1. Roll Call

*Members present:* Ken Dahl (arrived during item #7), Jeff Gust, Chuck Kamp (arrived during item #9), Steve King, Paul Lawrence, Jerry Mandli, Al Matano, Ed Minihan, Mark Opitz, Robin Schmidt

*Members absent:* Mark Clear, Ken Golden, Chris Schmidt

*MPO Staff present:* Bill Schaefer, Renee Callaway, Mike Cechvala

2. Approval of October 3, 2012 Meeting Minutes

Moved by Lawrence, seconded by Minihan, to approve the October 3, 2012 meeting minutes. Motion carried with King abstaining.

3. Communications

None

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

None

5. Resolution TPB No. 67 Approving the 2013 Unified Planning Work Program (UPWP) and the 2013-2015 Overall Program Design Report

Schaefer reviewed the significant changes listed in the correction sheet. A preliminary schedule was added for completing the major update of the regional transportation plan. Activities next year were modeling work and data collection and analysis. An MPO calendar was also added. Schaefer noted that he was proposing to move the MPO Board meetings in January and July to the third Wednesday due to conflicts with holidays and the Madison Transit & Parking Commission. There will be a conflict in September and November so those meetings will be held downtown and perhaps scheduled at 7:30 p.m. A minor activity to assist with WisDOT’s park-and-ride facility study was also added.

Moved by R. Schmidt, seconded by Opitz, to approve Resolution TPB No. 67 Approving the 2013 Unified Planning Work Program (UPWP) and the 2013-2015 Overall Program Design Report. Motion carried.

6. Resolution TPB No. 68 Regarding Agreement for Specialized Transportation Coordination Services with Dane County in 2013

Schaefer said the MPO had been receiving funding from the county for many years to assist with specialized transit coordination and planning activities. It is proposed to continue this. He said one of the major items for next year is to complete an update of the Coordinated Public Transit—Human Services Transportation Plan. Other typical activities include serving on evaluation committees for RFPs to contract for services and providing data. The planning assistance is included in the work program.

Moved by Lawrence, seconded by R. Schmidt, to approve Resolution TPB No. 68 Regarding Agreement for Specialized Transportation Coordination Services with Dane County in 2013. Motion carried.
7. Resolution TPB No. 69 Authorizing the City of Madison to Enter Into an Agreement with the Capital Area Regional Planning Commission (CARPC) for the Madison Area Transportation Planning Board (TPB) to Provide Transportation Planning Work Activities to CARPC in 2013

Schaefer said this was another continuing activity. MPO staff had been providing transportation planning services for the RPC since the MPO was split off. CARPC receives some funding from WisDOT that they then pass through to the MPO. The main activities are preparing transportation impact analyses for urban service area amendments and preparing the transportation section for the annual trends report that the RPC publishes. Schaefer mentioned that MPO and CARPC staff had some initial discussions regarding integration of the transportation plan update with CARPC’s update of the regional land use plan. However, there is much uncertainty about CARPC even doing a land use plan at this point. Regardless, MPO and CARPC staff would be working together on new population and employment forecasts.

R. Schmidt asked if this work was consistent with what had been done in the past, and Schaefer said yes. The funding is also the same as last year. Matano commented on his discomfort with the City of Madison executing the agreement for the MPO. Schaefer said the City of Madison served as the MPO’s administrative agent. He said it was his understanding that the MPO couldn’t execute the contract by itself, but he said he could check on that.

Moved by Opitz, seconded by Lawrence, to approve Resolution TPB No. 69 Authorizing the City of Madison to Enter into an Agreement with the Capital Area Regional Planning Commission (CARPC) for the Madison Area Transportation Planning Board (TPB) to Provide Transportation Planning Work Activities to CARPC in 2013. Motion carried.

8. Presentation on MPO’s Rideshare Etc. Program

Schaefer introduced Renee Callaway, the new Rideshare Etc. Program Coordinator. He said he thought it would be helpful for the board to have a better understanding of the program and what Renee does. He noted the MPO provides STP Urban funding each year to support the program. He said Callaway has done a great job of better coordinating the work of all of the agencies and organizations promoting alternative transportation. Callaway provided a presentation on the program, which includes personalized assistance via telephone and the website and employer assistance. She reviewed the area the program covers and the available incentives, most notably the Guaranteed Ride Home program. Employer assistance includes help starting and implementing commute options programs, attending events, E-newsletters, and distributing materials. Callaway said she is also looking to expand the program to work with health departments and schools on active community promotion efforts. The MPO staffs a TDM committee with representatives of agencies and organizations promoting alternative transportation. The agencies contribute some funding each year for an advertising campaign. She reviewed the activities this year.

Opitz asked the furthest distance that people rideshare from. Callaway said there were many matches from the Milwaukee area and even some from the Fox Cities and Stevens Point. King asked if employers could register to be a part of the program. Callaway responded that employers could sign up to receive newsletters and other information. They could also request an on-site visit for an event or a program. King said the City of Madison was developing criteria for TDM programs and perhaps that could be added. R. Schmidt asked if a presentation could be provided to the Monona City Council or transportation committee, and Callaway said yes. Opitz asked about doing queries of where people who request matches reside, and Callaway said that could be done. Schaefer said the program has a feature to calculate the estimated benefits in terms of reduced VMT, parking cost savings, etc. Callaway added that a business that wanted to track the impact of their program could ask employees to track how they are traveling each day. A report could then be sent to the employer each month. Dahl asked about ridesharing for a weekly or monthly event, and Callaway said yes, but it wasn’t currently set up for non-daily trips. Some matches do occur, but it is set up primarily for work-oriented trips. Schaefer said one of the benefits of the program is to serve as an information clearinghouse on available transportation services such as the YWCA’s program to provide rides for low-income persons to
work and services. Gust said WisDOT received many requests for park-and-ride facility information. Callaway said that was a popular request that she received as well.

