1. Roll Call

Members present: Mark Clear, Ken Dahl, Ken Golden, Jeff Gust, Chuck Kamp, Jerry Mandli, Al Matano, Chris Schmidt (arrived at #3), Robin Schmidt

Members absent: Steve King, Mark Opitz, Paul Skidmore

MPO Staff present: Bill Schaefer, Mike Cechvala

Others present in an official capacity: Dave Trowbridge (City of Madison Planning), and Diane Paoni (WisDOT)

2. Approval of March 7, 2012 Meeting Minutes

Moved by R. Schmidt, seconded by Clear, to approve the March 7, 2012 meeting minutes with one correction, adding Kamp to the list of attendees. Motion carried.

3. Communications

Schaefer said the following communications were in the packet:

- Article about the Capital Region Sustainable Communities Initiative from the Isthmus Daily Page. Schaefer said it wasn't technically a communication, but a nice article about the collaborative initiative that the MPO is participating in.
- E-mail from Ken Golden regarding a study of the I-94 corridor east of Twin Cities where commuter rail was eliminated as an option and bus rapid transit is now being considered.
- Letter from USDOT acknowledging the receipt of the MPO letter of support for Wisconsin Southern Railroad’s (WSOR) TIGER grant application. Schaefer said he had a good conversation with Ken Lucht from WSOR after the March meeting about the issues discussed by the board. He agreed to come talk to the board if there was still interest in that, and there was consensus to schedule that.
- Email from Rodney Scheel, Planning Director, City of Stoughton, responding to the request last summer for local contributions to the MPO budget. The council indicated the city wasn’t in a position to contribute, but appreciated the work of the MPO. He said this was an issue Golden wanted to be addressed at a future meeting.
- Memo from the Federal Highway Administration and WisDOT approving the work program amendment transferring funding from staff time to consultant services for our travel modeling.

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

None.

5. Presentation on Scope of Work for City of Madison Sustainable Transportation Master Plan (City of Madison Planning Staff)

Dave Trowbridge, City of Madison Planning Division, provided a power point presentation on the draft scope of work for the city transportation plan that staff has been working on for about six months. He said the focus is on how to help create an even more walkable, bikable, livable city. The goal is to create a document that can serve as a guide to transportation decision-making. The target schedule is to complete the project in 18 months. The study will be guided by an ad-hoc committee, and there will be close coordination with other agencies, including WisDOT and the MPO. The plan will build upon existing plans, which will be reviewed. A starting point will be development of a land use vision. The transportation system recommendations will be fit to that vision. He reviewed some the existing land use and MPO transportation plan maps and redevelopment concepts such as for the east rail corridor. He reviewed ongoing studies that will inform the
plan such as the BRT study. Golden suggested adding the downtown Madison parking study, and Trowbridge agreed. Trowbridge said performance measures would be developed to evaluate and show the benefits of the different transportation alternatives created. He said emphasis would be placed on connections among the transportation modes. Golden suggested adding B-Cycle to the list of bicycle facilities. There was also discussion about the O/D data available through the program because each bicycle has a GPS device.

Gust mentioned the regional park-and-ride study that WisDOT is starting, and the need to coordinate that with this effort and other studies such as the BRT study. Trowbridge mentioned that one idea for a product from the planning effort is to develop a GIS-based mapping tool for identifying pedestrian and bicycle network continuity issues and recommendations. He reviewed the different transit services and facilities for which recommendations will be developed. Golden commented that taxi service should perhaps be addressed. Clear suggested adding transit service/facilities to the GIS mapping tool. Trowbridge said that cost estimates would be developed for the service and facility recommendations, which would be prioritized to inform capital budgeting. Existing ordinances, street design standards, etc. will also be reviewed and potential changes recommended. A city resolution would be introduced in the next few weeks to authorize release of the RFP for the study. The study probably wouldn’t start until the fall.

