Madison Area Transportation Planning Board (an MPO)
August 6, 2014 Meeting Minutes

1. Roll Call

Members present: Ken Golden, Jeff Gust, Chuck Kamp, Steve King, Paul Lawrence, Al Matano, Ed Minihan, Mark Opitz (arrived during item #5), Chris Schmidt, Robin Schmidt (left after item #5)

Members absent: David Ahrens, Mark Clear, Jerry Mandli

MPO Staff present: Bill Schaefer, Mike Cechvala

Others present in an official capacity: Joe Conduah (WisDOT SW Region), Michael Hoelker (WisDOT SW Region), Rich Kedzior (TranSmart Technologies), Steve Steinhoff (CARPC)

2. Approval of July 2, 2014 Meeting Minutes

Moved by King, seconded by Lawrence, to approve the July 2, 2014 meeting minutes. Motion carried.

3. Communications

- Letter from WisDOT approving amendment #5 to the 2014-2018 TIP.

- Email from Schaefer to Mark Hazelbaker, Dane County Towns Association Attorney, in response to question about updating the Dane County Land Use & Transportation Plan. Schaefer explained the MPO’s responsibilities with respect to the regional transportation plan, coordination efforts with CARPC on population and employment forecasts, and how the MPO addresses land use in the absence of an updated regional land use plan. Golden provided an update on the dispute between the commission and county over CARPC’s 2015 budget. The commission is asking for a large increase in funding, some of which would go towards updating the land use plan.

- Letter from Schaefer supporting Metro Transit’s application for funding of Metro buses and vans for YWCA through the Ladders of Opportunity initiative, a new Federal Transit Administration funding program. Schaefer noted that STP Urban funds would not be needed for the YWCA JobRide program should Metro Transit be awarded the grant. Kamp said the grant was for $8 million and noted that letters of support were also received from Madison Mayor Soglin, Epic Systems, and others. Schaefer explained that there was insufficient time to get approval of the Board for the letter since applications were due on August 4. The board endorsed the letter via a voice vote. Board members discussed the best protocol for dealing with such situations in the future.

- Press Release from WisDOT announcing the Transportation Alternatives Program projects that were awarded funding. Dane County received additional funding for the additional boardwalk improvements needed for the Lower Yahara River Trail and the City of Madison received funding for the extension of the Capital City Trail to Interstate 39/90. Gust provided an update on the project, indicating the environmental document had been signed which would allow real estate to be acquired. That needed to be done by October so the county doesn’t lose its previously approved funding.

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

None

5. Presentation on WisDOT Southwest Region Park-and-Ride (PNR) System Study

Schaefer explained that WisDOT SW Region staff had been working with its consultant, TranSmart Technologies, on a Park-and-Ride System Study for the region which covers 16 counties. They have completed most of their analysis and are at the stage of developing recommendations. He introduced the WisDOT staff and consultants. Conduah opened the presentation and provided background information
relating to the study. He said WisDOT will consult the report recommendations when roadway construction projects are being designed to determine if there is a need for a park-and-ride facility. The two primary goals for WisDOT’s park-and-ride program are to reduce traffic on state highways and provide cost-effective travel options. Generally, facilities are constructed in conjunction with a state highway improvement. Local maintenance and patrol agreements are needed before a facility will be built.

Kedzior from TranSmart continued the presentation. He said WisDOT SW Region had been building more and improving existing park-and-ride facilities over the past ten years with 11 lots now in Dane and Jefferson counties and one in La Crosse County. Most existing lots serve the Madison region. Kedzior noted that the Dutch Mill facility functions as a regional lot with many users being intercity bus passengers. He summarized the study objectives. The first was to identify potential general lot locations and create a model to evaluate those locations. He provided some information on the model and said it was a tool to help determine that a general location would be successful. In response to a question from Golden, he said the model was not great at determining the needed capacity for a lot. Other factors, particularly nearby vanpool routes, needed to be considered. The second most important study objective was to improve coordination amongst the WisDOT regions and to improve coordination between WisDOT and local officials. Kedzior explained the data collection effort which included a review of relevant plans, traffic data, Census LEHD data, a vanpool survey, an employer survey, and a 72-hour video recording counts at seven lots in the region. The video was useful for determining peak usage times. Epic was among the employers that provided employee zip code locations. About 15% of Epic employees live in the 53704 zip code area. There were also seven meetings held with local officials and staff.

