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## ABOUT US Greater Madison MPO

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Greater Madison MPO

## Draft Regional Transportation Plan Available for Review and Comment

The Greater Madison MPO's work on *Connect Greater Madison*, the update to the Madison area's Regional Transportation Plan (RTP), is coming to a close. The previous plan was approved in Spring 2017 and the MPO is required to update the plan every five years. Both the current plan and the update have a plan forecast year of 2050. The RTP is the official plan for federal and state funding purposes. It provides the framework for the future of transportation in the Greater Madison area. The plan identifies future transportation projects, studies, and strategies to implement over the next 28 years.



The RTP is based on and designed to support the Capitol Area Regional Planning Commission's (CARPC) Regional Development Framework (RDF), as well as MPO communities' comprehensive plans. It is fiscally constrained, meaning that the projected cost of planned projects must align with projected transportation revenues. Project recommendations are refined through corridor, area, and mode specific studies and plans.

Public engagement for the plan has included a series of public meetings, focus groups, an online survey, and two interactive online maps. The third and final round of public meetings took place on April 7 and April 12. Presentation slides and a recording are available on the [plan website](#).

Long range planning is particularly important in the Madison area due to the region's rapid growth. Dane County's population is projected to grow by over 50% over the next 28 years, with a similarly large increase in employment. The RDF growth scenario used for development of the RTP assumes that half of this growth will occur in mixed-use centers and multimodal corridors. Around 44% of new growth is assumed in already developed areas, including around 60% within the city of Madison.

Along with promoting transportation and land use integration, the plan provides recommendations covering all modes of transportation, transportation demand management (TDM), transportation system management and operations (TSMO), inter-regional travel, and freight. It also details a wide variety of performance metrics to evaluate the plan and

assess progress towards regional goals moving forward.

The full draft plan is now available for review on the [plan website](#). Written comments will be accepted through Sunday, May 8, and may be submitted on the website or by emailing [mpo@cityofmadison.com](mailto:mpo@cityofmadison.com). A virtual public hearing will be held on [Wednesday, May 11 at 6:30 p.m.](#) at the MPO Policy Board meeting, offering an opportunity to provide oral comments. The agenda and registration information for this meeting will be posted on the MPO website one week prior. The draft plan may be adopted at this meeting if there are no comments to be addressed following the hearing.

## MPO Receives Federal Infrastructure Bill Funding Under Three Programs to Award for Projects

The Greater Madison MPO has for years received a funding allocation under two Federal Highway Administration programs. The largest is the Surface Transportation Block Grant (STBG) Urban program, which funds almost any type of transportation capital project. The MPO also uses it to support the RoundTrip travel demand management program. The other is the Transportation Alternatives program (TAP), which funds bicycle/pedestrian projects. The recently-passed Infrastructure Investment & Jobs Act, also known as the Bipartisan Infrastructure Law (BIL), significantly increased funding for all transportation programs and added new formula and competitive discretionary programs. Under the law, the Greater Madison MPO's STBG Urban funding allocation will increase from a little less than \$7 million to about \$9 million annually. The MPO's TAP allocation will increase from around \$600,000 to \$1.2 million annually. The MPO will also receive a little over \$1 million annually under a new Carbon Reduction program for projects that reduce transportation emissions.

The Wisconsin Department of Transportation, which administers these and other local programs, is coordinating with MPOs to jointly solicit applications for projects using the additional funding under the BIL. The first of these solicitations for the MPO's funding was for the STBG Urban program, to use Federal Fiscal Year (FFY) 2022 funding due to the need for it to be committed this fall. A little more than \$2 million is available and applications were due April 1. Because of the compressed timeline, the only construction projects that can be funded are simple roadway maintenance projects. The MPO received applications for three projects: a resurfacing in the village of DeForest and two pavement replacements in the city of Sun Prairie. A request was also made to add funding to already approved, but under-funded (less than 60% per MPO policy) projects scheduled to start construction this year. MPO staff are evaluating the new project applications using the MPO's scoring criteria and will present funding options to the Policy Board at its May 11 meeting. Another solicitation under the STBG Urban program for FFY 2023-2026 funding has been issued with applications due June 3. About \$8.5 million will be available to award.

