

Moving the Region

Newsletter of the Madison Area Transportation Planning Board



February 2020

Madison Area
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Transportation Planning Board
A Metropolitan Planning Organization

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We've Moved!

MATPB moved across the Capitol Square in November 2019 to co-locate with our sister agency, the Capital Area Regional Planning Commission.

Our new address is **100 State Street, Ste. 400**, Madison, 53703. But don't be fooled – even though the lintel of our historic building says “102 State Street,” you've come to the right place. Just look for the door at the top of the triangle that's marked “Ian's Accessible Entrance.”

Stay tuned for an open house invite this spring!

About Us

Madison Area
Transportation Planning Board

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MATPB Undertakes Agency and Rideshare Etc. Program Rebranding

The Madison Area Transportation Planning Board (MATPB) is gathering input to inform a major rebranding effort for MATPB and the Rideshare Etc. program we manage.

The rebrand will be complete in June 2020 and will include a new mission, vision, name, logo, look and messaging for both MATPB and the Rideshare Etc. program. The Rideshare Etc. program improves quality of life in Dane County by promoting smart and sustainable transportation options such as walking, bicycling, public transit, carpooling and vanpooling.

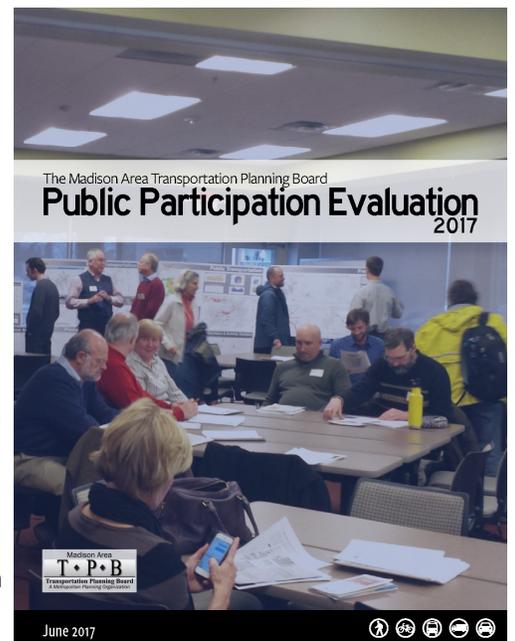
MATPB is gathering input from a wide variety of local and regional stakeholders through focus groups, interviews and surveys. If you have not yet had a chance, **please consider sharing your thoughts through this [short, 5-minute survey](#)** by 11:59 p.m. on Sunday, March 1st.

Your input is valuable to us regardless of how well you know MATPB or the Rideshare Etc. program today. The survey will ask about your perceptions of MATPB, your communication preferences, and your interests related to many of the transportation topics that we touch within the region.

Your input will help MATPB better serve the region in the years to come. As a recommendation of the [Public Participation Evaluation](#) that was done following the most recent [Regional Transportation Plan 2050](#) process in 2017, the rebrand addresses an identified need to improve public awareness and understanding of MATPB's resources and role within the region.

The rebrand will help us draw better connections to the everyday things that people value most, and will inform our approach to future engagement processes such as the upcoming regional transportation plan update that will begin in late 2020. It will also support our ongoing effort to better connect and coordinate with the Capital Area Regional Planning Commission as a regional partner agency.

As *the* agency responsible for cooperative regional transportation planning and decision making in the greater Madison region, we believe this rebrand is a critical step toward helping us more effectively tell the story of who we are, what we do, and why it's important.



June 2017



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New Staff Welcome!

Sherry BonDurant joined MATPB in January as our new part-time administrative assistant.

Sherry will be at the office three days per week and will provide support for activities such as meeting preparations, and administration of the Dane County employee bus pass and Guaranteed Ride Home programs. She will also help maintain and grow the MATPB social media presence on Facebook, which is a goal of the agency to support better public outreach and engagement.