There was discussion about informal park-and-ride locations on private property and even on the sides of roads. The possibility of working with DNR on lots near state trails was also discussed. Kedzior showed a map of evaluated locations. He explained the evaluation model was cost-based. He said that the team was now working to prioritize the locations and develop other recommendations.

Golden commented on the need to coordinate this study with the Beltline study. One of the strategies discussed with the Beltline study was creating PNR lots to get people out of their cars before they get to the Beltline and he said it looked like there may be some additional opportunities for that such as on Mineral Point Road. Kedzior said some additional locations were being investigated around the Beltline. In response to a question from Gust, Kedzior said most of the PNR locations identified were adjacent to state highways, but not all. Hoelker commented on the issue of whether the lots should be further out oriented to carpooling or closer in oriented to transit or more likely a combination of the two. He said those details would be further addressed as part of the Beltline study. Kedzior said that from the vanpool study he thought locations in east and southeast Dane County, Jefferson County, and Rock County would help the Beltline the most. Kedzior then highlighted some of the preliminary policy concepts such as encouraging development of local PNR systems.

Royce Williams, Madison, registered to speak. He commented on the uniqueness and heavy use of the Dutch Mill lot due to the intercity bus passengers which won’t show up in the model being used. Williams said the people parking should be paying for maintenance of the lot, not the bus companies. Charging people for long-term parking would be better than restricting how long people can park there. Gust noted WisDOT offered to separate the lots and set up a system for charging, but the City of Madison didn’t want to do that at this time.

Schaefer mentioned that Kedzior had shared information about vanpool programs in other states and deficiencies in the Wisconsin program. For example, because DOA runs the program as a benefit for state employees one of the vanpool participants must be a state employee. That and other restrictions have limited program growth. He said he hoped a recommendation for WisDOT to start a supplemental vanpool program might come out of this study. The cost of the vehicles is paid for through passenger fees so it is low cost.

6. **2014-2016 Memorandum of Understanding Regarding the Capital Region Sustainable Communities Consortium**

Schaefer provided some background information on the consortium, which was formed when the Capital Area Regional Planning Commission (CARPC) led a group effort to obtain a Sustainable Communities grant. The
grant has funded numerous projects, including the Bus Rapid Transit Study and complementary Transit-Oriented Development (TOD) Market Study. The grant has ended. The purpose of the memorandum of understanding (MOU) is to facilitate keeping the work going without any dedicated funding. It made sense for CARPC to continue to play a lead role. He introduced Steve Steinhoff with CARPC staff who was invited to provide more information on the consortium activities and the MOU.

Steinhoff said a major part of the work was development of a consortium, a public-private collaboration, to organize and work together to address regional economic, environmental, and social challenges related to sustainability. The underlying premise is that these types of regional challenges require multi-sector and cross-silo approaches. The focus going forward is to try to apply the best practices of “collective impact” strategies to tackle the challenges and identify measurements to track progress. He said CARPC planned to continue a basic level of backbone support for the consortium. He reviewed the steps that were taken to develop a broad vision, identify goals, and then five core challenges. Golden suggested broadening the goal of establishing high capacity transit to developing a regional transit system. Steinhoff said there was more language to the goal, which referenced a multi-modal transportation system, and that these were just the priorities, not everything. He then reviewed the other goals, including meeting the growing demand for walkable, mixed-use centers, and example metrics to measure progress. The idea is to use indicators to establish targets and then identify activities and actions needed to make progress towards the target. A possible initiative is to promote active living places and set a goal for the percentage of households living in these identified areas.

Steinhoff reviewed the proposed structure for consortium going forward, including a policy team supported by a staff team and then work groups addressing the different challenges through mutually agreed reinforcing activities, communication, and backbone support. The policy team, which would be new, is seen as critical to getting more involvement from policy makers. It has thus far mainly been a staff effort.

Schaefer reviewed the draft completed MOU wherein the primary goals interests were identified and the level of participation. It was proposed the MPO have representation on both the policy and staff teams as well as work groups as appropriate.

Moved by King, seconded by C. Schmidt, to approve signing the MOU. Motion carried.

