AGENDA

Madison Area Transportation Planning Board (MATPB) – An MPO Technical Coordinating Committee

Fitchburg Community Center
January 22, 2020, Prairie View Room, 5510 Lacy Road, 2:00 p.m.

1. Roll Call
2. Approval of November 20, 2019 Meeting Minutes
3. Presentation on Summary Findings from the National and Local Household Travel Surveys
4. Presentation and Discussion Related to Rebranding Project for MATPB and Rideshare Etc. Program
5. Committee Member Reports
6. Staff Report
   • Amendment #2 to the 2020-2024 TIP
   • MATPB Work Program Amendment to Share in Cost of Fly Dane 2020 Project
   • Submission of Federal Safety Grant Application with City of Madison and UW TOPS Lab
7. Next Scheduled Meeting Dates
   • Wednesday, February 26, 2020
   • Wednesday, March 25, 2020
8. Adjournment
Madison Area Transportation Planning Board (an MPO)
Technical Coordinating Committee
November 20, 2019 Meeting Minutes

1. Roll Call
   Members present: Phillips, Stouder, Dunphy, Violante, Koprowski, Paoni, Bisbach, Hall, Clark, Scheel, Stauske, Stephany, Gritzmacher (for Semmann), Larson, Holt (for Sayre)
   Members absent: Beck, Tao, Hessling, Even, Batuzich, Wheeler
   MPO Staff present: Schaefer, Lyman
   Others present: A. Rahman, M. Hoelker

2. Approval of September 25, 2019, Meeting Minutes
   Stauske moved, Dunphy seconded, to approve the September 2019 meeting minutes. Motion carried.

3. Review and Recommendation on Proposed Revisions to Policies and Scoring Criteria for STBG Transportation Alternatives Set Aside Program Projects
   Lyman provided an overview of the proposed revisions to the policies and scoring criteria for STBG Transportation Alternatives Set Aside Program (TAP) Projects. The proposed revisions to the scoring criteria are primarily the result of switching “project readiness” from a scoring criterion to a screening criterion, and reallocating the 15% of points it represented. The justification is that a project should not be considered for funding unless it is likely to be ready to move forward. Appropriate year-round maintenance of the facility was also changed to a screening criterion. He mentioned that comments and suggestions on potential revisions were solicited from member organizations of the JUST Bikes Coalition, which is composed of organizations working to reduce bicycle transportation inequities in the Madison area. The scoring criteria of other MPOs, including those MPOs representing communities which have been certified as Platinum-level Bicycle Friendly Communities, Metropolitan Council (Minneapolis/St. Paul), and WisDOT SW Region were also considered in drafting the proposed revisions. A brief discussion followed.

   Stauske moved, Larson seconded, to recommend that the MATPB adopt the draft revisions to policies and scoring criteria for STBG Transportation Alternatives Set Aside Program Projects. Motion carried.

4. Update on Proposed Amendment to Regional Transportation Plan 2050 and 2020-2024 TIP to Add Beltline (Whitney Way to I-39/90) Dynamic Part-Time Hard Shoulder Use Project
   Hoelker, WisDOT Region staff, presented a brief synopsis of the purpose, need, and timing for the Beltline project, and discussed the alternatives of only doing the resurfacing versus also incorporating the Dynamic Part-Time Shoulder Use (DPTSU) component. The project is necessitated by deteriorating infrastructure and traffic congestion, which occurs during peak periods and intermittently due to incidents or special event traffic. Environmental review and documentation is in process and a draft is expected to be completed soon with final design starting next year.

   The possibility of limiting use of the shoulder to High Occupancy Vehicles (HOV) has been raised. There has been confusion about the legality of the designation of HOV lanes. It is allowed. It is tolling that is not enabled by Wisconsin state law. However, WisDOT staff reiterated that only 10-12% of vehicles on the Beltline have two or more passengers. Only a fraction of those vehicles would likely use the shoulder since over 50% of vehicles are only on the Beltline for four interchanges or less. Therefore, there is not enough to justify an HOV lane. Hoelker stated that
WisDOT staff have been working with first responders to alleviate their concerns, and that they are now in support of the project.

Hoelker said that state traffic control center staff would monitor the volume and speed of vehicles, using detection and cameras to identify situations when the DPTSU should be enabled or disabled. There has been discussion of traffic volume impacts after initiating the use of DPTSU. It was noted that in the case of the Beltline, travel modeling shows reduced volumes on CTH PD, Broadway, and East Washington Avenue with those vehicles travelling on the Beltline instead. Due to the short distances traveled by the majority of vehicles on the Beltline, WisDOT staff does not see potential for significant induced demand following the completion of the project.