Sherry also works at Driftless Studio on State Street and brings with her a background in newspaper reporting. Her assistance in keeping the MATPB office organized and running smoothly is already a huge asset.

Please help us welcome Sherry!

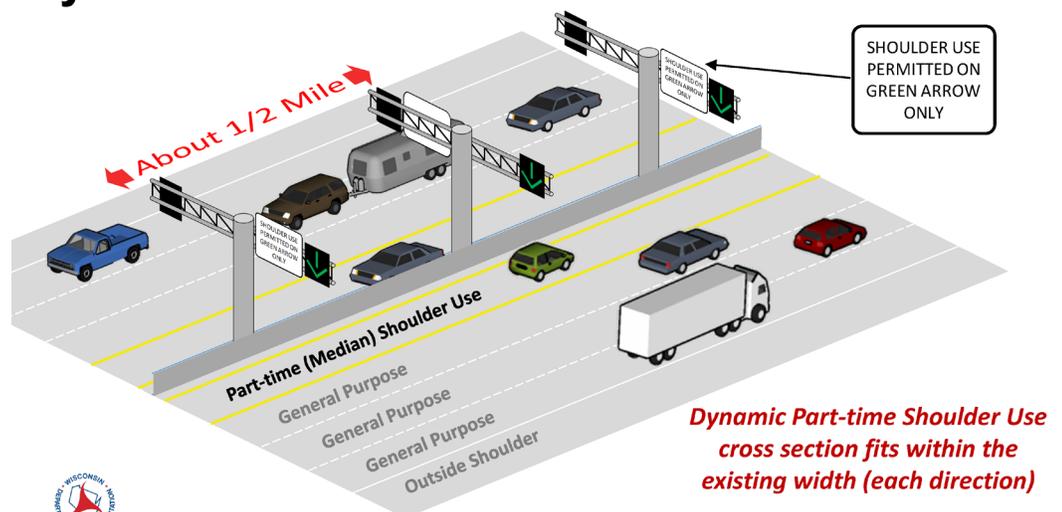
MPO Approves Beltline Dynamic Part-Time Shoulder Use Project

The MPO Policy Board recently approved an amendment to the long-range Regional Transportation Plan 2050 and 2020-2024 Transportation Improvement Program (TIP) to add a project to implement dynamic part-time shoulder use (DPTSU) on the Beltline between Whitney Way and Interstate 39/90. The DPTSU project is planned to be implemented in conjunction with maintenance work scheduled to be done in 2021-'22. This includes median barrier wall and drainage improvements as well as another resurfacing of the roadway.

The DPTSU project will allow motorists to use the inside shoulder during weekday peak periods and other times when the roadway is congested and speeds are low (e.g., during special events). It will add roadway capacity at those times without expanding the existing highway right-of-way, resulting in an estimated 30% travel time savings compared to existing average conditions during the peak hour. Even more importantly, the project will greatly improve travel time reliability.

The use of the shoulder will be actively managed by the State Traffic Management Center (TMC), which will monitor traffic volumes on the Beltline and open and close the inside shoulder lanes based upon traffic demand and/or an incident affecting safe travel in the shoulder. Dynamic overhead messaging signs will alert drivers when the shoulder lane is open for vehicle travel. See graphic below.

System Overview



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There were a considerable amount of comments on the project—both for and against—and lengthy discussion amongst board members prior to the decision to approve the project. Concerns centered on safety, potential to induce more car overall travel, and the plan, at least initially, to allow use of the shoulder by single-occupant vehicles. MPO staff worked with WisDOT SW Region staff to prepare information for the board addressing these concerns, drawing in large part from analysis conducted as part of the Beltline Study, which has been on hold for 2-3 years. That study had started to look at long-term solutions for the corridor. WisDOT hopes to resume that study soon.

