1. **Roll Call**

   **Members present:** Mark Clear, Ken Golden, Chuck Kamp, Jerry Mandli (left after item #10), Al Matano, Ed Minihan, Mark Opitz (arrived during item #7), Chris Schmidt, Robin Schmidt

   **Members absent:** David Ahrens, Jeff Gust, Steve King, Jason Kramar, Patrick Stern

   **MPO Staff present:** Bill Schaefer, David Kanning

   **Others present in an official capacity:** Steve Cyra, HNTB; Diane Paoni, WisDOT

2. **Approval of August 5, 2015 Meeting Minutes**

   Moved by Golden, seconded by Kamp, to approve the August 5, 2015 meeting minutes. Motion carried.

3. **Communications**

   - Letter from City of Madison and City of Verona engineers withdrawing the application for STP-Urban funding for the CTH PD (CTH M to Nine Mound Rd.) capacity expansion project.
     Schaefer said the City of Verona plans to wait until adjacent land development occurs prior to reconstructing the roadway.
   
   - Letter from WisDOT approving TIP amendment #3 adopted by the Board at their last meeting.

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

   None

5. **Public Hearing on the Draft 2016-2020 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County**

   Matano opened the hearing. No members of the public were in attendance. The hearing was closed.

6. **Public Hearing on the Draft MPO Public Participation Plan**

   Matano opened the hearing. No members of the public were in attendance. Matano closed the hearing.

7. **Presentation on Regional Intelligent Transportation Systems (ITS) Strategic Plan (HNTB Staff, Project Consultant)**

   Schaefer introduced Steve Cyra from HNTB. Cyra provided a PowerPoint presentation on the ITS plan scope, process, and draft project recommendations. He explained how ITS supports traffic management, real-time traveler information, traffic incident management, traffic and transit management/operations, and performance measurement. He described the purpose of the plan, and explained the process by which the plan has been developed. He reviewed the ITS plan vision, goals and objectives. He said the implementation chapter with the recommended strategies and projects was being finalized now. That would be reviewed with the project advisory committee. He explained the process for generating the draft project recommendations and provided examples of key recommended projects covering all of the strategies.

   R. Schmidt asked if the plan will address police and fire radio system inter-operability. Cyra said the plan will not specifically address this issue, but that ITS will help support communication between responders and also traffic management agencies. Golden asked how the ITS process will address travel demand management. Cyra said that users of the transportation system will be able to make travel adjustments based upon current travel demand information. Schaefer added that information on transit and vehicle time travel times will allow
people to potentially avoid peak congestion, use alternative routes, or take a different mode. ITS can also facilitate ridesharing. Also, historical travel information can be used to estimate when congested and non-congested time periods will occur. Board members asked about funding sources. Golden asked if the area might be eligible for Congestion Management Air Quality (CMAQ) program funding in the future. Schaefer said that Dane County has never been out of compliance with air quality standards and therefore isn’t currently eligible for funding. Depending upon the outcome of the new air quality standard setting process, it is possible Dane County could reach the threshold, but it is unlikely. Mandli mentioned the Clean Air Action Coalition that was established for a while to help ensure the region remained in compliance.

Cyra said that having a strategic plan will position the region to take advantage of federal funding opportunities for projects. The plan will also help the region prepare for emerging technologies, such as connected and autonomous vehicles. He said it is likely that funding for transportation systems management operations will be available in the future. Adopting and deploying a strategic plan will give Dane County a leg-up on securing future funding.