7. Election of Officers

Moved by Opitz, seconded by Kamp, to postpone this item until the next meeting. Motion carried.


Schaefer reviewed the two minor changes in the scoring and priority listings: a minor correction in the cost of the MPO Rideshare program and a minor change in the score of the Pleasant View Road project. That project is not programmed at this time. Schaefer reminded the board that the addition of the new transit projects and other revisions in cost and timing of projects was subject to issues being worked out with WisDOT. WisDOT was in the process of finalizing guidance on the STP Urban and Transportation Alternatives programs. A work group had been set up to provide input on the guidance.

9. Release of Draft 2015-2019 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County for Public Review and Comment

Moved by Opitz, seconded by Kamp, to release for public review and comment the draft 2015-2019 Transportation Improvement Program (TIP). Motion carried.

10. Resolution TPB No. 91 Approving the Madison Area TPB Title VI Non-Discrimination Program/Limited English Proficiency Plan

Schaefer provided some background on the plan. All recipients of federal funding are required to comply with Title VI of the Civil Rights Act and related laws and regulations. This included direct recipients of funding.
like Metro Transit and sub-recipients such as MPOs, which get their federal funding through state DOTs. The purpose is to ensure there is no discrimination on the basis of race, color, or national origin under programs that receive federal funding. In the past the MPO has relied on the City of Madison’s program for compliance, but due to some new recent guidance published with some specific requirements related to MPOs, it was decided the MPO should adopt its own Title VI program. The MPO will still rely on the city for resources and support. The program document outlines all of the things the MPO does or will do to comply with Title VI. This includes requirements related to notice to the public, complaint procedures, language assistance services, and other items such as how the MPO ensures that minority populations are considered in the planning process. This includes efforts to involve them in the planning process and ensure there are no disproportionate impacts as a result of MPO plans and TIPs. Schaefer said the draft document was sent to WisDOT for comment and MPO staff received one comment related to publishing the public notice and complaint procedures in other languages, which will be addressed in the final document.

Moved by Kamp, seconded by Minihan to approve Resolution No. 91 approving the Madison Area TPB Title VI Non-Discrimination Program/Limited English Proficiency Plan. Motion carried.

11. Resolution TPB No. 92 Approving Agreement Providing for the Provision of Services by the MPO to Dane County for Completion of a County Bicycle Wayfinding Plan

Schaefer explained that Dane County Parks has funding to prepare a bicycle wayfinding plan to ensure consistency in wayfinding and destination signage across jurisdictions and some funding to begin to implement that plan. The county asked the MPO to provide project management services to oversee development of the plan. The MPO agreed to do so for a minimal fee to cover some of the MPO’s local match funding. After discussions between the city and county attorneys, it was determined that a purchase of service agreement was needed. This requires resolutions by the MPO and city. This resolution approves the city as the MPO’s fiscal agent entering in an agreement with Dane County to provide these services.

Moved by Kamp, seconded by Opitz, to approve Resolution No. 92, an agreement providing for the provision of services by the MPO to Dane County for completion of a County Bicycle Wayfinding Plan. Motion carried.

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

Schaefer reported on the Stoughton Road study. An East Washington area redevelopment study was getting underway to address the impact of the project on businesses in that intersection area and plan for future redevelopment. He said WisDOT had decided move forward on the draft EIS with the traffic forecasts they have now and update the forecast with the new lower population and employment forecasts for the final EIS. A meeting with City of Madison staff and local officials was scheduled to review WisDOT responses to some comments the city submitted. WisDOT will be setting up another round of meetings with the study policy advisory committee. Schaefer said the MPO may need to appoint a representative to the committee.

13. Discussion of Future Work Items

Schaefer said the MPO was overseeing a Section 5310 program application cycle, which is being coordinated with WisDOT. Applications are due August 15. The contract with the consultant for the regional ITS plan was signed and that project will be started soon.

14. Announcements and Schedule of Future Meetings

Schaefer said the process of filling the vacant cities and villages appointment to the board was underway.

The next meeting will be held Wednesday, September 3, 2014 at 6:30 p.m. at the City-County Building, 210 MLK Jr. Blvd., Room 354.

15. Adjournment

Moved by King, seconded by C. Schmidt to adjourn. Motion carried. The meeting adjourned at 8:27 PM.