Madison Area Transportation Planning Board (an MPO)
February 3, 2016 Meeting Minutes

1. Roll Call

   **Members present:** David Ahrens, Mark Clear, Chuck Kamp, Steve King, Jason Kramar, Jerry Mandli, Al Matano, Ed Minihan, Mark Opitz

   **Members absent:** Steve Flottmeyer, Ken Golden, Robin Schmidt, Patrick Stern

   **MPO Staff present:** Bill Schaefer, Renee Callaway, Philip Gritzmacher

   **Others present:** Diane Paoni, Alicia Deshasier, Emily Grambsch

2. Approval of January 6, 2016 Meeting Minutes

   Moved by Kamp, seconded by Opitz, to approve the January 6, 2016 meeting minutes. Motion carried.

3. Communications

   - Letter from WisDOT approving the MPO’s 2016-2020 Transportation Improvement Program (TIP).
   - Letter from WisDOT approving the MPO’s 2016 Work Program.
   - Letter from WisDOT Southwest Region informing MATPB that the previously scheduled U.S. Highway 14 expressway project on new alignment south of the Village of Oregon has been postponed in favor of improving the existing 2-lane roadway. The project will occur in the early 2020s. Schaefer said that the revised project scope will require an amendment to the TIP.
   - Letter from WisDOT Southwest Region inviting MATPB to become a participating agency in the I-39/90/94 Corridor (Madison to Portage) Study. The letter invites the MPO to become actively involved in the environmental review process. Schaefer said that he drafted a formal response letter accepting the invitation (see item #8).

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

   None.

5. Resolution TPB No. 115 Approving Amendment #1 to the 2016-2020 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County

   Schaefer said that the first amendment to the 2016-2020 TIP includes a number of WisDOT requests covering scheduling and funding changes to several projects on the Beltline, Interstate, and Verona Road, a new maintenance and safety project on STH 19, and a new Beltline EIS Study following up on the Phase 1 study now being completed. He reviewed the projects. Kramar asked about improvements to the STH 19/River Road intersection. Schaefer said the intersection was not part of this project, but would be improved as part of the project to replace the Yahara River bridge and expand STH 19 to 4 lanes between River Road and the Interstate in a few years.

   Moved by Kramar, seconded by Opitz, to approve Resolution TPB No. 115 approving the TIP amendment. Motion carried.

6. Consideration of Additional Appointments to the MPO Advisory Committee for the Regional Transportation Plan (RTP) 2050 for the Madison Metropolitan Area & Dane County

   Schaefer reminded the committee that they had approved a partial list of members for the RTP advisory committee at the last meeting. Since then, Ken Golden (MATPB member), Betty Hicks (City of Madison Disability Rights Commission and ADA Transit Subcommittee), and Tom Wilson (Town of Westport
Attorney/Administrator/Clerk-Treasurer) have been recruited and expressed interest in participating on the committee, and their appointments need to be approved.

Moved by Kamp, seconded by Opitz, to approve the additional appointments to the RTP advisory committee. Motion carried.

7. Consideration of Letter of Support for City of Madison’s Smart City Challenge Grant Application to the U.S. DOT

Schaefer said that the City of Madison has been working on a grant application for the U.S. DOT’s Smart City Challenge. The Challenge is for mid-sized American cities and provides the winner with up to fifty million dollars for ITS related improvements to the transportation system.

The City has procured the services of a consultant (Kimley-Horn), as well as the University of Wisconsin’s Traffic Operations and Safety (TOPS) Laboratory to produce the application. The application does not go into too much detail about what the city would do with the funding, but rather provides a big-picture vision for what the city would do with the funding while explaining why Madison would be a good candidate to demonstrate the impact of innovative technologies and use of emerging data. The foundation of the application is developing an open-source data platform that would have routing algorithms that could be used across various transportation platforms including connected/autonomous vehicles, public transit, and public/private ridesharing platforms. Additionally, the city would implement autonomous transit shuttle demonstrations on both the UW and Epic campuses, install Dedicated Short Range Communications (DSRC) radios on all Metro Buses, improve the traffic signal system and employ transit priority, and install various vehicle-to-infrastructure technology projects.