The Board discussed the recommendation for a system to provide parking location, availability, and pricing information to drivers. Schaefer mentioned that signs could be placed around the outer loop, which provides access to most of the city parking garages. Golden asked where the traffic operations center would be located, and who would operate it. Cyra said a lot of detailed planning will be needed prior to opening the center. The center would likely be operated out of the City of Madison Traffic Engineering office, but could include law enforcement or other responder agency employees. Golden asked how the center would be funded. Schaefer said that STP-Urban or local funding would be likely sources, possibly a federal grant. He noted that City of Madison Traffic Engineering operates almost all of the signals in the metropolitan area with suburban communities contracting with the city for signal operation and maintenance. Golden asked if other units of government who would benefit from the operations center would contribute to the local share. Cyra and Schaefer said some of the cost could be charged back to other units of government that benefit. R. Schmidt asked for clarification on “floating bicycle lanes”. Schaefer said the City of Madison currently has a floating bicycle lane on Doty Street due to the peak period parking restriction, and explained how it works. Schaefer said he believes the floating bicycle lane will be expanded as part of the Doty Street reconstruction project.

The Board discussed transit travel delay. Kamp said the most frequent comment made during the preparation of Metro Transit’s long-range plan seven years ago was the desire to reduce travel time. Cyra said he has worked on BRT transit signal priority projects in other parts of the country, and there are examples of where it works well. Schaefer said that intersection delay and boarding time are the most significant causes of delay for transit. Regarding the recommendation for a smart card for transit and parking, Kamp said that Metro met with six vendors before replacing their fare boxes. One vendor was from Japan and discussed how banks viewed transit as a vital way to travel and worked with transit agencies to allow use of one card for fares and to conduct monetary transactions. Schaefer noted that unfortunately Metro’s new fareboxes do not currently have the ability to communicate with the City’s new parking system. System compatibility might have been addressed had an ITS Plan previously been in place. Kamp said funding is an issue with technology competing with the need for buses and other basic capital needs. He said system compatibility technology is desired, but research is needed to determine how to purchase, implement, maintain and operate such a system. He added that technological enhancements, such as apps that provide estimated real-time arrival information, are transforming the transit business. Clear said that Chicago has already implemented a system that integrates public transit and parking. Kamp affirmed, and said a debit card that is integrated with your bank account can be used for transit fare and public parking purchases. Cyra said there are opportunities for integration of these systems in Madison. Schaefer added that bike-sharing is another travel mode that could be linked.

8. Election of Officers

Moved by R. Schmidt, seconded by Kamp to nominate Al Matano as Chair. Moved by Opitz, seconded by Golden, to close nominations and cast unanimous ballot for Matano. Motion carried.
Moved by R. Schmidt to nominate Steve King as Vice Chair. Moved by Golden, seconded by R. Schmidt, to close nominations and cast a unanimous ballot for King. Motion carried.

9. Resolution TPB No. 107 Adopting the Bicycle Transportation Plan for the Madison Metropolitan Area & Dane County

Schaefer reviewed a revised addition/revision document outlining the proposed changes to the Bicycle Transportation Plan. Schaefer said some changes were added were in response to recommendations made by the City of Madison Long Range Transportation Planning Committee and comments by Robbie Webber. He reviewed those additions along with the other significant changes. These included a recommendation to consider alternatives to trail fees for paths used for transportation purposes, a new recommendation to facilitate use of cargo bicycles used by businesses for making deliveries, and the addition of two paths identified as part of the Beltline study. In addition, some “best management practices” language was added regarding eliminating or minimizing impacts to environmentally sensitive areas from planned trails. This was in response to comments provided by CARPC staff.

Moved by Mandli, seconded by Golden, to adopt the resolution with the changes in the addition/revision sheet dated 9/2/15. Motion carried.

10. Review of Work Plan and Schedule for Regional Transportation Plan 2050

Schaefer said that the major staff effort will shift to the Regional Transportation Plan (RTP) now that the Bicycle and ITS Plans are being completed. He said the RTP must be completed by March 2017, but the schedule calls for completion by the end of next year. Schaefer summarized the work plan schedule and tasks. Public participation efforts include an interactive webpage, the public values survey, and three sets of meetings with the first in mid-November. A draft of the household, population, and employment forecasts to be used for travel modeling has been completed with some final refinements to be made based on the final CARPC urban service area employment forecasts and input from local planners and officials. Travel model work includes the work to be done by a consultant on the mode choice component of the travel demand model. The improvements are primarily needed for the next phase of the BRT study, but will also be useful for the RTP. The MPO will be able to use some of the modeling work that has been completed for the Beltline study. In terms of other analysis, Schaefer mentioned the new software acquired that allows calculation and mapping of accessibility to jobs and other destinations by different modes. Other tasks include a financial analysis since the plan must be fiscally constrained. He said a plan advisory committee will be set up. The MPO can also make use of the steering committee that CARPC is setting up for the values survey and regional visioning process.