R. Schmidt said she struggled to keep straight all of the different plans being conducted, and asked where this plan fit in the overall hierarchy of plans. Trowbridge said the city transportation plan will be designed to inform the capital budgeting process for city projects. For other projects, such as Stoughton Road, there are separate processes. Schaefer said Schmidt’s question regarding how the plans all fit together is a good one. While this is a city plan and will focus on city facilities, it will also address regional facilities and service. Schaefer said it was therefore important that the MPO be involved in the process and that agreement is reached on these regional facilities and issues. The city plan will serve as a nice foundation for the next major regional transportation plan the MPO prepares. R. Schmidt commented that the recommendations in the plan will affect other communities such as Monona and wondered how these communities can provide input into the process. Schaefer said that is something the MPO could help with since it is the regional planning entity. There was discussion about transit service coordination issues and the role that a regional transit authority (RTA) could play in addressing that. Trowbridge said the plans being prepared could help generate support for an RTA. Matano said the Stoughton Road project was a good example of the interplay between the different plans and studies, because the city plan might not make a detailed recommendation regarding the roadway improvements, but address city street and ped/bike connections to and across the state highway. Gust stated that some of these connections would be addressed as part of the Stoughton Road study.

Clear read a comment from Matt Logan, a well-known bicycle advocate, who couldn’t be at the meeting, but asked to have the comment passed along. Logan supported focusing the plan on improving the walking and bicycling experience and how to put more daily needs within easy walking and bicycling distance as part of new development and redevelopment. Kamp said one of the major transit issues is overcrowding on the buses. The various transit studies mentioned are designed to develop recommendations for dealing with high transit demand and improving the transit experience. He also mentioned the bus facility issue, which must be addressed before more buses can be purchased to add more service. R. Schmidt expressed concern about the need to integrate all of these plans, which is difficult without an RTA. Schaefer said that was the role of the MPO. Trowbridge said further updates would be provided as the planning process got started.

6. **Resolution TPB No. 63 Regarding Amendment #2 to the 2012-2016 Transportation Improvement Program for the Madison Area & Dane County**

Schaefer said the amendment would add three new WisDOT maintenance projects and make revisions to cost/funding and/or the schedule for some others. In addition to the roadway projects, two transit projects are also being revised to reflect that they now have programmed federal New Freedom funding. These continuing projects from last year are Dane County’s Mobility Management Program and Union Cab’s program to provide accessible private taxi service. A new project list for the amendment was provided to the board. He noted the one local project included in the amendment was the Mineral Point Road/CTH M/Junction Rd.) intersection project. The construction phasing for the project was changed with most of the work now to be
done in 2013 and construction continued into 2014. Golden asked if any part of the cost of the project was being assessed to the property owners, and Schaefer said yes.

Moved by C. Schmidt, seconded by Kamp, to approve Resolution TPB No. 63 Regarding Amendment #2 to the 2012-2016 Transportation Improvement Program for the Madison Area & Dane County. Motion carried.

7. Appointment of MPO Representative to the Dane County Specialized Transportation Commission

Schaefer said Eileen Bruskewitz had been the MPO representative on the commission for many years. A new representative was now needed. He said the commission provided policy and fiscal oversight of the county-funded specialized transportation programs. He reviewed the representation on the commission. Clear said he’d be willing to serve. Matano appointed Clear.

Moved by Kamp, seconded by Golden, to confirm the appointment of Clear to the Dane County Specialized Transportation Commission. Motion carried

8. Presentation on the Updated 2010 Madison Urbanized Area Boundary Delineated by the U.S. Census Bureau

Schaefer reviewed the new 2010 Madison urbanized area boundary delineated by the U.S. Census Bureau. He explained that the Census Bureau sets the boundaries based on criteria the agency develops. The criteria are based mainly on population and population density, but this time also included impervious surface area, which was added as a proxy for non-residential development. Schaefer said that was probably the reason that the Village of Cross Plains was added to the boundary, which was a bit of a surprise. He said he expected the DeForest/Windsor area to be added. Schaefer said the next steps were for the MPO to work with WisDOT and local communities to refine a new urban area boundary and the new planning area boundary, which includes areas expected to be developed over the next 25-year planning period. Schaefer said that should be completed by the end of the year. Schaefer said the MPO Board would also need to consider whether to make any changes to the board composition to reflect the expanded planning area. A table was included in the packet showing the percentage population distribution within the urbanized area just to give an indication of the expected change. Related to that, the MPO’s technical committee would also need to consider whether to make any changes to the representation on the committee. Schaefer explained that the new urbanized area has funding implications for the MPO, Metro Transit, and local jurisdictions. For example, Metro’s annual formula funding is based on the population in the urbanized area. Also, whether a roadway is in the urban or rural area affects the funding programs available. The urbanized area boundaries also affect the functional classification of the roadways, which would need to be updated once the urban area boundary is set.

