

Madison Area Transportation Planning Board (an MPO)
September 3, 2008 Meeting Minutes

1. Roll Call

Members present: Joe Clausius, Ken Harwood, Duane Hinz, Robin Schmidt, Chuck Kamp, Jerry Mandli (arrived at Item #8), Al Matano, Mark Opitz, Satya Rhodes-Conway (arrived at Item #8), Paul Skidmore, John Vesperman,

Members absent: Eileen Bruskevitz, Tom Clauder, Robbie Webber

Staff present: Bob McDonald, Bill Schaefer

2. Election of Chair and Vice-Chair

Skidmore moved, Clausius seconded, to initially table the item as only eight members were present. Motion carried. Following item #8 after three more members had joined the meeting, Harwood moved, Schmidt seconded, to take up the item.

Matano relinquished the role of Chair to Opitz. Rhodes-Conway moved, Clausius seconded, to open the nominations for Chair. Motion carried. Rhodes-Conway moved, Clausius seconded, to nominate Matano for Chair. Motion carried. Skidmore then moved, Hinz seconded, to close the nominations and vote unanimously for Matano for Chair. Motion carried.

Rhodes-Conway moved, Skidmore seconded, to open the nominations for Vice-Chair. Motion carried. Skidmore moved, Opitz seconded, to nominate Clauder for Vice-Chair. Motion carried. Clausius then moved, Skidmore seconded, to close the nominations and vote unanimously for Clauder for Vice-Chair. Motion carried.

Matano thanked the Board members for their support and for the support of Mayor Clauder.

3. Approval of August 6, 2008 Meeting Minutes

Kamp moved, Schmidt seconded, to approve the August meeting minutes. Motion carried.

4. Communications

McDonald said there was one communication, which was at members' places. It was a letter from WisDOT Secretary Busalacchi approving amendment #4 to the 2008-2012 TIP.

5. Public Comment (for items *not* on MPO Agenda)

None

6. Public Hearing on Draft 2009-2013 Transportation Improvement Program (TIP) for the Dane County Area.

Skidmore moved, Hinz seconded, to open the public hearing on the draft 2009-2013 TIP.

Schaefer said that staff had reviewed the draft STP-Urban Priority Project Listings with the Board two meetings ago and reviewed other major projects in the TIP at the last meeting. Staff has not received any comments or proposed changes/corrections to projects at this time. The comment period closes on September 17.

Opitz said he had discussed this with Webber and would like to add to the TIP a project to extend the Blackhawk path west along the rail corridor to and through the City of Middleton. While there is no funding at this time, he'd like it added for information purposes to indicate interest in the project. Schaefer said that the project is actually listed in the TIP as an unfunded project called the Wisconsin River Rail Corridor Path. The City of Madison has submitted the project for listing for the last few years. He said a cross reference to the project could be listed in the City of Middleton's section and he could discuss with

Opitz whether the project was listed correctly. It is listed in two segments. Skidmore mentioned that the Madison Mayor had just released his executive capital budget with a number of transportation projects. Schaefer said MPO staff work with City of Madison staff to incorporate any changes to the City's transportation project listings as listed in the executive budget compared to when the City submits its projects to the MPO in June. Any changes are included in the Addition/Correction sheet for the draft TIP. In response to a question from Clausius, McDonald said the TIP is updated every year. Clausius referenced the Bartillion Drive project. Schaefer said the project is sponsored by WisDOT and is in the TIP with construction programmed for 2010. The schedule has been pushed back a couple of times. Vesperman said the reason for that was problems they've had with the Federal Aviation Administration. Harwood moved, Opitz seconded, to close the public hearing on the TIP. Motion carried.

7. Consideration of Resolution TPB No. 18, Authorizing an Amendment to the 2008 MPO Budget for Staff to Upgrade Its Internet Ride-matching Software and Authorizing the City of Madison to Contract With the Software Provider to Implement the Upgrade

McDonald explained that the MPO has an agreement with WisDOT Southeast Region to maintain the Internet ride-matching software program on the City of Madison's server. The MPO and WisDOT coordinate this. WisDOT wants to extend the street address mapping for the program to include the northern part of the state. Right now the coverage is the southern part of the state and the first two Illinois counties. The cost to do this, which WisDOT is paying for, is around \$11,200, and WisDOT has sent the MPO a purchase order. To do this, a budget amendment must be approved by the City of Madison, which is the MPO's administrative agent. The MPO resolution authorizes the City to change the budget. Once approved, McDonald said he'd then draft a City resolution and would be looking for sponsors from among the alders on the Board. Skidmore asked about the benefits of the project. McDonald said it provides more accuracy (at the street address level vs. zip code level) in the mapping the location of persons' residences and job location for those using the program to identify potential carpool partners. Opitz suggested changing the reference to Southeast WisDOT to WisDOT Southeast Region, which was more accurate.