A solicitation for applications for the TAP program using FFY 2023-2026 funding will be issued later this year with about \$2.5 million available to award. The FFY 2022 funding under the BIL will be used on projects awarded funding under the current application process (see related article). A request for project applications for the Carbon Reduction program using the FFY 2022 funding was just issued with applications due next month. About \$1 million is available.

## Awards for Connect Greater Madison RTP Interactive Public Comment Map

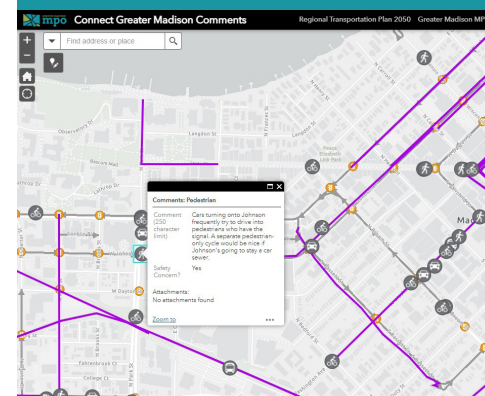


The interactive comment map created for the *Connect Greater Madison* regional transportation plan (RTP) public engagement process by our very own GIS Specialist, Dan Seidensticker, recently won **Best Interactive Map and Best Public Sector Map** at the Wisconsin Land Information Association (WLIA) annual conference!

This ArcGIS Online Web Application was developed to collect public comment on the existing transportation network during Phase 1 of the RTP planning process.

The interactive map allowed users to select a transportation mode (Bicycle, Pedestrian, Transit, Roadway, Other) and place a comment by drawing a point or line on the map.

Over 1,300 comments were collected during the comment period.



*“Making our communities livable for everyone makes them healthier and stronger. There is a reason Dane County is the fastest growing county in the state. We need to balance that growth, while improving access for everybody and not losing the qualities we have come to enjoy here.”*

## Get to Know Your MPO Board Member: Chair Mark Opitz

Mark Opitz is City Planner and Zoning Administrator for the City of Middleton, and Chair of the MPO policy board. He brings years of transportation planning and public service experience to the board.

Mark has been with the MPO for nearly 12 years and was appointed to represent cities and villages in Dane County. As board Chair, Mark appreciates the trust his colleagues have placed in him and is committed to bringing the board and staff together to work collaboratively with neighboring cities, villages, and towns to implement the regional transportation plan.



As city planner and zoning administrator for the City of Middleton, Mark also acts as the pedestrian and bicycle planner and the city's liaison to the airport and Metro Transit. One of his many current projects involves improving livability by implementing bicycle parking standards and reducing excess vehicle parking in Middleton.

**“We need solutions for the first and last mile of residents’ trips. Overcoming this means we do not have to put parking ramps on every block. Land is too valuable and resources are too finite to keep planning for the automobile.”**

Mark has built a career on supporting and promoting transportation alternatives centered on the most vulnerable users: pedestrians. He believes that the best cities to live in are those that are easiest to live, walk, and breathe in as a pedestrian. Mark recognizes that the greater Madison area is rapidly growing and becoming an increasingly desirable place to live. He hopes to see continued investment in bicycle and pedestrian infrastructure to create places where businesses want to invest and individuals want to be.

Mark's long career in transportation includes serving as the Wisconsin Department of Transportation (WisDOT) liaison to several MPOs in the state, from Oshkosh to Green Bay. His love of transportation began in his hometown of Rochester, Minnesota, where he remembers drawing maps of cities, roads, and railroads in his parents' study. Having seen much of the U.S. at a young age, Mark studied geography at Macalester College in St. Paul, Minnesota, leading to a position at WisDOT in Geographic Information Systems (GIS). He eventually left the GIS field to work more closely with the people he served, accepting a role at WisDOT's Central Office.

Mark received his Master's Degree in Urban and Regional Planning from UW-Madison in 1996. After graduation, he was hired by the City of Middleton, where he has worked for the last 22 years. He has also been elected to the Middleton City Council three times throughout his career, and served on the Dane County Board of Supervisors from 1998 to 2010.

Mark would like to see greater focus on regional transportation in Dane County and believes that every project and development should include pedestrian and bicycle infrastructure. He admires Madison's focus on



aligning transportation with land use and housing policy and believes that roadways should be designed for the most vulnerable users.

