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ABOUT US

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Greater Madison MPO

Regional Transportation Plan Engagement Update: What We've Heard So Far

Public involvement activities as part of the [*Connect Greater Madison 2050 – Regional Transportation Plan Update*](#) are well underway and we have received a lot of insightful feedback. To-date, staff has organized focus group conversations with local organizations serving traditionally underrepresented communities; held two public information meetings; and conducted an online public survey.

In May, the MPO organized four focus groups in partnership with three different community organizations to gather feedback on transportation needs, barriers, and goals. We heard from participants from the Bayview Foundation, Latino Academy of Workforce Development, and Sun Prairie Neighborhood Navigators Program.



Public participation opportunities on the [Connect Greater Madison 2050 website](#).

Key themes and a summary of the conversations are available on our [Connect Greater Madison: Regional Transportation Plan Update website](#). Comments frequently addressed the financial burden and high cost of transportation; lack of convenient and accessible public transportation; and barriers to participation with the community caused by insufficient transportation options. Below are a few of the many comments we received:

"I would like to be a part of the community and go to farmers markets, make trips to Madison and go to other events, but I cannot due to limited bus service." –Sun Prairie Focus Group Feedback

"I want to get to where I need to be without it being so expensive and causing such a burden for me financially." – Latino Academy of Workforce Development Focus Group Feedback

"Cabs are costly, usually \$20-\$30 one-way, plus more to tip, so I have to make difficult decisions about which appointments or grocery store to go to. I take a cab to get groceries about once a month so that I can bring

home a lot of bags.” –Bayview Community Focus Group Feedback

“It is hard to be involved with kids’ after school activities and things like parent-teacher conferences due to transportation limitations.” –Bayview Community Focus Group Feedback

In June, the MPO held two public information meetings: a lunch-and-learn webinar hosted jointly with the Capital Area Regional Planning Commission (CARPC) and an evening public involvement meeting. These online meetings focused on the coordination between regional land use and transportation planning and how the regional transportation plan affects transportation projects, priorities, and funding in the Greater Madison area. Recordings of the public involvement meeting and lunch-and-learn webinar can be found on the [MPO’s YouTube page](#).

Finally, in July, the MPO conducted a public survey to gather feedback on perceptions of the transportation system, as well as views on priorities and important transportation issues that need to be addressed. Full results and a summary presentation can be found on the MPO’s [plan website](#).

More Opportunities to Participate

We want to know how well the current area transportation network is serving your needs. Use this [interactive mapping tool](#) to post your comments; you can identify specific gaps and challenges, as well as what you love that’s working well. This tool is available from August 23 to October 3, 2021. In addition to providing your own comments, please share it with your networks, co-workers, friends, family, and neighbors.

Lastly, stay tuned for more opportunities to get involved and help shape the future of our transportation system by [signing up for project updates here!](#)

Draft 2022-2026 Transportation Improvement Program Available for Review and Comment

The Draft 2022-2026 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County is now available for review and comment. The TIP lists major transportation improvements and studies with approved or committed funding during the next five-year period. The Greater Madison MPO must approve all projects with federal funding and/or that are regionally significant, including those selected or programmed by implementing agencies such as WisDOT and Metro Transit. As part of the TIP process, the MPO ensures coordination of projects amongst implementing agencies and consistency of projects with the Regional Transportation Plan.

The MPO receives a direct allocation of funding under the Federal Surface Transportation Block Grant (STBG) – Urban program and solicits applications and selects projects for funding under these programs every two years. This year, the MPO only received applications from the City of Madison. The following city projects are proposed to be funded:

- Autumn Ridge Path/Overpass (Milwaukee St. to Commercial Ave.) – Path with new overpass of STH 30.
- Mineral Point Road (Beltline Hwy. to S. High Point Rd.) – Pavement

Remembering Board Member Ed Minihan



We are deeply saddened by the passing of MPO Policy Board member Ed Minihan on August 5, 2021.

Passionate about community and environment, Ed became a Town of Dunn Supervisor in 1977, and was elected Chair of the Town of Dunn in 1979, a role that he continued in until his passing. Ed served on the MPO Policy Board beginning in 2012 and on the Capital Area Regional Planning Commission beginning in 2013.

In addition to his continued service through elected office, Ed was a long-time volunteer chef for Agrace Hospice, a tireless advocate of justice and equality, and a champion of cultural and ecological conservation. Ed’s good nature, thoughtful input, and indefatigable drive to protect the land and communities in the Madison area will be missed by all who knew him.

