

**Meeting Notes of the Madison Area Transportation Planning Board  
Citizen Advisory Committee**

**March 17, 2010**

**Madison Municipal Building, Room LL-130**

**5:00 p.m.**

**1. Roll Call**

*Members Present:* G. Hull, J. Rider, R. Williams, E. Sundquist, T. Stoebig

*Members Absent:* F. Bartol, R. Ferrell, D. Phillips, C. Gjerde, J. Guo, S. Hiniker

*Staff Present:* B. Schaefer

**2. Approval of November 18, 2009 Meeting Minutes**

Item deferred due to the lack of a quorum.

**3. Brief Update on the Dane County Regional Transit Authority (RTA)**

Schaefer said the RTA Board had its first meeting. The Board elected officers and passed a resolution stating that the Board would not impose a sales tax until after passage of a referendum at a regularly scheduled election. The resolution stated that the referendum wouldn't be held until after development of a plan for transit. No date was set for the referendum, but it is unlikely that it will be this fall. Schaefer said the Board also identified some potential committees and information they needed, such as the relationship of the RTA to the MPO.

Hull asked when the next meeting was scheduled. Schaefer said it hadn't been scheduled, but would probably be held towards the end of April. Hull asked if there was an RTA website, and Schaefer said not yet. Schaefer said someone had volunteered to help create a website, but he didn't have any information on the status of it.

**4. Review and Discussion of Potential Bus and Demand Response Service Improvements for RTA Service Scenario**

Schaefer said that the expanded Transit Development Plan (TDP) committee was continuing to work on the RTA service scenarios. He said the work was still focused on the first bus and demand responsive services scenario. He reviewed some peripheral Madison area bus service improvement concepts that Metro staff had put together. The approach being used is to build the services from the outside in since most of the routes travel through the isthmus area to the UW campus/downtown area. Isthmus area service can then be designed to adjust service levels after taking into consideration the longer reach routes. The service improvement concepts developed thus far cover the West/SW/Fitchburg area and the North/NE/East area.

Among the proposed West/SW area changes is a realignment of Routes 14 and 15 to speed them up and shift Route 14 riders to Route 15, which has very high ridership. New service would be added to Sheboygan Avenue, which these routes would no longer serve. Williams expressed concern that the new service for Sheboygan Avenue would not extend to the Capitol Square, but rather only to Park Street and University Avenue. Schaefer said fifteen minute all-day service is proposed for Route 6 with new express service as an alternative. A realignment of Route 18 is proposed to make it more direct and faster. Routes 56 and 57 are proposed to be modified to connect the West Transfer Point (WTP) and a proposed new SW Connection Point (CP). New express service would then be provided from the WTP and SW CP. This is a way to address the long travel time from the far SW side to the WTP. Route 19 would be extended to the SW CP. Route 52 would be redesigned to connect the WTP, SW CP, and a proposed new CP in the Cahill Main area of Fitchburg, creating an east-west connection in Fitchburg. Proposed Fitchburg service changes are based on the city's transit survey. Fast reverse commute service would be added to the Technology Campus/Fitchburg Center area via McCoy Road and USH 14. This would be interlined with new commuter service for the residential areas west of Fish Hatchery Road that would travel to UW campus/downtown via Monroe Street. Schaefer then reviewed the proposed improvements for the North/NE/East side. A new street connecting to Portage Road will allow a realignment of Route 6, which will provide a direct connection between the Portage/Hayes area and MATC and reduce the travel time. No changes are proposed to the North side routes other than

headway improvements (e.g., Route 28). Express service is proposed from the North Transfer Point (NTP) to UW campus. Routes 14 and 15 would be extended to serve neighborhoods east of the Interstate and would be phased to provide 15-minute service on East Washington Avenue. Schaefer said Williams had commented on an airport shuttle, which could be added.

Schaefer then reviewed proposed downtown Madison/UW campus commuter routes from the suburban communities. He said Metro had prepared some initial route concepts and these were an alternative more PNR-oriented version of the routes. In some cases, the routes serve peripheral Madison neighborhoods with limited stops to increase the efficiency of the service. The Waunakee service was designed with one of the two routes providing reverse commute service to the business park and then traveling down through north Madison rather than through Middleton. Schaefer said the service recommendations for the suburban communities also include local service—in most cases demand responsive service or a hybrid service—and in some cases limited midday service into a Metro bus connection point. Stoebig commented that the Cottage Grove service might be designed to also serve students traveling to Monona Grove High School.

#### **5. Presentation on WisDOT Southwest Region Freeway ITS Benefit/Cost Analysis Study**

Schaefer reviewed the presentation that WisDOT staff and the project consultant had made to the MPO Technical Coordinating Committee. He said that WisDOT had prepared a Traffic Operations Implementation Plan (TOIP) as part of the Connections 2030 Plan. The purpose of the TOIP was to get ITS mainstreamed into WisDOT planning and project design. The SW Region ITS Study builds off of the TOIP, focusing on the high priority freeway routes. The TOIP included general ITS deployment recommendations for major state corridors. The SW Region Study analyzed the cost and benefits of three different alternatives for ITS deployment. The analysis for Interstate 39/90 from Madison to the Illinois State Line was done under both a 4-lane and 6-lane scenario. Schaefer briefly reviewed the benefit assumptions (impact, economic) for the analysis and the results for the Beltline and Interstate corridors in Dane County. He said the recommendations from the study will be implemented as part of projects as funding allows. He mentioned that by state law ITS must be deployed as part of construction projects. WisDOT's policy is that the ITS components cannot be more than 10% of total project cost.

#### **6. Committee Member Reports**

Williams reported on issues discussed at the Southeast UW Campus Committee meeting he attended.

#### **7. Staff Reports**

Schaefer mentioned that the terms of half of the MPO Board appointment were up at the end of April and he would be sending out letters to the appointing authorities notifying them of this. He also mentioned that the MPO website had been redesigned. The site is much better organized and looks better as well with more pictures, etc. He noted the list of future agenda items.

Rider said he was interested in seeing the MPO Board meeting minutes. He noted the plan had been to include them in the CAC meeting packet. Schaefer said the MPO Board minutes often aren't finished when the CAC meeting packet is sent out. Schaefer said the minutes are posted on the MPO website. He said he would send out an email to the CAC when the MPO Board meeting packet with the previous meeting minutes was posted.

#### **8. Next Meeting Dates**

Wednesday, May 19 and Wednesday, July 21, 2010

#### **9. Adjournment**

The meeting was adjourned at 6:35 p.m.

*Notes recorded by Bill Schaefer*