Stauske moved, Dunphy seconded, to reaffirm that the committee recommends that MATPB adopt a major amendment to the RTP and 2020-2024 TIP to add the Dynamic Part-Time Hard Shoulder Use component to the Beltline project. Motion carried.

5. **Presentation on Annual Transportation Performance Measures Report**

Schaefer presented on selected performance measures from the Annual Transportation Performance Measures Report. He explained that some of the performance measures are used because they are required by FHWA or FTA, although not all are useful for the Madison area. Travel Time Reliability on NHS Routes was called out as one of these measures, as FHWA requires that the peak AM and PM periods used for these measurements be a four-hour period, which does not describe conditions during the much shorter peak travel period in Madison.

There was discussion about the various methods of measuring pavement condition. Schaefer explained that the performance measure required to be reported by FHWA does not produce logical results. Part of this is that only part of the data for the measure (International Roughness Index) is available now. Therefore, MATPB staff are continuing to also report and map pavement condition based on the measure WisDOT and local agencies have historically used (PCI/PASER).

6. **Committee Member Reports**

Koprowski: Construction is essentially complete on the section of Verona Road south to CTH PD, with three lanes open in both directions. He asked whether any communities were planning to apply for funding through TAP (none mentioned a project) or through MLS (Fitchburg, Sun Prairie, and Dane County representatives indicated that they are). He noted that the state Transportation Projects Commission (TPC) would be meeting soon for the first time in several years to provide an update on projects and studies.

Gritzmaker: Veridian has broken ground on the first phase of the McCoy Addition to Smith’s Crossing, which includes 109 single-family lots and one multi-family lot on 46 acres. The second phase has been platted and approved, but construction has not yet begun on that phase.

Stouder: New land use planning efforts are getting underway in the BRT corridor, notably for the East and West Towne Mall areas and the Oscar Mayer site (where satellite bus facility is planned), as well as for South Madison.

Bisbach: The Fish Hatchery Road project bids were opened, with lower costs than the previous round of bids, though still high. Construction is planned for the spring of 2020.

Holt: Verona is seeking a new Planning Director; applications are being sought until mid-December. The Whispering Coves development was approved for 209 single family residences, pending meeting conditions of approval, which include a developer’s agreement.

Hall: Hooper Corporation is moving to a new location near Williamsburg Way, north of STH 19. They will be installing the infrastructure and connecting Pederson Crossing Blvd. to STH 19.
Village and Hooper will be installing signals at the intersection of the extended Pederson Crossing Blvd. with STH 19 and Williamsburg Way.

Dunphy: A public information meeting on CTH M was held in early November. There was good turnout, but few people spoke. Schaefer said comments were made that a regional solution is needed in this corridor, unaware perhaps that this project is a phase of the identified regional solution to east/west travel in northern Dane County. Dunphy said CTH P from CTH K to USH 12 and CTH S from Pioneer Road to CTH P were opened last week.

Rahman: WisDOT is working on two major forecasts, one for Stoughton/USH 51.

Phillips: CTH M (Valley View to Cross Country) construction was complete with all lanes open. Punchlist work in spring. Storm sewer repair on Raymond Rd continued. There is soil intrusion into the cracked storm sewer pipe, as deep as 25 feet. E. Johnson St (Baldwin to First) construction will be completed around the end of November. Cottage Grove Rd (North Star to Sprecher) will be let Dec 10 with construction in 2020. Gammon Rd & West Towne Path underpass will also be let on Dec 10 with construction 2020. University Ave (Shorewood Blvd. to U Bay Dr.) project 30% plans were complete; working on Environmental Documentation & DSR. A public involvement meeting is scheduled for Dec 17. PSE is scheduled for August 2020 with construction in 2021. City is considering 2022 construction due to need to acquire VA property & conduct storm water analysis. He said the project will not include the drain pipe to Lake Mendota under Blackhawk Country Club as this project is too expensive ($30 million) for potential funding sources that have been identified. Pleasant View Rd (USH 14 to Mineral Point Rd) Phase 1 work on 60% plans continues; geometry has been approved. Working on Environmental Documentation & DSR with construction scheduled in 2022-23.

7. Staff Report

Schaefer discussed the HSIP and TAM Performance Measure Targets, which need to be adopted annually. MATPB continues to adopt and support the statewide targets rather than developing local targets. Lyman provided an overview of the four applications received in the second round of Section 5310 Program project solicitation, and the tentative ranking of those projects based on the scoring committee’s work. Schaefer provided an update on the MPO and TDM Program Rebranding Project, with contractor interviews underway and selection expected to take place in late November.

8. Next Scheduled Meeting Date

The next scheduled meeting is Wednesday, January 22, 2020 with the following meeting on Wednesday, February 26, 2020.

