Chair Opitz called the meeting to order at 6:32 PM.

1. **Roll Call**

   **Members present:** Kelly Danner (arrived during item #3), Paul Esser, Steve Flottmeyer, Grant Foster, Patrick Heck, Jerry Mandli, Ed Minihan, Mark Opitz, Bruce Stravinski, Mike Tierney (arrived at start item #5), Doug Wood

   **Members absent:** Samba Baldeh, Margaret Bergamini, Tom Lynch

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

   **Others present in an official capacity:** Diane Paoni (WisDOT Planning), Forbes McIntosh (Dane County Cities & Villages Association), Brian Andreas (Strand Associates)

2. **Approval of August 7, 2019 Meeting Minutes**

   Stravinski moved, Foster seconded, to approve the August 7, 2019 meeting minutes. Motion carried with Flottmeyer abstaining.

3. **Communications**

   - Email from FHWA regarding eligibility of proposed stormwater interceptor component of University Avenue reconstruction project for federal STBG Urban funding.
   - Email from City of Madison Engineer Rob Philip, indicating need to look at reducing the cost of stormwater interceptor and other funding sources, and that for city would plan to move forward with University Avenue project as proposed.
   - Email from City of Fitchburg consultant describing status of N. Fish Hatchery Road reconstruction project.
   - Email from Waunakee Tribune editor, asking if scope of STH 113 resurfacing project could include improvements to Arboretum Drive intersection.

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

   None

5. **Public Hearing on the Draft 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County**

   Opitz opened the public hearing. No members of the public wished to speak. Opitz closed the public hearing. Schaefer suggested delaying staff’s presentation on TIP projects until after item 6. Foster moved, Tierney seconded, to table staff’s presentation until later in the agenda. Motion carried. After item 6, Foster moved, Tierney seconded, to take up item 5 again.

   Schaefer described the projects that have already received STBG-Urban funding, as well as the proposed new STBG projects: Pleasant View Road, CTH M, and Exchange Street. The Exchange Street project may be advanced to an earlier year if funding is available. Additional funding may be available due to cost savings from the Pleasant View Road project as a result of the use of grading rather than retaining walls for the
segment by the quarry. Also, Dane County might revise the limits of the project so that it ends at Oncken Road. Any extra funding, if available, could be moved to the University Avenue project. The board did not have any further comments pertaining to the STBG Urban projects.

Kanning reviewed the significant pedestrian/bicycle and roadway projects in the planning area. Schaefer noted that Dane County has significantly more resurfacing projects in their CIP compared to previous years, presumably due to extra funding from the new motor vehicle registration fee. He added that the transit capital projects include Bus Rapid Transit (BRT), renovations to the existing bus maintenance facility, and the purchase of a portion of the Oscar Meyer facility for a satellite bus storage and maintenance facility. Madison is seeking federal funding for the BRT and satellite bus garage projects. Opitz said that the board would be taking action on the TIP at their October 2 meeting.

6. Presentation on Pleasant View Road (USH 14 to Timber Wolf Trail) Project Design Study (Brian Andreas, Strand Associates, Project Consultant)

Brian Andreas provided a presentation on the Pleasant View Road project. The purpose of the project is to address roadway geometric, pavement, safety, and operational deficiencies. The existing two-lane road will be reconstructed to a divided four-lane roadway with wide shoulders/bike lane, a multi-use path, and sidewalk facilities. The project will be constructed now in two phases instead of three. The proposed limits for phase 1 are from USH 14 to Timber Wolf Trail. The original phase 1 limits were from USH 14 to Greenway Boulevard. Andreas described the project costs for phases 1 and 2, noting that the cost for phase 1 has been reduced due to the use of grading rather than retaining walls for the section by the quarry. This might require acquisition of a small amount of quarry property. Asked whether Middleton had contacted the quarry owner about this, Andreas said that the quarry owner would be contacted soon. Opitz asked Andreas to clarify what factors led to the cost reduction for phase 1 between June 2015 and October 2017. Andreas said that the June 2015 cost estimate for each phase reflects the unique costs associated with each phase. The October 2017 cost for each phase is based on the average cost per lineal foot for the entire project, which decreased. The additional grading/retaining wall costs associated with phase 1, which are reflected in the original June 2015 phase 1 estimate, did not get reflected in the phase 2 estimate in the same way. The current cost estimate accurately reflects the costs associated with each phase.

7. Resolution TPB #157 Approving Amendment #4 to the 2019-2023 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County

Schaefer described the TIP Amendment request. WisDOT is proposing to add one minor project that would improve drainage on Interstate 39/90 between USH 51 and River Road. The amendment also advances construction of the USH 14 (Pinehurst Drive to Westview Court) maintenance project to 2019. Esser moved, Minihan seconded, to adopt Resolution No. 157. Motion carried.

8. Review of Section 5310 Program (Enhanced Services for Seniors and Individuals with Disabilities) Grant Project Applications for 2020 and Draft Recommendations for Project Funding

Schaefer explained that MATPB receives an annual allocation of Section 5310 funding. Staff solicits applications annually and scores them through a competitive process. He noted that the Section 5310 criteria were recently revised as part of revision of the program management plan. There was $365,000 in funding available this cycle, including carry over funding from last year. However, only three project applications totaling $232,000 in federal funding requests were received. Therefore, staff did not score the projects, all of which will be funded since they are consistent with the coordinated plan. Two projects are continuing: Dane County’s Mobility Management Program and Metro Transit’s Paratransit Eligibility & Mobility Coordinator Program. The third project is purchase of an accessible vehicle by Community Living Connections, which provides support and living services for adults with disabilities.

