer said he had been in communication with staff from the communities that contribute as they were working on their budgets. The communities are invoiced in late summer. There was consensus of the board not to send a letter this year.

13. Status Report by Madison Area TPB Members on Other Projects Involving the TPB

Golden, the MPO Board representative for the Beltline Study, said he was impressed with the origin-destination and other data collected by WisDOT for the study. He said he was pleased with the openness of DOT at the first Policy Advisory Committee meeting. He requested that BRT be considered as a viable alternative to address Beltline congestion even if it meant requesting a statutory change allow WisDOT to invest in transit facilities. Gust suggested that improved transit would need to be a component of a more comprehensive alternative, since transit by itself would not be a complete solution. Schaefer said any alternative that does not completely solve the problem identified in the purpose and need for an EIS study is
typically dismissed; however, if the off-corridor and transit alternatives contribute in a significant way to congestion relief and have other benefits, then they should be considered.

Schaefer said he would include the draft Stoughton Road Study EIS on a future meeting agenda when it is
Gust said it would be completed in about two months, and the USH 51 (Stoughton to McFarland) study draft EIS would follow shortly thereafter.

14. Discussion of Future Work Items

Schaefer said the MPO needed to prepare a written evaluation of the current public participation plan in the next two months. The issue came up during the federal certification review. He also mentioned that MPO staff was collaboratively working with WisDOT Central office on the functional classification update. WisDOT had produced a draft map. MPO staff would be reviewing comments with them. A revised map would then be presented to the MPO technical committee at their August meeting. The map will be reviewed with the board after the technical committee makes a recommendation. Schaefer reported that work on the bicycle transportation plan update had begun. A summer intern had worked on a bicycle compatibility analysis of all the streets in the planning area, and that was mostly done. Finally, Schaefer mentioned the upcoming Transportation Alternative program application cycle. WisDOT staff scheduled a meeting in September with MPOs to discuss the available funding and process. MPO staff was working on revising the criteria for selecting projects.

15. Announcements and Schedule of Future Meetings

The next meeting will be held Wednesday, September 11, 2013 at 7:00 p.m. at the City-County Building, 210 MLK Jr. Blvd., Room 354.

16. Adjournment

Moved by Clear, seconded by Ahrens, to adjourn. Motion carried. The meeting adjourned at approximately 9:15 PM.