**"Transportation is inextricably linked with land use and housing policy: we don't just build roads or bike paths. I admire Madison's willingness to be a trailblazer and emphasize high quality bicycle facilities."**

Outside of his official capacities, you can usually find Mark skiing or playing in volleyball tournaments. He enjoys traveling and sightseeing around the U.S., and is particularly fond of the West and skiing in the Rockies. He has been fortunate to bike tour across the U.S. and world, from the northern coast of Spain and central Cuba to the Rocky Mountains in 2011 – an amazing 412 mile ride – and in 1994 even visited Antarctica! He and his wife Lisa have two children, one in Washington D.C. and the other next door in Middleton.

## MPO Approves Funding for Bicycle/Pedestrian Projects Under Transportation Alternatives Program

The MPO receives an allocation of federal funding under different programs established under federal transportation legislation, and solicits applications and selects projects for these programs using evaluation criteria that align with the goals and policies of the MPO's Regional Transportation Plan. One of these programs is the Transportation Alternatives Program, which funds bicycle/pedestrian projects.

During the most recent solicitation of projects this winter, the MPO received eleven (11) applications from the cities of Madison, Fitchburg, and Sun Prairie, and the Bicycle Federation of Wisconsin. A total of about \$2 million was available for this application cycle. The MPO selected five projects:

1. Continuation of the Bicycle Federation's county-wide Safe Routes to School (SRTS) program for the next four years;
2. BCycle bikeshare system expansion in Madison;
3. BCycle expansion in Fitchburg;
4. North Bird Street shared-use path with pedestrian crossing signals in Sun Prairie; and,
5. Shared-use path on Badger and Rusk Roads in Madison.

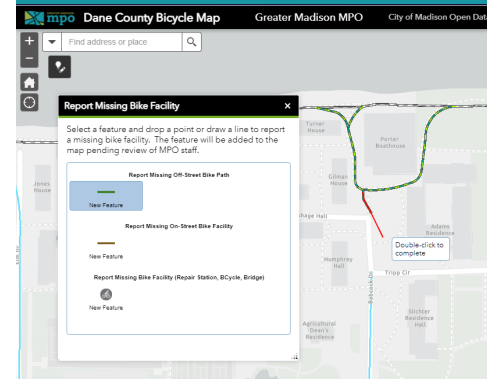
The Bicycle Federation's SRTS program currently operates with financial support from a prior TAP award, with full-time local staff offering program support throughout Dane County. While all schools are eligible to receive

support for walking and bicycling promotion through SRTS, resources are targeted through a School Equity Based Tier System. This system prioritizes elementary schools that have a higher rate of free and reduced lunch rates, as proxy for poverty, and 20% or higher childhood overweight/obesity rates.

The City of Fitchburg will install the first phase of its BCycle bike share system in the summer of 2022; their TAP award will support an expansion

## New Reporting Tool Added to Dane County Bicycle Map Application

A new tool in the [Dane County Bicycle Map application](#) makes it easy for users to report missing features by drawing missing on- or off-street bike facilities directly onto the map. Users can also include attachments with more information such as drawings, photos, and GIS files. MPO staff will review all submissions before they are added to the database.



# Metro Transit Network Redesign Continues

Metro Transit's Network Redesign process continues, as project staff meet with neighborhood groups and others to receive comments and make refinements to the proposed draft transit network. Staff are developing a series of alternatives that strive to address concerns raised by riders, employers, and communities. These alternatives are available [here](#) and through a link on the [project web site](#).

These alternatives are intended to provide clear evaluation of trade-offs. This will enable policy makers to make informed decisions regarding the relationships between various parts of the transit system, such as when a route extension or deviation in one area will make reliable transfers to other routes more difficult, or when a seemingly minor change will result in the need for an additional bus to be in operation.

Neighborhood meetings are being held throughout the Metro service area. Visit the [project website](#) to learn more, take the public survey, and see other ways to get involved as Metro works to design the best possible new transit system for the Madison area.

phase doubling the number of docks in the city, and closing the gap between Fitchburg's system and the adjacent system in Madison.