Skidmore moved, Clausius seconded, to authorize the budget amendment and the contract with the software provider for the upgrade in the mapping capabilities. Motion carried.

8. Consideration of MPO Participation in the Rails-to-Trails Conservancy 2010 Active Transportation Campaign.

Schaefer provided some background information on the campaign. He said the Rails-To-Trails Conservancy (RTC) is a national organization promoting trail projects and bicycling and walking in general. RTC helped get the Local Transportation Enhancements Program created as part of the landmark ISTEA legislation adopted in 1991. In the most recent federal surface transportation reauthorization bill, SAFETEA-LU, RTC was able to get included a Non-Motorized Pilot Program that has provided four areas, including Sheboygan, with \$25 million for pedestrian/bicycle projects. RTC is interested in expanding this program in the next reauthorization bill in 2010 to include funding for up to fifty metropolitan areas. Their goal is to get \$50 million for each area. The purpose of the program is to demonstrate the impact of such a targeted, major investment in bicycle/pedestrian projects and programs on mode share for walking and bicycling. RTC has approached these fifty areas and asked each to put together a "case statement" that shows how the \$50 million would be spent and the expected benefits of such an investment. RTC is compiling these case statements into a national case statement that will be used to advocate for the program. That national case statement is being released on October 20. The odds that the program will be included in the legislation—at least at the funding level RTC is hoping for—are probably long, but MPO staff felt like this was an opportunity we couldn't pass on. We'll have a better idea in the next six months or so whether the campaign is going anywhere. RTC is now working with other bicycle and pedestrian transportation organizations to develop their platform for the new legislation. Schaefer said RTC staff has been to Madison two times and an informal local campaign committee has been formed. Also, Arthur Ross, Robbie Webber, and he participated in a Midwest meeting in Indianapolis with representatives from other participating areas. This work has all been done behind the scenes and he

said he expected the advocacy work and publicity to primarily be focused at the federal level for the next year or so. The target of the advocacy campaign is Congresspersons.

Schaefer then reviewed the draft case statement for the Madison area that MPO staff had put together. He said the case statement would be a useful document from a planning perspective and for making the case for increased investment in bicycle/pedestrian projects and programs even if the campaign doesn't go anywhere. McDonald added that if the Madison area were to receive funding under this program in the next reauthorization bill the MPO would likely be responsible for selecting the projects for funding. The MPO would score and prioritize the projects as we do now for the Enhancements/SMIP projects. Schaefer said the first few pages of the document provide the Madison context and discuss the existing plans. Madison has some unique factors that make it a great candidate for such a program, including its size and unique geography. The same factors that support fixed-guideway transit also support bicycle transportation as well. In terms of benefits, Madison is unique in that a significant percentage of the bicycling industry is in Madison and the Dane County region. Madison is also a major destination for bicycling-related tourism. There is strong public support for improving bicycling and walking as transportation modes and the campaign ties in with the many current public health and environmental initiatives. Schaefer then reviewed maps of the existing and planned regional bikeway system. One of the maps overlays the system on a map of population density and major employment centers to illustrate how the network links residents to jobs. Staff has developed estimated costs for all of the high priority projects and programs from the bicycle plan and the City of Madison's Platinum Bicycling Committee report and then prioritized them (1,2,3) based on the campaign's goal of increasing the bicycling and walking mode share. Staff has also identified seven major path projects as candidates for funding in the first two years. These are high priority projects that have already undergone some initial engineering analysis and would be ready for design and construction right away. He said the list would need to be revised because the Badger State Trail and Starkweather Creek path projects have been awarded Enhancement/SMIP funding. So some projects will need to be added to this list. The case statement describes these Year 1-2 projects and their benefits. Schaefer said the plan is to set up another meeting of the local campaign committee to review the draft case statement, update them on the status of the campaign, and possibly organize some local publicity related to RTC's release of the national case statement on October 20. However, before staff went any further and publicized the campaign, we wanted to get the Board's endorsement for our participation in the campaign.