At least 15 states utilize hard-shoulder running, including Minnesota, Illinois, and Michigan. The experience of these states with the concept has helped WisDOT greatly in planning for the project and determining how the shoulder lane will be managed and how incidents will be managed to assure safe emergency response.

For more information on the project as it moves forward, see the project webpage at: [US 12 \(Madison Beltline\) Resurfacing Alternatives.](#)

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Annual Transportation System Performance Measures Report Released

The fourth annual [Madison Area Transportation System Performance Measures Report](#) was released in late 2019. The purpose of the report is to track progress on metrics related to achieving the region's long-range transportation goals, and to inform decisions about regional transportation investments and strategies.

Overall system performance held steady in 2019. Positive trends include growing transit ridership after three years of decline, and growing airline passenger traffic.

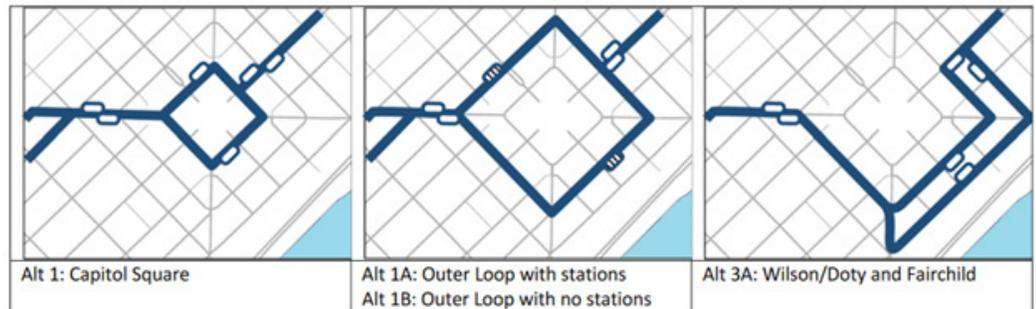
The most notable negative trends relate to traffic safety: the 5-year average annual rate and number of fatalities and serious injuries due to motor vehicle crashes increased. The 5-year average annual number of combined fatalities and serious injuries resulting from non-motorized crashes also increased in 2019.

East-West Bus Rapid Transit (BRT) Planning Study Update

The City of Madison is close to finalizing key details of the east-west BRT project between the East Towne and West Towne areas. The main questions still under review center on how BRT will pass through downtown Madison and how it will be aligned on the west end.

While subject to future refinement, these questions must be answered in order to compile information for the city's request to the Federal Transit Administration (FTA) to enter into project development this summer. This request is the first step in the process of securing a federal Small Starts construction grant to cover 50-80% of the BRT project cost, which is estimated to be \$120-\$130 million.

City of Madison Transportation staff completed analyses of the routing options in these two areas over the past few months. In downtown¹, a wide range of conceivable route options have been reduced to three, shown in the graphic below.



- Alternative 1 uses the route used by most bus routes today: State Street and around the Capitol Square, using existing bus lanes. Many local routes would be re-routed off State Street and the Square. Two sub-alternatives would have stops only on the Square or only at Webster and E. Washington Ave.
- Alternative 1A routes BRT around the Outer Loop while local bus service remains on the Capitol Square. New permanent BRT stations would be built on Doty and Dayton Streets.
- Alternative 1B is the same as 1A but does not have stations on the Outer Loop and therefore does not directly serve the Capitol.
- Alternative 3A operates in a new contraflow lane on Fairchild Street, then on Wilson and Doty Streets, and Webster and Butler Streets. New stations would be built at Martin Luther King, Jr Blvd.

City staff are recommending Alternative 1 with all stops shown. The city's Transportation Policy and Planning Board endorsed this recommendation at its most recent meeting.

At the western end² of the BRT route, four alternatives are being considered.