Matano noted that the planned major Fitchburg development (Nine Springs) was outside the urbanized area. Schaefer said that when the urban area boundary is designated, it can be set to include areas expected to be developed in the next few years. Kamp asked what the urban area population was in 2000. Schaefer said he couldn’t recall, but the planning area population was 350,000. Kamp asked if the former RTA bill used the MPO planning area as the RTA jurisdictional boundaries, and Schaefer said yes.

9. Transit Development Plan (TDP) Advisory Committee and MPO Board Appointment

Schaefer said work on the TDP had begun again. The TDP committee was being reconvened again with a couple of changes in the representatives. Schaefer said two committees were basically created – a core committee of representatives from communities with significant Metro service now and another intergovernmental coordinating committee with additional community representation. The idea was to have 1-2 meetings of the larger group where the focus would be on service expansions for those communities. Schaefer said the board needed to approve the revised committee member list, including the MPO Board representative to the committee. He said Ken Golden had expressed interest in serving on the committee and had attended the first two committee meetings. Mark Opitz was also on the committee as a Contracted Services Oversight Committee representative. He said R. Schmidt also suggested adding a representative
from the Dane County Public Works & Transportation Committee. R. Schmidt said the county committee would be forming a transit sub-committee. Matano appointed Golden to the TDP committee.

Moved by C. Schmidt, seconded by R. Schmidt, to approve the membership of the TDP Advisory Committee with the addition of a representative from the Dane County Public Works & Transportation Committee, and to confirm the appointment of Golden as the MPO Board representative to the TDP Advisory Committee. Motion carried.

Golden said that with the TDP committee being a formally constituted committee of the MPO that the meetings were subject to the state open meetings law and the agendas should be posted. Schaefer said he’d check into that issue.

10. Presentation on Major Issues for TDP and Preliminary Draft Metro Service Improvement Recommendations

Schaefer said the TDP was a five-year strategic plan that is adopted by both the MPO and the City of Madison as the major transit operator. It serves as a guide for planning, budgeting, and facility and service improvements. He asked Mike Cechvala to review the major issues to be addressed and the work completed thus far. Cechvala reviewed the TDP major issues memo that was included in the packet. He said the TDP will make recommendations on fixed-route service improvements based on an analysis of existing and short-term needs and whether service levels are appropriate. Service evaluation will be based in part on a new service and facility planning and route performance guidelines document being prepared. He said an analysis was done of Metro service and boarding data from fall 2011, looking at ridership by route, stop, time of day, etc. He showed the “red dot” map of boardings by intersection. He also reviewed charts showing the productivity of routes in terms of boardings per service hour broken out by time period. Work had started in developing some Metro service changes based on this analysis and other information. Bus stop spacing, particularly in the Isthmus area, is a second major issue the TDP will address. The stops are very close together and that impacts speed and reliability. Schaefer added that the stop spacing is timely with planned reconstruction of E. Johnson Street, because consolidation of some of the stops would allow limited resources to be used on enhancements for a smaller set of stops (e.g., curb extensions).

R. Schmidt asked about alternating stops so each bus doesn’t stop at every stop. Cechvala responded that skip stop service can be confusing to passengers. It was better to establish more efficient spacing and have every bus stop at each stop, unless you have a true express service overlay of the local service. Cechvala mentioned the other transit and transportation plans and studies that the TDP will inform and need to be coordinated with, including the City of Madison transportation plan, bus size study, and a Metro facility study. Schaefer noted that materials for the TDP are being posted on the MPO website.