Read his full obituary and leave a personal memory of Ed [here](#).

replacement and marking consistent with the planned Bus Rapid Transit project with a new off-street path on the north side.

- Atwood Avenue (S. Fair Oaks Ave. to Cottage Grove Rd.) – Reconstruction to a three-lane divided roadway with pedestrian crossing improvements, off-street path on both sides, and bike lanes south of Walter Street.
- John Nolen Drive (Lakeside St. to North Shore Dr.) – Reconstruction of the roadway, bridges, shoreline and path. The project is only partially funded at this time and the city will pursue Bridge funding to supplement the MPO funding.



GREATER MADISON
mpo

DRAFT August 2021

Madison Metropolitan Area and Dane County
**2022-2026 TRANSPORTATION
IMPROVEMENT PROGRAM**

A public hearing regarding the draft STBG-Urban priority projects and the Draft 2022-2026 TIP is scheduled for the September 1 MPO Board meeting. Written comments are due on September 24. MPO Board approval of the STBG-Urban projects to be funded and the 2022-2026 TIP is anticipated at the October 6 meeting.

New RoundTrip Program Brand and Website



We are excited to announce the launch of the new RoundTrip brand and website, which replaces Rideshare Etc. as the face of the MPO's transportation demand management (TDM) program in Dane County – check it out at www.RoundTripGreaterMadison.org!

RoundTrip's mission is to connect individuals, businesses, and organizations in the Madison region with convenient alternatives to driving alone. The program does this through online commute matching services, incentives, education, technical assistance, and partnerships.

RoundTrip is dedicated to serving those living, working, and going to school in Dane County. The new website will continue to offer the same online commute matching platform that allows users to search for carpools, vanpools, bike buddies, Metro routes and park-n-rides, while providing new content dedicated to individuals and employers in our region.

As part of the RoundTrip rollout we are also able to offer a more user-friendly digital voucher request process for the [Emergency Ride Home \(ERH\) program](#), which is funded by the Dane County Highway Department.

To make this new resource possible, we relied on extensive stakeholder feedback from the MPO's rebranding project, which was completed in mid-2020, and received significant support from our partners at the Wisconsin Department of Transportation to implement the new website and ERH process improvements. We also received valuable feedback and support along the way from our partners at Dane County, the City of Madison, Metro Transit and University of Wisconsin-Madison, all of whom provide

Returning to the workplace?

A better commute begins with RoundTrip.



LEARN MORE

RoundTrip

annual financial support to market the TDM program to area commuters and employers.

The core function of the RoundTrip program is to be a resource for individuals, organizations, and TDM initiatives in the Madison region. Through this program, the MPO's goal is to reduce the number of drive-alone trips and vehicle miles traveled in Dane County, and to help manage traffic congestion. TDM benefits our region by supporting more efficient use of our existing roads and parking infrastructure, and limiting the impacts of vehicle traffic as our region grows. TDM also supports regional climate action goals and helps us contribute to a higher quality of life for all by elevating affordable, equitable, healthy, and environmentally-friendly options.

We are always eager to build new partnerships with employers and communities in the Madison region. If your agency or any employers with whom you work would like additional information, please contact roundtrip@cityofmadison.com to connect with our staff.

Telework Grant Partnership and 2021 Regional Survey

Earlier this year, the MPO partnered on a scoping study led by Sustain Dane that seeks to understand best practices for institutionalizing long-term support for telework among Dane County businesses in order to reduce vehicle miles traveled (VMT) in Dane County.

The purpose of the study, which will be completed in late 2021, is to help meet the Dane County Climate Action Plan goal to reduce total VMT in the county by 15% by 2050. The study is funded by the Dane County Office of Energy and Climate Change (OECC) through its Clean Energy Economic Development Grant Program.

As the project lead, Sustain Dane is working with a cohort of local businesses, organizations and individuals to identify teleworking best practices, equity considerations, and available tools for entities that are implementing telework plans and policies. The study will explore:

- The local evolution of telecommuting and its connection to sustainability;
- Opportunities to reduce vehicle miles traveled and increase wellness; and,
- Best practices to create resources for local businesses.

A final report will summarize findings and recommendations, and provide

2021 Dane County Bicycle Maps are Here!

The MPO generally publishes the Dane County Bicycle Map every-other year with funding from Dane County. In 2020, demand jumped 50%, from 5,000 to 7,500 maps! Faced with a shortage in 2021, we printed an updated map with new facilities constructed since 2020. Due to the number and significance of on-road and separated path projects under construction this year (see the [2021-2025 TIP project map](#)), we anticipate publishing an updated map in 2022 as well.