Rhodes-Conway said she thought the campaign was excellent and appreciated the work staff had put into it. She asked if there had been any finer level of analysis done on accessibility of employment areas as there are some large single employers that aren't part of a major employment center such as Webcrafters on the North side. Schaefer said that level of analysis would be done as part of updating the bicycle plan or at a project planning level. McDonald added that the MPO has a map of large employers (250+). Rhodes-Conway said she's interested in doing that analysis in the longer term. She said she has had conversations with Kraft about bicycle access in lieu of the Sherman Flyer path if that project isn't able to move forward. She also expressed support for bike stations and looking at other locations for a station or bike lockers besides the downtown and UW such as the bus transfer points. Schaefer commented that school trips were another important focus even though those aren't shown on the map. As part of the 2000 bike plan, a map was prepared of missing links and barriers. That analysis needs to be updated. Opitz also expressed his strong support for MPO participation in the campaign. He had a comment on the case statement. He thought the summary focused exclusively on the City of Madison and it should mention activities and needed investments in other communities as is done in the rest of the document. Kamp offered to provide a picture of a bus with bicycles on it. Schmidt commented that the document doesn't address partnerships with schools. She expressed interest in improving the bicycle education and outreach to schools. Schaefer said the point is a good one. Improved education focused on schools is a recommendation of the Platinum Committee report and that is included in the list of projects. However, it would be good to add some discussion about that in the report. Rhodes-Conway agreed. She said Madison needs a comprehensive Safe Routes to School program and encouraged adding that to the recommended projects. Schaefer added the school district would be a good campaign partner. Harwood suggested mentioning the need for support facilities (lockers/showers, etc.) at employer sites.

Opitz moved, Rhodes-Conway seconded, to approve MPO participation in the campaign. Motion carried.

9. Presentation on the City of Madison's Pedestrian and Bicycle Safety Education Program.

Schaefer said that Steve Meiers, Madison's Pedestrian/Bicycle Safety Educator, had put together a summary of program activities, which was distributed to Board members. Schaefer also passed around some sample educational materials. Schaefer reviewed the summary. One of the primary components of the program is basic pedestrian safety education for elementary school kids aimed mainly at Kindergarten and 1st graders. This includes classroom discussion and neighborhood walks. Another program component is bicycle safety education for 2nd through 5th graders. Meiers uses a large magnetic board that has streets, cars, and pedestrians and goes through common pedestrian/bicyclist-motorist crash situations with them. The program also involves work on bicycling skills on the playground with a focus on crash prevention. Meiers also organizes bicycle clubs, typically after school and summer programs where he takes kids on bicycle rides to teach them how to safely ride in traffic. Another program activity is conducting bike rodeos. These are typically done with scout troops and neighborhood associations. Meiers also works with the UW Bike/Ped Coordinator. A major campaign has been to get more students using lights, with discount coupons or even free lights as incentives. Finally, he has done some work with low-income neighborhoods. Programs have included providing free helmets and sessions to teach kids bicycle maintenance.

Rhodes-Conway asked to what extent Meiers works with other groups or volunteers to extend his reach. She also wondered to what extent he is involved in encouragement versus safety education programs. For example, at middle schools there are programs where kids receive a prize for riding their bike a certain number of times. Schaefer said he didn't know the answers to those good questions, but would forward them to Meiers.

10. Status Report by TPB Board Members on Projects Potentially Involving the TPB:

- **Transport 2020 Implementation Task Force**

Matano reported that the expanded Finance/Governance subcommittee continues to meet. Thus far the meetings have been informational.

- **USH 51 (USH 12/18 to I 90/94/39) Corridor Study and USH 51 (McFarland to Stoughton)**

McDonald said both studies are in the EIS process and staff is continuing to work behind the scenes with the agency coordination and consultation process required under SAFTEA-LU. The northern corridor from USH 12/18 to I-90 is further along than the southern corridor.

- **North Mendota Parkway Implementation Oversight Committee**

Opitz reported that a special meeting is scheduled for September 15 in the Town of Springfield to receive input on the alternative roadway alignments.

11. Discussion of Future Work Items:

- **Approval of 2009-2013 Transportation Improvement Program (TIP)**
- **Draft 2009 Unified Planning Work Program**
- **Verona Road/West Beltline Interim Improvements**

McDonald said a presentation would be made at either the October or November meeting. Vesperman said the November meeting would probably be better.

Rhodes-Conway requested an update on the activities of the Citizen Advisory Committee, indicating she felt there was a lack of interaction between the Board and the group. McDonald said staff report on recommendations of the committee, but that could be included as a future agenda item.

12. Announcements and Schedule of Future Meetings

The next meeting is October 1, 2008.

13. Adjournment

Rhodes-Conway moved, Harwood seconded, to adjourn. Motion carried.