Golden said the plan needs to include something about what local units of government have collectively planned for land use. Schaefer said the growth forecasts are based on local land use plans. MPO staff developed a composite map of local land use plans and met with and received feedback from local planners and officials in allocating the growth for the model. Golden asked if the composite land use plan would be included in the RTP, and Schaefer confirmed that it would be. Golden asked how inconsistencies in local land use plans along shared municipal borders would be addressed. Schaefer said in those few cases where there are inconsistencies the city or village plan has been used since development would likely occur upon annexation. Minihan commented that there are some land use plan conflicts between the Town of Dunn, Village of Oregon, Village of McFarland, City of Fitchburg, and City of Stoughton at common borders. Schaefer pointed out that local plans typically cover a much greater area than will be developed over the planning period. Control totals are used for allocating growth. Golden asked if local land use plans will be evaluated based upon their compatibility with the goals and objectives of the Regional Transportation Plan. Schaefer said local plans are generally consistent with transportation related land use goals to one degree or another, but the MPO doesn’t have jurisdiction over land use. He said the MPO can participate in CARPC’s planned regional visioning and growth strategy development process. Revisions to growth assumptions and analysis of the impact can be made as part of that process with later revisions to the RTP if necessary.
Golden said that a serious consideration of land use is needed for the RTP, even though this is not a combined land use and transportation plan. He suggested that the plan address and explain issues like conflicting land uses. Schaefer noted that CARPC has developed land use plans through the FUDA process in which multiple municipalities were involved. One such plan was developed for the Middleton-Waunakee-Westport area. The draft growth forecasts reflect those plans. There are other areas where that process hasn’t taken place. Golden said that the City of Verona, the Town of Verona and the City of Madison likely have different visions for future development along their common borders. Golden asked how the results of the values survey will be reflected in the plan. Schaefer said the values survey will help lay the foundation for the planning process, starting with the goals.

Golden praised R. Schmidt for her leadership and work on the transit listening sessions, which had excellent attendance and well received. He suggested reserving a section of the RTP for visionary ideas even if they are beyond our ability to fund at this time. Schaefer said that the MPO will actively seek public input and can include “illustrative” projects.

11. Resolution TPB No. 108 Adopting the MPO Public Participation Plan

Schaefer said all MPOs are required to maintain and regularly update a documented Public Participation Plan. The plan focuses on the RTP and TIP public involvement processes, but applies to all planning efforts. The plan includes goals and strategies that will be used, including some the MPO has already started implementing such as the e-newsletter, Facebook page, and Spanish page on the website. Schaefer said he was open to comments and suggestions from the board. Golden said he understood the difficulty in engaging citizens in long-range transportation planning efforts, but the plan needs to describe the methods to be employed to reach certain populations, including low-income people and those with disabilities. It is important to go to them as they won’t show up at a public meeting, but we need to engage them if the plan is going to reflect what the public thinks. Golden suggested a supplemental effort to identify methods or strategies to addresses these issues. Schaefer said a variety of public participation opportunities will be provided for the RTP, including the public values survey being led by CARPC. Schaefer said that achieving high levels of public participation is more of a challenge for long-range planning compared to current planning. Kamp suggested developing a list of stakeholders to include in outreach efforts, and said Metro Transit staff would be happy to assist with public participation outreach efforts. He suggested sharing public participation event outcomes with the Wisconsin State Journal editorial board.