- Alternative 1 uses Mineral Point Road, serving only the north portion of University Research Park and CUNA Mutual, which have a large number of employees. A major drawback is that it does not serve the existing West Transfer Point (WTP).
- Alternative 2 uses Odana Road, serving the east and south portions of University Research Park, but not CUNA Mutual.
- Alternative 3 serves the WTP before going back north to Mineral Point Road, providing the highest level of job access, but adding to travel time.
- Alternative 4, which stops at the WTP, provides the lowest level of job access and does not provide a one-seat ride to West Towne, a major trip generator.

Cont'd. on next page...

¹ <https://madison.legistar.com/View.ashx?M=F&ID=8042090&GUID=69580F63-AB63-488F-AEEF-3E6B859AC06F>

² <https://madison.legistar.com/View.ashx?M=F&ID=8042091&GUID=A567AB7E-B174-41D6-B44F-99E8B4C7D160>

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Rideshare Etc. & TDM Resources

MATPB manages the Rideshare Etc. program in Dane County, which provides services for employers, municipalities, and individuals seeking assistance with transportation options.

Services available at www.RideshareEtc.org include:

- **Online ridematching** for carpool partners, vanpools, transit routes, park-n-ride lots, and bike buddies.
- **Commute Calendar** to track daily commutes and receive feedback on calories burned, cost savings, pollution reduction, and more.
- Platform for **Workplace Commuter Challenges** that allow employees to compete for rewards as individuals or teams.
- Access to the Dane County **Guaranteed Ride Home program**, which provides participants with up to six \$75 taxi vouchers per year for use in the event of an emergency at work.

In addition, MATPB staff provide support for employers interested in developing **Commute Solutions programs**, as well as municipalities interested in transportation demand management (TDM) planning and policy resources.

rideshare@cityofmadison.com

East-West Bus Rapid Transit (BRT) Planning Study Update, cont'd.

Alternative 3, which would require construction of a new street connecting Tokay Boulevard and the West Transfer Point to Rosa Road, through the University Research Park, is recommended by staff and the city's Transportation Policy and Planning Board. A [public meeting on west side routing alternatives](#) is scheduled for March 4 at 6:30 p.m.

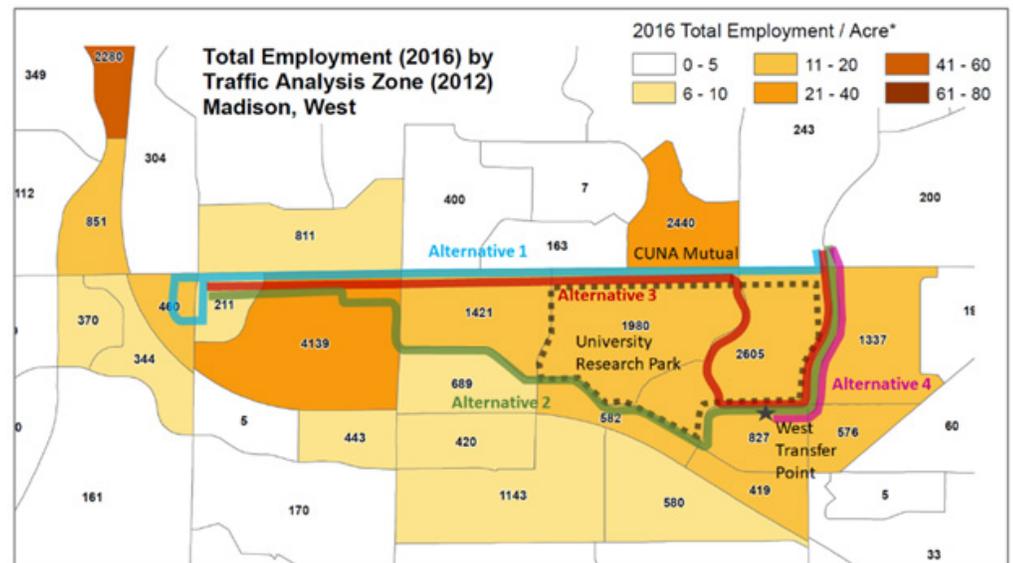


Figure 3-1 Employment Density

The Madison Common Council is scheduled to adopt a resolution identifying the “locally preferred alternative” in March 2020. Final engineering, design, and environmental documentation will begin later this year following FTA approval to enter project development. There will be more opportunities for public input during the final design process.