11. Brief Presentation on Metro Bus Size Study

Cechvala said MPO staff was assisting Metro in the bus size study. Metro is administering the grant project, while Metro is taking a lead role in overseeing the consultant’s technical analysis for the study. He noted that the scope of work for the study was included in the meeting packet. He explained that the feasibility and cost effectiveness of both small 30-foot and larger 60-foot articulated buses would be analyzed for different services. For the smaller buses that would be used outside the transfer points, the key is the ridership during peak periods when all of the buses must be in service. Surveys would be done in some key areas to get a handle on bus loads during the peak. Schaefer explained the surveys were necessary because alighting data is not available.

Clear asked if the on-board cameras could be used to provide that passenger loading data rather than having people standing at bus stops with clipboards. Cechvala said that might be possible and was something that could be investigated. In response to a question about the variability in ridership by day of week, Cechvala said it was relatively consistent with the highest ridership on Wednesday. It varies more seasonally with March and October being the highest ridership months. Ridership drops about one-half in the summer. The consultant will look at how the service schedules could be designed to work with different sized buses and the
impacts on the roadways, bus stops, and Metro’s maintenance facility. He said the extensive use of interlining of routes complicates the use of different sized buses. Kamp mentioned that Metro wanted the MPO to lead the study to have an independent analysis. Golden commented that use of smaller buses for circulator and/or paratransit service might also need to be considered.

12. Brief Update on Transit Corridor (BRT) Study

Schaefer said the consultant for the study, SRF Consulting out of Minneapolis, had been hired. SRF just completed a very similar study in the Twin Cities. The first meeting of the oversight committee was held to review the scope of work and a second meeting was scheduled for June 20. The agenda for that meeting would include a review of the public involvement plan and review of the goals of implementing BRT and criteria for selecting the alignments in the corridors. The first public meeting is scheduled for Monday night, September 10. An all-day workshop is scheduled for Tuesday, September 11 to review the corridors in detail, screen out alternative alignments, and screen out potential roadway improvements that aren’t feasible technically or politically (e.g., eliminating parking). This will allow the consultant to then begin more detailed analysis of the selected alignments and develop and evaluate detailed service concepts. Mandli commented on the need to educate people about what BRT is even before the first public meeting. He mentioned the system Milwaukee was planning a few years ago. Cechvala said that was a guided street tram, a bus with a single rail guiding the bus. He didn’t know of any examples of this system in the U.S. Now Milwaukee is planning to build a streetcar. Gust suggested developing a “frequently asked questions” document. Schaefer said that was a good idea and that staff would be working with the consultant to create a short powerpoint presentation on BRT.

13. Discussion of Future Work Items

Schaefer said the short-term plan for the intercity bus terminal issue was to move the UW campus stop down Langdon Street in front of the Red Gym while construction is occurring on the Memorial Union. The bus companies agreed to cover the lost parking revenue from temporarily eliminating the parking spaces for the new stop. The longer term plan will be addressed as part of the city’s transportation plan. Schaefer also mentioned that the MPO’s public participation plan would need to be updated this year. One of the issues to be addressed with the update is the use of social media.

14. Announcements and Schedule of Future Meetings

Schaefer provided an update on the MPO staff situation and MPO Board appointments. Final interviews were just completed for the Rideshare Coordinator position. All four candidates were very strong. Phone interviews for the planner/travel modeler position will be conducted in a couple of weeks with one or more top candidates being brought in for a final interview. Regarding MPO Board appointments, Mark, Paul, and Chris were all reappointed as City of Madison representatives, and Robin and Al will be confirmed tomorrow night for reappointment by the County Executive. Paul Lawrence, an alder from the City of Stoughton, was appointed to replace Steve Ritt as a small cities & villages representative. The towns’ appointment has not yet been made.

Gust offered to provide an update on the different major corridor studies being conducted by WisDOT, including the Beltline, Interstate, and Stoughton Road. He said a public presentation was just made on Verona Road, which he could give to the board. There was discussion of potential future meeting locations, including the Epic campus.

The next meeting will be held July 11, 2012 at 7:00 p.m. and is currently scheduled at the Madison Water Utility Building, 119 E. Olin Avenue, Room A-B.

15. Adjournment

Moved by R. Schmidt, seconded by Clear, to adjourn. Motion carried. The meeting adjourned at approximately 9:10 PM.