Moved by R. Schmidt, seconded by Golden, to adopt the plan with the one addition in the change/correction sheet dated September 2015. Motion carried.

12. Recommendation Regarding Appointment of MPO Board Representative to CARPC Steering Committee for the Public Values Survey and Development of Regional Vision and Growth Strategy

Moved by Minihan, seconded by Opitz, to recommend Robin Schmidt for appointment to the CARPC Steering Committee. Motion carried.

13. Report on Dane County Transit Subcommittee’s Transit Listening Sessions (Robin Schmidt, Chair, Transit Subcommittee)

R. Schmidt reported on the transit listening session, including format and level of attendance. Listening sessions were held in Middleton, DeForest, Sun Prairie, McFarland and Fitchburg. Attendance ranged from nearly 20 in DeForest to about 35 at the Fitchburg and Sun Prairie sessions. A brief presentation by MPO staff on current transit services was provided at each listening session followed by small group discussions. The small groups answered the following questions: What are the benefits of transit to you and your community? What are the transit needs? Should Dane County help support transit, and if so, how should it be funded?

R. Schmidt said attendees included local leaders, individuals interested in transit, and people who were frustrated at not having better transit options. She said she has written a draft report that summarizes the
information generated from each session and is currently working on a report that provides an overall summary of the sessions with key themes from each location. After the report is completed, the Transit Subcommittee will review and approve it. Copies will then be sent to the Dane County Public Works and Transportation Committee. The report will be used during this year’s and future county budget discussions to help determine how it can help support public transit in the greater metropolitan area. The board commended R. Schmidt on her work. Schaefer said he was impressed by the wide cross section of people who attended. R. Schmidt said that the meetings also attracted businesses, including the company that makes American Girl dolls.

Matano said that he organized a Committee of the Whole informational presentation on Metro Transit and BRT and before the last County Board meeting. Kamp and Mike Cechvala provided the presentation, which was very well received. Matano said he prepared a two-page document that summarizes bus rapid transit, and that he’d send it to the board members.

14. Status Report on Studies and Plans Involving the TPB

Schaefer said policy and technical advisory committee meetings for the Beltline study are scheduled for mid-September. An update from those meetings will be provided at the next policy board meeting. Matano added that Midvale/Verona Road has been closed at the Beltline for interchange construction.

15. Discussion of Future Work Items

Schaefer said staff will present the findings of the Metro Transit on-board survey at the next policy board meeting. The City of Madison Common Council must adopt a resolution approving the consultant contract for improvements to the mode choice component of the travel demand model, but work will start after that.

Schaefer said four Section 5310 elderly/disabled transit grant applications were received before the August 31 deadline. Metro Transit and Dane County submitted applications to continue funding for their programs. The City of Sun Prairie submitted an application to purchase accessible vans for their shared ride taxi system. Colonial Club of Sun Prairie is requesting a bus to transport people to and from their facility. A committee made up of MPO staff and representatives from WisDOT Transit will review the applications. Staff has enough money to fund all of the projects if they meet program requirements.

Schaefer said that he will review the work program and budget at the next board meeting. The Regional Plan update is the most significant component of the work program.

16. Announcements and Schedule of Future Meetings

Matano mentioned that he is still interested in scheduling a meeting in a different community. Schaefer said that would be a good opportunity for public outreach on the RTP. The Board discussed various locations where the meeting could be held. Minihan said the Town of Dunn is completing restoration on the Dyreson Road-Yahara River bridge that was constructed in 1898. A horse-drawn vehicle will be the first to cross the bridge after it is completed later this month or in early October. Members of the board will be notified when more details are known. Minihan discussed some of the archaeological and historical history near the site.

The next meeting will be held Wednesday, October 7, 2015 at 6:30 p.m. at the Madison Water Utility Building, 119 E. Olin Ave., Room A-B.

17. Adjournment

Moved by Golden, seconded by Opitz, to adjourn. Motion carried. The meeting adjourned at 8:41 PM.