The City of Madison will also receive TAP funding for BCycle expansion, with stations located around the south, east, and north of the existing system. Combined, these projects will markedly increase geographic access to bike share, especially in neighborhoods with lower-income and/or predominantly BIPOC populations. Although it is unrelated to TAP funding, the Madison Public Library Foundation and BCycle's partnership to offer free bike share rentals through Madison Public Libraries will help to make the system accessible to lower-income and unbanked individuals in these neighborhoods.



**The BCycle electric bike share system will be expanded in Madison and Fitchburg through MPO-awarded TAP funding.**

Sun Prairie's North Bird Street path will be an important low traffic stress route connecting a rapidly developing area to the city core. Rectangular Rapid Flashing Beacons (RRFBs) will be installed at important crossings.

The Badger and Rusk Road path will provide a low traffic stress route to an existing overpass of the Beltline. This facility will greatly improve the usefulness of the overpass, and help to connect the residences, jobs, services, and other opportunities on either side of the highway.

In an effort to ensure that historically disadvantaged communities will gain increased transportation access, the MPO increased the proportion of points earned by projects serving Environmental Justice (EJ) areas in 2019 and again in 2021. In this solicitation round, five of the six selected projects earned the maximum 15 points (15%) for serving EJ areas, and the average equity score of selected construction projects was 11.3, or 16% of the total project scores. The average equity score of non-selected projects was just 7.5, or 11% of the total project scores. These figures show that while EJ-related points may not be the deciding factor in program selection for funding, projects that improve transportation access for minority and low-income populations are prioritized by the MPO's scoring metrics.

An additional project application solicitation will be offered in the spring/summer of 2022 for use of the extra funding to be received under the recently passed federal infrastructure bill.

## Speeding and Impairment: A Deadly Combination on Dane County Roads

Dane County is experiencing an unprecedented number of fatalities from motor vehicle crashes involving both speeding and alcohol or drug use. Statistics shared at a recent quarterly meeting of the Dane County Traffic Safety Commission (TSC) showed that during the past six months, a little

over one out of every three fatalities on Dane County roads resulted from crashes where both were a factor.

This continues a trend: during 2021, the county saw seven fatal crashes resulting in eleven deaths that involved both speeding *and* alcohol or drug use, an increase of over 40% from averages in the past five years. Excessive speed or use of alcohol or drugs increases the risk for traffic crashes, but the combination of these two factors is especially lethal. When a crash involves multiple factors, it dramatically increases the likelihood it will result in death.

The overall number of traffic fatalities also increased significantly last year. The Dane County TSC reviewed 48 crash-related deaths in 2021, 33% higher than the previous five-year average. In the first three months of 2022, 16 people have lost their lives on Dane County roadways, up 50% from the same time period in 2021.

As a member of the TSC, the MPO is helping to develop county-wide strategies to address four priority traffic safety areas:

1. Driving while impaired by alcohol and drug use;
2. Risky driving behavior, including speeding, distracted driving, and not using occupant protection measures;
3. Pedestrian crashes; and,
4. Racial disparities and traffic injuries.

The TSC is also conducting a series of listening sessions with communities around the county to learn more about local traffic safety concerns.

### *City of Madison Vision Zero Action Plan*

The Madison Vision Zero Action Plan was officially adopted by the Common Council on March 29, mapping out specific strategies and actions the City will take to reach the goal of zero deaths on city roadways. The Vision Zero Action Plan uses the Safe Systems Approach, which prioritizes safety as the most important factor in decision-making.

Key components include:

- **Safe Streets:** Improving the design of streets to support lower speeds and improve safety, especially for people walking and biking.
- **Safe People:** Providing alternatives to driving, educating people on safe behavior and building a traffic safety culture.
- **Safe Vehicles:** Ensuring the City is a leader by purchasing vehicles that support safety technology and ensuring our employees are contributing to safe streets.
- **Safety Data:** Ensuring that we are using data to make the best investments and decisions to reach our goal of eliminating serious and fatal crashes.
- **Safety-Focused Enforcement:** Focusing on stopping the most hazardous driving violations.

More information about Vision Zero and the Action Plan can be found at [www.cityofmadison.com/transportation/initiatives/vision-zero](http://www.cityofmadison.com/transportation/initiatives/vision-zero).