Schaefer said that the application is due on February 4, 2016 and that the letter of support would be included with the application. U.S. DOT will be selecting five finalists by mid-March that will each receive $100,000 to submit a more detailed application. Schaefer suggested that having the resources to develop the ideas found in the application would be a great benefit to the community, even if it didn’t win the main prize.

King asked what the threshold was for a mid-sized city. Schaefer responded that the range for eligible cities was a city population of 200,000 to 850,000, meaning that some large cities such as San Francisco, Denver, Sacramento, and Portland were eligible. While Madison is on the low end of the population spectrum, U.S. DOT has other criteria for the application, including population density and percentage of urban area population within the city. On those criteria and other criteria, Madison was very competitive.

Kamp suggested minor revisions to the letter of support to include that the application would reduce travel times for a variety of system users, specifically automobile and transit users. Further, the application has the potential of reducing the travel times of minority and low-income individuals, groups that recent studies have found to be disproportionately impacted by higher-than-average travel times.

Moved by Kramar, seconded by Kamp, to approve sending the support letter with the minor revisions suggested by Kamp. Motion carried.

8. Letter of Response to WisDOT Regarding Invitation to Participate in the Environmental Review Process for the Interstate 39/90/94 (Madison to Portage) Study

Schaefer presented the draft letter accepting the invitation to participate in the Environmental Review Process for the Interstate 39/90/94 Study to the group. He mentioned that there was an opening for an MPO board member to serve on the study policy advisory committee if someone was interested. Chris Schmidt had been the MPO representative to the committee. He also mentioned that he had been bringing up the appropriate design hour to use for the study. Typically, FHWA requires Interstate projects to be designed to accommodate the 30th highest hour volume, but that didn’t make sense for a tourist oriented route with congestion only bad on Fridays and Sundays in the summer.

Moved by Kramar, seconded by King, to approve the letter to WisDOT. Motion carried.

Schaefer reminded the board that comprehensive changes to the policies and project criteria were made as part of the last TAP project funding cycle two years ago. Last year the board updated the STP Urban program policies and criteria with one of the policy changes moving to a 60/40 versus 50/50 cost share. The same 60/40 cost share is now proposed for TAP projects. The other change is the inclusion of scoring weights/percentages for the specific criteria under each of the scoring categories. This isn’t really a change but a reflection of how projects were actually scored last time. The addition of these weights provides transparency and consistency to the project scoring process.

Schaefer said staff reviewed the document with the MPO’s technical advisory committee and they recommended one revision. One of the sub-categories under Project Readiness and Constructability awards 2 points for project sponsors that have received similar funding in the past and successfully completed their projects. This was thought to unfairly penalize communities that had yet to apply for federal funding. Therefore, it was suggested the points be awarded unless a community had received federal funding, but not implemented the project in a timely manner.

Board members agreed that the criteria should be re-worded to focus on situations where a community received funding and either didn’t complete the project or complete it in a timely manner. Matano, Opitz, and Clear discussed that the wording should be changed to a negative, that the community had not received similar funding in the past and then failed to successfully complete the project. After further discussion, Matano recommended giving Schaefer the flexibility to re-word the criteria to reflect this direction.

Moved by Clear, seconded by Kamp, to approve the policies and criteria with the one minor revision discussed. Motion carried.

Schaefer mentioned that the TAP applications were due last week. The MPO received applications from a number of communities, including Cross Plains, Fitchburg, Verona, Madison, and a countywide Safe Routes to School project from Dane County.

10. Presentation on Draft Dane County Bicycle Wayfinding Plan Design Guidelines

Callaway gave a presentation about the Bicycle Wayfinding Plan. She explained that the MATPB is assisting Dane County Parks to develop the plan and that the county contracted with Toole Design Group to prepare the plan. She explained that the missing link from Dane County’s robust network of trails and on-street bicycle facilities was wayfinding. With the plan nearly completed, communities will now have guidelines for implementing a uniform wayfinding and information sign system throughout the county. She said that a public information meeting will occur on February 15. Meeting materials and the draft guidelines can be found on the Dane County Parks Department website.