Maps continue to be distributed to area libraries, community centers, bike shops, parks and other locations, where you may pick one up. If you would like to offer maps for the public at your business or other location, please [email Ben Lyman](#).



a roadmap for the Dane County OECC and other organizations to institutionalize long-term support for telework to reduce driving. The MPO is contributing to this project through a regional survey of telework attitudes and trends, conducted July 20–August 16, 2021, which will build upon the findings of the [Madison Region Remote Work Survey: COVID-19 Impact](#) (June 2020) and inform the study's final recommendations.



Over 1,800 individuals participated in the June 2020 survey, with 79% indicating that they would like to continue working from home at least one day per week after business returns to “normal.” Responses at the time indicated a strong potential to reduce the effects of drive-alone commuting on individuals, transportation infrastructure, and the environment through increased telework.

The 2021 survey asked for new input from employees, managers and executives to gauge the evolution of attitudes, expectations and trends related to telework in our region over the past year. We are currently compiling results from the 2021 survey and will share them publicly when complete.

Earlier this year, findings from the 2020 survey were used to develop a [TeleWORKS Toolkit](#) as part of the MPO's TDM program. The toolkit provides a resource for employers, employees and policymakers to help shape the future of telework in Dane County, with an emphasis on how the public and private sectors can work together to ensure that more telework leads to less driving in our region. The toolkit encourages employers and individuals to view telework in the context of transportation sustainability, and to use it together with other options such as bicycling, public transit, walking, carpooling, and vanpooling to reduce vehicle miles traveled.

Metro Bus Network Redesign Study Underway

The planned implementation of Bus Rapid Transit (BRT) service in 2024 will build on a planning foundation going back many years. The MPO completed the Madison Transit Corridor Study in 2013, and the Madison Common Council authorized staff to begin planning for BRT in the east-west corridor in 2018. A Locally-Preferred Alternative was adopted by the Common Council in March 2020 and revised in December of that year. The FTA authorized the City of Madison to enter Project Development in July 2020. Madison's BRT project has been recommended to receive \$80 million in Small Starts funding, and is projected to begin full operation in 2024.

To maximize BRT's benefits as a backbone for Metro's system, the entire Metro route network – which currently operates on a timed-transfer system around five primary points – will need to be redesigned. This process will allow Metro to adjust to current community preferences, serve new development and travel patterns, and improve travel times, particularly for those who must currently transfer buses for a single one-way journey.

Metro recently released an Alternatives Report that compares two potential “extremes” of transit network design: a Ridership Alternative, which focuses service in high-frequency corridors serving dense residential and employment areas; and a Coverage Alternative, which disperses service geographically to ensure that a bus route is close to nearly all residents and

jobs – although a bus may only run on that route once an hour.

The Alternatives Report and a public survey (in English and Spanish) on how Metro's network should balance the competing goals of ridership and coverage are available at www.mymetrobus.com/redesign. Based on public input, a draft service redesign plan will be developed and shared for public feedback early next year and finalized in the spring. Implementation of the new service is anticipated over two years beginning in August 2022.

Planning for Sun Prairie Local Bus Service

Building upon implementation of commuter express bus service between Sun Prairie and Madison in 2019 (Route 23), the MPO is working with the City of Sun Prairie and Metro to investigate how best to serve their residents and employees following the planned implementation of BRT in 2024. The BRT service plan calls for "local" BRT service (i.e., without infrastructure improvements) extensions to the Sun Prairie Park-and-Ride Lot and the American Center, providing 30-minute all-day service to each.

The Sun Prairie Transit Commission approved the text of a public survey in August 2021 to provide information on residents' transit service needs. The survey will be conducted by the University of Wisconsin – River Falls Survey Research Center in the fall of 2021. New local Sun Prairie bus service will likely be implemented in 2023-'24, pending the recommendations of the Network Redesign (see article in this newsletter) and phased implementation of BRT service and related network changes.

Capital Area Regional Planning Commission: Regional Development Framework Update

The Capital Area Regional Planning Commission is finalizing a Regional Development Framework to guide future growth in the greater Madison region. They have prepared goals, objectives, strategies and a preferred 2050 growth scenario.

For a (very!) quick overview you can view a 90-second video on the [Framework webpage](#).

For more information, contact Sean Higgins at seanh@capitalarearpc.org to schedule a presentation, or for more information.



2021 MPO-RPC Joint Webinar Series: Upcoming

Thursdays, 12:00-1:00 p.m.

October 21: Economics of Green Infrastructure (CARPC)