In the first three months of 2022, sixteen people have lost their lives on Dane County roadways, up 50% from the same time period in 2021.

VISION ZERO  
M A D I S O N





*"I sit in the middle of Madison and see the best and the worst of the city. We have an opportunity to make Madison the best place it can be. When we talk about diversity, equity, and inclusion, if we're looking through that lens, then Madison is not there yet, but we are moving in that direction. I may not be in public office when we achieve those goals, but we are moving towards incorporating diversity, equity, and inclusion into our policy and decision making process, and I am proud to be a part of it."*

## Get to Know Your MPO Board Member: Alder Barbara Harrington-McKinney

Barbara Harrington-McKinney is a facilitator and trainer for the Imago Dei Consulting Group and serves as District 1 Alder for the City of Madison. She has built a career in public service on supporting marginalized voices in public policy and promoting transportation equity.

Barbara is an educator with a bachelor's degree in special education from the University of Missouri-St. Louis. She is a life-long learner, having received a degree in urban planning and public policy analysis from Southern University Illinois at Edwardsville and an MBA from Fontbonne University.



Alder Harrington-McKinney's involvement with the Greater Madison MPO is not her first experience with regional planning. She was originally drawn to public policy and equitable community engagement, in part because of how development in her community and other historically marginalized areas in St. Louis was displacing communities of color and gentrifying the city. This led her to become a leader and activist, organizing out of her church.

After receiving her master's in urban planning and public policy analysis, she became involved with the East-West Gateway Council, a collaborative forum for local governments in the tri-state area. At the time, the council was designing a metro transit system and intended to provide a park-and-ride service for communities in the outlying St. Louis area. Through her advocacy work with the church, Barbara brought attention to the fact that the community engagement process did not include those who were most dependent on public transit. Many residents did not have access to a vehicle and would be unable to access the park-and-ride system. After several meetings, the council changed the plan to include buses in transit-dependent areas that would connect those communities to the metro.

**"Creating a better life for my constituents and the residents of Madison are the main reasons I am involved in transportation planning and policy. I am always trying to bring diversity, equity, and inclusion to the table. As a policy maker, the decisions we make directly impact those that are most underrepresented and historically marginalized in public policy. I strive to bring their voices and lived experiences forward. It is a priority of mine to ensure that voices of differently abled people are heard in transportation planning. The City of Madison is an innovative bike-friendly community, but not everyone is comfortable or able to use the cycling infrastructure to get to the places they need."**

Barbara moved to Madison in 2005 to support her son. While she did not have plans to stay, she has become a community activist who believes Madison is a place where all people can thrive. She requested to be appointed to both the MPO policy board and City of Madison transportation commission so that she could continue to be a part of the

kinds of conversations she was having in St. Louis, to promote equity and accessibility in Madison's transportation system.

**"We need to ensure that people can get to work, schools, and other necessary places with the most reliable and efficient modes of transportation, while keeping the environment in mind. As Dane County grows, our transportation and policy frameworks must address the needs of everyone in the county."**

Barbara would like more people to understand that transportation affects every aspect of a person's daily life. Transportation is the lifeblood of a thriving community and sits at the core of how people interact with one another. As the population of Madison grows, expanding the viability of different transportation modes is critical. Barbara believes that we cannot continue to add more cars to our already congested system and must instead look at different modes to get people to where they need to be. We must also include residents in these conversations to understand how critically important this work is. She would like to see more policy makers and planners take these important conversations to the people in order to arrive at more informed policies for our communities and the region.

Outside of her work, Barbara is an active member of her church. She enjoys hearing the opinions of people in her community, including what they are thinking about and struggling with. One thing not many people know about her is that she collects bells.

## **Planning Process for Greater Madison MPO Re-Certified as Meeting Federal Requirements**

The U.S. Department of Transportation (USDOT) recently conducted a planning certification review of the regional transportation planning process conducted in the Madison area, and determined that the process is meeting the spirit and intent of Federal laws and regulations. Certification reviews are required every four years to determine if the transportation planning process carried out by the Greater Madison MPO in coordination with WisDOT, Metro Transit, and local units of government, meets applicable Federal requirements. As part of the review, staff from USDOT, MPO, and WisDOT discuss best practices, and USDOT makes recommendations for improvements to the process.