For more information, visit cityofmadison.com/transportation/initiatives/metroforward and www.madisonbrt.com.

2019 Accomplishments and 2020 Planning Activities

The following are some of the major planning accomplishments last year:

- Approved an amendment to the MPO's long-range Regional Transportation Plan (RTP) to add implementation of a dynamic part-time shoulder use project on the Beltline between Whitney Way and the Interstate in conjunction with maintenance work to be done in 2021-'22 (see related article).
- Completed an intersection safety screening analysis in collaboration with the UW-Madison Traffic Operations & Safety Lab to identify intersections to target for consideration of safety improvements and enforcement. The MPO applied for a federal grant to further this work by creating an interactive tool to allow local communities to identify and prioritize intersection safety improvements with the greatest potential for reducing fatalities and serious injuries.
- Completed an update to the Dane County Coordinated Public Transit – Human Services Transportation Plan. The plan identifies and prioritizes strategies and projects to meet the mobility needs of the elderly, persons with disabilities, and other transportation disadvantaged individuals.

Many of this year's major planning activities, some of which were initiated last year, center around preparing for the next update to our RTP. These include:

- Complete consultant project to develop a new regional travel forecast model;
- Support Capital Area Regional Planning Commission (CARPC)'s work to update the Regional Development Plan;
- Work with CARPC, City of Madison, and other local staff to update growth forecasts for the RTP; and

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- Analyze travel data and transportation system performance to identify needs.

Other major projects include completing an update to the federally required regional Congestion Management Plan and coordinating an update to the Transit Development Plan with Metro Transit's anticipated route network design study.

We will also complete the project to rebrand MATPB and our Rideshare Etc. program (see related article), which will inform our future public engagement efforts. We look forward to working with everyone on these and other projects this year.

Capital Area Regional Planning Commission: Upcoming Regional Development Plan



You've probably heard this before: Dane County is the fastest growing county in Wisconsin. We expect to add the equivalent of an additional Camp Randall stadium full of people – about 160,000 – over the next couple decades or so.

As a reader of regional transportation news, you are probably also aware that this growth will significantly affect transportation. More houses, businesses, schools and parks mean more people going from one place to another. How and where this development occurs will help determine the type and cost of our transportation facilities.

The Capital Area Regional Planning Commission is preparing a plan for how the region grows, called a Regional Development Plan. CARPC, like other RPCs in Wisconsin, is charged by state statutes to “prepare and adopt a plan for the physical development of the region.”



The last time such a plan was prepared for the Dane County area was in 1997. With only minor amendments since then, a new plan is well overdue.

CARPC's work on the Regional Development Plan builds on the work completed for [A Greater Madison Vision](#). Over the last few years, AGMV raised awareness of the need for a vision and plan for how we grow, facilitated community conversations about forces of change and how they may shape our region, and gathered public input in the form of an online survey.

The more than 9,200 survey responses demonstrated strong public support for addressing climate change and ensuring access to opportunity for all. Respondents felt that new development should address these priorities through greater transportation and housing choices – especially regional transit and affordable housing – and through growth that conserves natural and economic resources.

Drawing from priorities highlighted by the AGMV survey, CARPC prepared draft goals for regional development that:

- Fosters community resilience to climate change
- Increases access to jobs, housing and services for all people
- Conserves farmland, water resources and natural areas

Last fall, CARPC surveyed local government officials – elected, appointed and key staff – to gauge their support for these goals and related objectives. Survey respondents overwhelmingly agreed or strongly agreed that the goals and objectives are important and would help support local planning.

To learn more about CARPC, visit: www.capitalarearpc.org.