9. Adjournment

Violante moved, Stauske, seconded, to adjourn the meeting. The meeting was adjourned at 3:30 p.m.

Minutes recorded by B. Lyman and B. Schaefer
2017 Local and National Household Travel Survey

Summary Statistics for the Madison Metropolitan Area
• National and Local Survey Methodology
  • Background
  • Statistics
  • Distribution

• Travel Data
  • Trips by Purpose
  • Trips by Mode
  • Trips by Number of Travelers

• Questionnaire
  • Household and Person Characteristics
  • General Travel Behavior (Questions involving multiple modes)
  • Walk
  • Bicycle
  • Motor Vehicle
  • Transit
  • Other Modes

*NOTE: Missing Data (Refused, Don’t Know, Not Ascertained) is excluded.
Background

• The National Household Travel Survey (NHTS) is conducted nationwide every 5-8 years. 2017 is the most recent survey year.

• The MPO conducted a local household survey concurrently with the NHTS to provide additional trip data for the MPO’s travel model update.

• Both surveys were made up of two parts:
  1. Travel log – Respondents recorded all of the places they went, how and when they traveled there, and what they did at each location for a 24-hour period (4:00am – 4:00am)
  2. Questionnaire – Respondents answered questions about their travel behaviors, preferences, and demographics.
## Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Local (MPO Area)</th>
<th>National (Dane Co.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households with Completed Surveys</td>
<td>1,191</td>
<td>1,237</td>
</tr>
<tr>
<td>Persons Living in Households with Completed Surveys</td>
<td>2,331</td>
<td>2,623</td>
</tr>
<tr>
<td>Persons with Completed Person-Level Surveys living in Households with Completed Surveys</td>
<td>1,993*</td>
<td>2,623</td>
</tr>
<tr>
<td>Trips Logged by Persons in Households</td>
<td>7,898</td>
<td>9,809</td>
</tr>
<tr>
<td>Persons with Logged Trips</td>
<td>1,706*</td>
<td>2,197**</td>
</tr>
<tr>
<td>Households with Logged Trips</td>
<td>1,063</td>
<td>1,176</td>
</tr>
</tbody>
</table>

*Up to two adults (primary and secondary) and one youth per household; persons under 6 years of age excluded.

**Persons under 5 years of age did not complete travel log.
Distribution

- National Survey Households
- Local Survey Households
Trips by Purpose: Total

- Home-Based Work: 18%
- Home-Based School: 4%
- Home-Based University: 1%
- Home-Based Shopping: 17%
- Home-Based Social/Rec.: 13%
- Home-Based Other: 14%
- Non-Home-Based: 33%
Trips by Mode: Total

- Personal Motor Vehicle: 77%
- Walk: 12%
- Bike: 3%
- City Bus: 3%
- School Bus: 2%
- Other/Unknown: 3%
Trips by Mode: Home-Based Work Trips

- Personal Motor Vehicle: 80%
- City Bus: 6%
- Bike: 5%
- Walk: 5%
- Other/Unknown: 4%
Trips by Mode: Non-Work Home-Based Trips

- Personal Motor Vehicle: 75%
- Walk: 14%
- Bike: 3%
- School Bus: 2%
- City Bus: 2%
- Other/Unknown: 4%
Trips by Number of People on Trip—Personal Motor Vehicle: Home-Based Work Trips

- 5+ people: 0%
- 4 people: 1%
- 3 people: 2%
- 2 people: 13%
- 1 person: 84%
Trips by Number of People on Trip—Personal Motor Vehicle: Non-Work Home-Based Trips

- 1 person: 48%
- 2 people: 31%
- 3 people: 6%
- 4 people: 2%
- 5+ people: 13%
Trips by Number of People on Trip—Personal Motor Vehicle: Non-Home-Based Trips

- 1 person: 57%
- 2 people: 28%
- 3 people: 9%
- 4 people: 4%
- 5+ people: 2%
Household Information

*2012-2016 American Community Survey 5-year estimate
Household Information

Number of Drivers in Household

- 0%: 0
- 10%: 1
- 20%: 2
- 30%: 3
- 40%: 4
- 60%: 4+

Local vs National

- Local: Blue
- National: Orange
Household Information

Do you own or rent your home?