Wood asked how much of the funding is carryover funding. Schaefer said that there was about $30,000 in carryover funding for this cycle. Danner asked how much will be available next year. Schaefer said that our
yearly allocation is just under $300,000, so around $130,000 in carryover funding would be available next year. He said staff will reach out to groups that participated in the coordinated plan before the next funding cycle. Union Cab had considered applying, but that would have required them to set up a separate entity for providing accessible taxi service. Federal law prohibits funding for private for-profit taxi operators unless they provide a shared-ride service. Heck asked if all of the respondents from the previous year were contacted, and Schaefer confirmed that they were. Danner asked if staff could reach out to organizations that did not apply, informing them that funding is still available. Schaefer said that staff could contact organizations to gauge interest in a second round of applications. Mandli asked how an additional review would work from a timing standpoint. Schaefer said that the timing might not work well from the organizations’ standpoint as they are probably putting together their budgets for 2020 now and would need to build into their budget the local share cost. However, MATPB can amend the projects into the TIP at any time. Staff will reach out to organizations on the contact list.


Schaefer introduced Zia Brucaya, MATPB’s new Rideshare/TDM Program Coordinator. Brucaya provided a presentation on the rebranding project for MATPB and the Rideshare Etc program. The rebranding conversation started two years ago after the RTP 2050 planning process. That process was guided by the 2015 Public Participation Plan. At the end of the process, staff completed the 2017 Public Participation Evaluation. Findings showed a low recognition of the MPO name and logo, confusion about what the MPO is and does, and the importance of effective public engagement materials and strong digital presence. Recommendations from the 2017 evaluation include: (1) explore renaming the MPO to make it more recognizable; (2) creating a new logo and brand; (3) leveraging social media; and (4) engaging the public year-round to increase name and logo recognition.

Rebranding will enable MATPB to articulate its vision so we can better inform, educate, and engage the public. Brucaya provided examples of other MPO mission and vision statements that are paired with logos. She noted that changing the name will not require a re-designation of the MPO; only board approval is needed. Staff looked at over 400 agencies when researching other MPO names. Staff has budgeted $25,000 in 2019 for the rebranding effort. Rideshare Etc. will also be included in the rebranding effort. Brucaya described the role and responsibilities of Rideshare Etc and provided examples of other Rideshare logos from across the country.

MAPB rebranding project goals include: (1) streamlining MATPB brand and messaging; (2) articulating a succinct mission and inspiring vision; (3) developing a brand package to better inform, educate, and engage the public; (4) defining MATPB’s audiences and key messages; (5) demonstrating a connection between MATPB and CARPC as partner agencies; (6) promoting the role and value of MATPB; and (7) fostering the view of MATPB as a forward-thinking agency. Rideshare Etc goals include: (1) developing a modern brand that conveys the full scope of the Rideshare Etc. program; (2) identifying distinct audiences and marketing messages; (3) raising public awareness; and (4) increasing the interest of potential partners. Brucaya provided examples of deliverables, which include a style guide and brand roll out strategies. She then described the timeline for the RFP.

Esser asked if there will be additional money budgeted in 2020 for the project. Schaefer said that additional funds could be allocated in 2020 for follow up work. Esser commented that the scope seemed extensive for the amount of money budgeted, and asked if the budget will be disclosed in the RFP. He added that the RFP is comprehensive. Schaefer said that the budget will be disclosed. Schaefer said staff did a fair amount of research related to the cost, but agreed they were asking for a lot for the amount of funding budgeted. Brucaya added staff would note our willingness to tweak the scope if needed. Schaefer said the timing of the project is good relative to the planned start of work on the RTP update in late 2020. Danner asked how many local vendors there are, as well as minority or women owned business. Brucaya said that staff didn’t have information on the number of minority or women owned businesses, but there are many local firms. Danner
asked if there will be a scoring mechanism for the RFP. Schaefer said that it would not be quantitative, but the consultant selection will be based on experience, project approach, and value. Brucaya added that the selection will not be based simply on the lowest bid. Schaefer said that he expects the majority of bids, or perhaps all bids, to be at $25,000.

10. Status Report on Capital Area RPC Activities
   Minihan said that CARPC recently held a strategic planning retreat, which was very successful.

11. Status Report on Studies and Plans Involving the MATPB
   Schaefer said that staff provided an update on the USH 51 project at the last meeting. WisDOT has scheduled a public involvement meeting for later in September. A meeting for agency staff was recently held. At that meeting, WisDOT described the roundabout projects, and said that a section of the Lower Yahara River Trail to be constructed as part of the project has been dropped due to the state law prohibiting use of eminent domain to acquire property for ped/bike trails. Minihan added that the USH 51 public involvement meeting will be held on September 26 at the Stoughton High School. The USH 51/CTH B/CTH AB roundabout will be separately funded. That project is scheduled for 2024. The USH 51 corridor project is expected to be constructed in mid 2020s.

12. Announcements and Schedule of Future Meetings
   The next meeting will be held on October 2 at 6:30 PM. A presentation on BRT will be provided at that meeting. Schaefer said that he recently attended a meeting related to the Beltline Dynamic Part-Time Shoulder Use project. WisDOT may reach a decision on whether to move forward with the project before the next Policy Board meeting. If so, WisDOT staff will provide an update at the next meeting. The board will need to approve both the BRT and Beltline projects. Staff is currently working out with WisDOT staff the timing and MPO approval process for the Beltline project.

13. Adjournment
   Minihan moved, Wood seconded, to adjourn. Motion carried. The meeting adjourned at 7:57 PM.