9. **Update on Transit Corridor (BRT) Study and Related TOD Market Study**

Schaefer said the study oversight committee finalized the BRT corridor alignments at its last meeting. The roadway improvements for transit were also finalized for the two different levels of BRT to be analyzed (median running vs. curb side bus lane or mixed traffic). He reviewed the maps that were distributed with the alignments and runningway types. At the next meeting in early December the committee would review the various inputs and methodologies that the consultants would be using to develop the travel time, ridership, cost, etc. estimates. MPO staff was currently working with the consultants on these items. One of these is determining the intersections at which transit signal priority might be possible and the potential benefits of that.

Schaefer said he also included some information in the packet on the TOD market study that the Capital Area RPC was leading. At a recent meeting of that study committee the consultant provided some background information on housing, economic, and demographic trends and how these might impact the potential future market for transit-oriented development, particularly within these corridors. The consultants also interviewed developers, business representatives, and others about BRT and the prospects for transit-oriented development. The report summarizing the results of those interviews was included in the packet. Some of the results were encouraging, such as the fact most people knew about the BRT study. Most said they believed higher density development in the corridors would support BRT versus BRT creating TOD. One of the issues discussed was the need to still provide parking with TOD and the high cost of that. Concerns were expressed about City of Madison TIF policy. Schaefer said the consultants for the BRT study would be using the information from the market study on potential TOD to generate a separate ridership forecast that accounted for this development. Schaefer said he also provided a summary of the infill/redevelopment assessment that CARPC staff led, which quantified the potential for development in the BRT corridors based on current plans. That information will be used by TOD market study consultants.

Matano commented that for rail it was assumed the system would attract more development. Schaefer said the potential for BRT to attract development wasn’t as great as rail, but particularly for the higher end BRT systems studies have shown there was development occurring at the stations. Schaefer said this was just the opinion of those interviewed, none of whom were transit users. He said they were also concerned there wasn’t sufficient population and employment density to support BRT and there clearly is based on the current bus ridership. Kamp reported on the presentation he had given that day on BRT to the Rotary Club. He said it was well-received. He said as people understand the benefits of BRT, the ridership trends, the capacity issues with the system, and socio-economic trends they realize the need to invest in high capacity transit. He said he looked forward to continued dialogue on the issue as part of the City of Madison’s Transportation Plan.

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

- **USH 51/Stoughton Road (USH 12/18 to IH 39/90/94) Corridor EIS Study**

Dahl reported that the alternatives for the different segments of the corridor were being refined. Some of them had a major impact on residences and businesses such as in the Pflaum and Buckeye Road area and in the East Washington Avenue/MATC area. He mentioned the proposed flyover ramps at the Beltline, though they might be added in a later phase. The next step is to analyze the alternatives from a traffic operations standpoint. The proposal for Buckeye and Pflaum Roads area is one-way frontage roads with multiple bridge crossings. Some businesses don’t like that, but two-way frontage roads would require taking too much parking from the businesses. Schaefer added that another big issue was maintaining access to Anderson Road with the proposed interchange at East Washington Avenue. They have developed a design with a collector/distributor street system, but it requires purchasing of a number of commercial properties east of Stoughton Road. Gust added that the Lien Road connection was still on the table, but would be controversial as well. Gust said the traffic operations modeling results would be completed around February. He said the
key point to remember was the solution for each segment of the corridor could be different. Matano asked about potential funding, and Gust said the goal was to complete the EIS by the fall of 2014. The Transportation Projects Commission is scheduled to meet then and could then potentially enumerate the project for funding. Actual construction funding wouldn’t be available until 2019 or 2020.

- USH 51 (McFarland to Stoughton) Corridor EIS Study
  Schaefer said there wasn’t anything new to report.

- Beltline (USH 14 to CTH N) Corridor EIS Study
  Schaefer said the consultants were in the process of compiling the data from the O/D and travel time survey done this summer using the Bluetooth technology and video.

- Interstate 39/90/94 (Madison to Wisconsin Dells) Corridor EIS Study
  Schaefer said Gust mentioned at the last meeting that the first phase of the study is looking at potential new interchanges and other crossings. WisDOT had sought ideas from local communities of things they were interested in having considered. The contract with the consultant is expected to be signed by the end of the year and a kick-off meeting would be held early next year.

11. Discussion of Future Work Items

  Schaefer reported that the consultant for the bus size study was selected—Nelson/Nygaard out of California. Work would begin in a month or so. He said the TDP committee would be meeting later in the week to finalize the service recommendations and discuss other non-service related recommendations. That information will be presented to the Board, probably at the January meeting. Regarding the designation of the new adjusted urban and MPO planning areas, MPO staff provided a map to WisDOT and was waiting to hear back from them.

12. Announcements and Schedule of Future Meetings

  Matano noted the 2013 meeting calendar included as part of the work program item. Schaefer said the next meeting was scheduled for December 5, but it was likely the meeting would be cancelled.

13. Adjournment

  Moved by Lawrence, seconded by R. Schmidt, to adjourn. Motion carried. The meeting adjourned at 8:12 PM.