- Own
- Rent
- Some Other Arrangement

Options:
- Local
- National
Household Information

Top Three Reasons You Chose Your Current Home
Local Survey Only
Household Information

Household Income

- Local
- National
- Urbanized Area*

*2012-2016 American Community Survey 5-year estimate
Person Demographics

Race

- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Some other race
- Two or more races

Legend:
- Local
- National
- Urbanized Area*

*2012-2016 American Community Survey 5-year estimate
Person Demographics

Hispanic/Latino Ethnicity

- Local: 3%
- National: 4%
- Urbanized Area*: 8%

*2012-2016 American Community Survey 5-year estimate
Person Demographics

Primary Activity During the Past Week

- Working: Local 60%, National 55%
- Temporarily absent from a job or business: Local 10%, National 5%
- Looking for work or unemployed: Local 20%, National 20%
- A homemaker: Local 30%, National 15%
- Going to school: Local 40%, National 30%
- Retired: Local 10%, National 10%
- Something else: Local 5%, National 5%
Person Demographics

Do you usually work from home?

- Yes
  - Local: 0%
  - National: 10%
- No
  - Local: 100%
  - National: 0%
Person Demographics

Highest Level of Education Completed

- Less than a high school graduate
- High school graduate or GED
- Some college or associates degree
- Bachelor's degree
- Graduate degree or professional degree

[Bar chart showing local and national percentages for each education level]
How far do you travel from your home to shop for typical household needs, such as groceries, etc.?
(Local only)
General Travel Behavior

Means of Transportation To/From School (National Only)

- Walk
- Bicycle
- Personal Motor Vehicle
- School Bus
- City Bus
- Other

To vs From
Walk

Frequency of Walking for Transportation

- Daily
- A few times a week
- A few times a month
- A few times a year
- Never

Local
National
Walks for Exercise Only in Past 7 Days

- **Walk**
- **Local**
- **National**
Reasons for Not Walking More Often (Top three) - Local

- You prefer to drive
- No shops or other conveniences nearby
- Street crossings are unsafe
- Air quality
- Safety concerns due to volume or speed of traffic
- Safety concerns due to crime
- Your destinations are too far to travel to by walking
- No sidewalks or the sidewalks are in poor condition
- No nearby paths or trails
- No one to walk with
- Health Issues
Walk

Top Three Reasons for You To Allow Your Child To Walk To School (Local)

- Crossing guards present
- Presence of adult chaperones or supervision
- Sidewalk and crosswalks are located along the route
- School participates in a Safe Routes to Schools program
- Education and training is provided for children, parents and others
- School is located within neighborhood
- Distance between home and school
Bike

Frequency of Biking for Transportation

Daily
A few times a week
A few times a month
A few times a year
Never

Local
National
Bike

Reasons for Two Most Recent Bike Trips

- Work
- School/daycare/religious
- Medical/dental
- Shopping/errands
- Social/recreational
- Personal/family business
- Transport someone
- Meals
- Other

Local vs National

- Local
- National
Top Three Reasons for Not Biking More (Local)

- Do not own a bicycle
- No one to bike with
- No nearby paths or trails
- Not enough bike lanes
- No sidewalks/Poor sidewalks
- Destinations too far
- Safety concerns due to crime
- Traffic safety concerns
- Air quality
- Street crossings are unsafe
Motor Vehicle

Number of Motor Vehicles Available for Use by Household Members

- Local
- National
Transit

Frequency of Travel by Bus

- Daily
- A few times a week
- A few times a month
- A few times a year
- Never

Local vs. National
Transit

Top Three Reasons for Not Using Transit (Local)

- Service is not frequent enough
- Service does not run early or late enough
- Service is not reliable
- Service is too expensive
- No stops near your destination
- Street crossings are unsafe
- Weather
- Safety concerns
- You prefer to drive
- Something else
Other Modes – Taxi

Frequency Of Travel by Taxi
(incl. Limo, Uber, Lyft, etc.)

- Daily
- A few times a week
- A few times a month
- A few times a year
- Never

Local vs National
Other Modes - Rideshare

Times Using App-based Rideshare in Last 30 Days

- Local
- National
MATPB POLICY BOARD DISCUSSION

Primary Questions

• If you had to describe what the MPO does, what would you say?
• What do you call the area the MPO serves?
• What problem does the MPO attempt to solve?
• What is the unique value that the MPO brings to the region?
• What is the future we are working toward?
• What qualities or services do you most want people to associate with the MPO? With the Rideshare, Etc. program?
• What is something the current logo and name does not communicate that you think it should?
• Name a descriptor you want the general public to think when they first encounter the MPO? What about the community member staff and officials?

Secondary questions (if time permits)

• How do you think the MPO is currently perceived by the general public? Member community staff and officials?
• What challenges do you see the MPO facing in public perception, communication, and/or outreach?
• What opportunities do you see that you think the MPO can take advantage of to broaden awareness in the region?
• Are there negative connotations regarding the MPO and Rideshare, Etc. program that we should address in the rebrand?