Clear asked if the wayfinding system plan would be implemented for the City of Madison’s bike boulevards and if the plan would include instructions for incorporating a community’s Bicycle Friendly status into signage. Callaway said that design drawings were being prepared for a select group of routes. Implementation for other routes will be prioritized on unsigned primary routes (as designated in the bicycle plan) first. Over time, signage will be added to secondary routes as well. Bicycle Friendly status designs and guidelines will be included in the manual, but that still needs to be done. Schaefer added that the unified wayfinding system was a recommendation that dates back to the MPO’s 2000 Bicycle Transportation Plan.
11. Presentation of Results from the Greater Madison Region Public Values and Priorities Survey

Schaefer gave a presentation on the results of the Greater Madison Region Public Values and Priorities Survey. In response to a question from Ahrens, he clarified that the results presented were primarily for the scientific sample of regional residents, though key differences based on residence location and demographics were highlighted in the presentation. He said staff were in the process of creating a data file that would allow further analysis of the survey results for both the scientific and public samples. He said that in general the public sample respondents more strongly supported “smart growth” strategies and alternative transportation. The public sample included a higher percentage of Madison residents and they tended to be older, white, more educated, and higher income with greater levels of interest in quality of life issues.

Discussion occurred on the results and possible interpretations of them. King said that he was surprised that the results of the survey did not lead to a definitive set of conclusions. He said that he would be interested in knowing if the consultant had seen this sort of disbursed results in previous experiences. He explained that the results from Envision Utah seemed to be a bit more definitive than the results from the Madison Region. He hypothesized that regional temperament or environmental issue differences may have had an influence on this. There, air quality was a major problem.

Schaefer said that the survey consultant will be giving a public presentation of the survey results at the Madison Public Library, February 16, 2016 at noon. He said CARPC staff was coordinating media efforts related to release of the survey results.

12. Review of Regional Transportation Plan (RTP) 2050 Goals and Performance Measures

Schaefer explained that the attached goals and performance measures are a reorganized and reworded set of goals set around three themes – having a dynamic, responsible, connected transportation system. He explained that everything was malleable at this point, and that staff was looking for feedback about the organization of the goals, as well as on the goals themselves.

Opitz said that he believed that the organization of the goals may be an issue, because many of the goals could fit under multiple categories. He believed that the categorization was simply an exercise, and that it could be abandoned. He also believed that the goals were generally universally accepted. Kamp agreed with Opitz, adding that he believed that the organization was overly complex, and that the number of measures may distract reviewers.

Schaefer said that he welcomed additional feedback via email and that the topic would be reintroduced at the next board meeting following feedback from the RTP advisory committee and public through the first series of public meetings.

13. Status Report on Studies and Plans Involving the TPB

- Beltline Study
  - Schaefer said that the MPO received a one-page summary of comments from the Beltline study. In general, comments indicated a desire for more grade-separated crossings, multimodal improvements, more ped/bike overpasses, support for bus-on-shoulder during peak hours, and interest in park-and-ride facilities. There was also expressed concerns about congestion.
  - Staff from MPO, Metro, and WisDOT recently met to discuss transit-priority treatments at Beltline interchanges. Whitney Way, Fish Hatchery Road, Park Street, and Mineral Point Road were identified as priority locations for these treatments to facilitate bus travel through these interchanges.
  - The main result of the PEL study was the elimination of all off-corridor alternatives – i.e. those that would have attempted to move traffic elsewhere as a stand-alone solution to improvements to the Beltline itself.
14. Discussion of Future Work Items

Schaefer informed the board of his intent to cancel the March MPO board meeting in favor in inviting members to attend the RTP 2050 public involvement meetings. He said that meetings will be held in Madison on Wednesday, March 2nd, Thursday, March 3rd in City of Verona; and then Monday, March 7th in Sun Prairie. The meetings will provide background information and exhibits with a presentation and a small group discussion activity.

15. Announcements and Schedule of Future Meetings

- Minihan invited the board to join him for a ribbon-cutting ceremony for the Dyreson Road Bridge. The bridge was initially constructed in 1898. The ribbon-cutting ceremony will take place on February 13th at 10:00 am.
- Schaefer said that the next meeting will be held Wednesday, April 6, 2016 at 6:30 p.m. at the Madison Water Utility Building, 119 E. Olin Ave., Room A-B.

16. Adjournment

Moved by Opitz, seconded by Ahrens, to adjourn. Motion carried. The meeting adjourned at 8:20 PM.