During the review, staff from the Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) reviewed all MPO documents and held two half-day meetings with staff to discuss planning topics. A virtual public meeting was also held on February 16th to hear comments on the planning process from interested stakeholders and members of the public. Over 20 persons registered and about 15 attended. Comments centered on planning issues with comments in support of current policy approaches to addressing safety and congestion and interest expressed in inter-city passenger rail.

Following the review, recommendations are made for improvements to the process and any outstanding practices are called out as USDOT shares the certification review reports with other divisions around the country. While a formal report is still pending following USDOT review of the MPO's draft Regional Transportation Plan update, USDOT staff issued some preliminary recommendations and commendations.



The following are recommendations to further improve the process:

1. Show data on transportation funding by mode and roadway project type in the Transportation Improvement Program (TIP) in the introduction or an executive summary to call more attention to it.
2. Outline possible alternative financing options in planning document(s) to educate the MPO policy board, local officials and staff, and the public.
3. Along with other large MPOs, adopt an MOU with WisDOT and FHWA outlining how the requirements of 23 USC 133(e) and 134(k)(4) related to programming of projects are satisfied.
4. Review and update TIP amendment procedures.
5. Coordinate with Metro Transit on the schedule for adoption of Federal transit related performance measure targets.

The MPO received the a number of commendations for outstanding practices related to the following:

1. Surface Transportation Block Grant (STBG) Urban project scoring criteria, which incorporate the Federal performance measures and equity.
2. The MPO rebranding effort and the use of it as an opportunity for stakeholder reengagement, education, and capacity building.
3. The MPO's RoundTrip Travel Demand Management (TDM) program to promote sustainable transportation options.
4. The [\*Pedestrian/Bicycle Facilities, Policies, and Street Standards: Review of Community Requirements in the Greater Madison MPO Planning Area and Recommended Best Practices\*](#) (May 2021) report.
5. The use of focus groups during the regional transportation plan update to engage environmental justice populations.
6. The development and sophistication of the MPO's travel forecast model.
7. The incorporation of virtual public involvement techniques into the MPO's public involvement plan, including "lunch and learn" webinars.

## Review and Comment on the Draft 2050 Regional Development Framework Report

The Capital Area Regional Planning Commission (CARPC) is accepting comments on the draft 2050 Regional Development Framework report through May 13. View the draft report and submit comments at [rdf-carpc.hub.arcgis.com](https://rdf-carpc.hub.arcgis.com).

The [\*Regional Development Framework\*](#) is an advisory guide for incorporating big picture goals into local decisions about where and how to grow. Its purpose is to encourage and promote planning and development that achieves our shared goals for the region. The strategies outlined in the Framework promote growth that:

- » Reduces greenhouse gas emissions and fosters community resilience to climate change
- » Increases access to jobs, housing, and services for all people



DRAFT  
FEB 2022

**Greater Madison  
grows together**

2050 REGIONAL  
DEVELOPMENT  
FRAMEWORK

- » Conserves farmland, water resources, natural areas, and fiscal resources

CARPC staff used public input, existing local plans and policies, and community consultation to develop the Framework's goals, objectives, and strategies. Framework goals were established through extensive community engagement during the [A Greater Madison Vision](#) initiative. Local government officials were engaged throughout the Framework development process, from voicing strong [support for draft goals](#) to weighing in on projections and maps. Framework growth strategies were developed in concert with local communities and guided by local comprehensive plans.

After its adoption, CARPC will implement the 2050 Regional Development Framework by providing planning assistance, sharing information, and facilitating dialogue among communities. Local governments, regional organizations, and private sector developers can also use this document to inform future development decisions. The 2050 Framework will not be used to regulate land use or to influence CARPC's Urban Service Area recommendations to the Wisconsin Department of Natural Resources.

DRAFT

**The Framework is designed to address the region's top priorities.**

**01**

**Reduce greenhouse gas emissions and foster community climate change resilience**

**02**

**Increase access to jobs, housing, and services for all people**

**03**

**Conserve farmland, water resources, natural areas, and fiscal resources**

10 Greater Madison grows together Regional Development Framework

