

**Madison Area Transportation Planning Board (an MPO)
Technical Coordinating Committee
June 24, 2020 Meeting Minutes**

1. Roll Call

Members present: Phillips, Tao (left after item #3), Stouder, Dunphy (left after item #4), Violante (joined during item #3), Koprowski (joined during item #3), Paoni, Clark, Larson, Scheel (left after item #4), Gritzmacher, Holt, Stauske, Batuzich

Members absent: Beck, Balke, Even, Hall, Hessling, Stephany, Wheeler

MPO Staff present: Schaefer, Hoesly, Brucaya, Moreno

Others present: Forlenza (FHWA; left after item #3), C. Petykowski (City of Madison), T. Vieth (WisDOT SW Region), L. Rada (City of Sun Prairie; left after item #4)

2. Approval of January 22, 2020, Meeting Minutes

Stouder moved, Stauske seconded, to approve the January 2020 meeting minutes. Motion carried.

3. Presentation on City of Madison's Vision Zero Initiative

Tao provided a presentation on the history, goals, and strategies of Vision Zero (VZ). VZ was first implemented in Sweden in the 1990s and has since been adopted in cities around the world. Madison's goal will be to eliminate traffic fatalities and serious injuries by 2030. VZ takes a systems approach that accounts for human failings in transportation infrastructure design, and shifts away from an exclusively engineering perspective to elevate the public health perspective. There are minimum criteria that must be met to become a "Vision Zero City." An interdisciplinary steering team of city agencies and departments, including the Mayor's office, traffic engineering, fleet services, police, Metro, public health and others has been developing the initiative. They also plan to convene a task force that includes additional organization and agency partners beyond the city. Tao also shared upcoming projects and branding/communication plans that are under development.

Phillips noted that as part of the city staff team, he had been skeptical of the initiative at first, but is very supportive now. Tao noted that they are looking for more partners. Schaefer asked whether the city envisions dedicating a staff person to this long-term, as that is common in other VZ cities. Tao noted that as an example, Denver has three dedicated VZ engineers; he said that they had planned to request funding for one staff person in the 2021 budget, but that will likely need to be postponed due to the impact of COVID-19 on the city budget. He also said that various city departments can absorb some of the work until a staff person can be hired.

4. Presentation on 2019 Annual Traffic Safety Report for Dane County

Schaefer shared a brief update that MATPB did not receive funding for its federal grant application for the proposal with the UW TOPS Lab to develop a tool that would build upon the intersection safety screening work done to also identify appropriate and cost effective safety counter measures for high-crash intersections. MATPB and TOPS Lab staff will debrief with FHWA and MATPB staff will explore other ways to help communities with their work to address traffic safety.

Hoesly shared a presentation on the 2019 Annual Traffic Safety Report for Dane County, which was put together for the Dane County Traffic Safety Commission (TSC). The TSC was created in 1972 and is composed of a variety of stakeholders. The Annual Traffic Safety Report is produced by the TSC and focuses on human-related crash factors. It supports a data-driven approach to planning and

decision-making; it does not include recommendations. Data in the report is used to identify initiatives for possible National Highway Traffic Safety Administration grants. The presentation included snapshots of 2019 crash trends in Dane County, a breakdown of crash factors by percent of total vs. percent fatal, and insights related to the following crash categories: cars, bicycles & pedestrians, motorcycles, teens & older drivers, distracted drivers, and speeding & aggressive drivers. Violante asked whether the presentation could be shared; Schaefer will send to the committee.

5. Update on Rebranding Project for MPO and TDM Program

Schaefer provided a brief introduction, explaining that the policy board would be voting to approve the new mission and vision statements and logos at the upcoming meeting on July 1, 2020. He stated that staff would share a summary of the rebrand rollout strategy tonight, followed by additional details and proposed strategies at the next committee meeting for feedback.

Brucaya then shared a brief presentation on the goals and status of the rebranding project; the iterative selection process for the final logos; and the key goals and messages for both rebrand rollouts. MATPB will become the Greater Madison MPO, and Rideshare Etc. will become RoundTrip. The policy board is expected to finalize the draft mission and vision statements for the MPO at the July 1 meeting, in addition to approving the two new logos. The CARPC board decided to develop a new logo in conjunction with the MPO, so there has been an ad hoc committee with members from both boards providing feedback to Distillery over the past few months.

Paoni noted that the color of some of the bright/light yellowish green text in the presentation is hard to read; Brucaya explained that color is part of Distillery's brand, not the new MPO or RoundTrip brand. Phillips asked whether the pandemic has or will impact this process at all, especially the TDM program, with people driving less. Brucaya explained that over the past few months, staff have communicated with participants about safety recommendations, guaranteed ride home availability, and safety communications from Union Cab; looking to the future, staff believes that telework will become a greater emphasis of the TDM program. We will be able to identify challenges, opportunities, and needed resources through the regional telework survey being conducted this month.

6. Committee Member Reports

Stouder: The Oscar Mayer special area plan goes to plan commission for approval next week. Planning staff are providing support to Metro Transit on the East-West BRT project, and conducting concurrent planning processes for the Odana Area and East Towne Area Plans.

Clark: Street projects include Clinton Road in Morrisonville, working with the county on Highway DM, and a lot of storm water work. The village has two facility projects underway: converting the public works shop into the Windsor Police Department, and constructing a new public works facility, which will be completed by the end of the year.

Larson: Only small local street work this year.

Stauske: Only local street work this year, which is almost complete. Planning department is wrapping up the comprehensive plan update; the transportation component is done.

Holt: The Verona City Council approved the developer for the school property, which the city is set to gain ownership of in November. Following that, the city can begin the planning process. Hiring for the planning director position is on hold until the end of the year.

Petykowski: All projects are out to bid or in construction. There are many local resurfacing and reconstruction projects underway. Some projects have been delayed due to lack of ability to conduct the appropriate public engagement, including some sidewalk projects. Federally funded projects

underway are Gammon Rd. & West Towne Path (Mineral Point to Beltline), and Cottage Grove Rd (North Star to Sprecher). The final design of University Ave (Shorewood Blvd to University Bay Dr.) is being completed.

Gritzmacher: The city is working on some local street projects. A new plat was approved for the shopping center off of USH 151. The CSM was approved for the new high school. The city is preparing to build a new municipal parking lot near City Hall; Angel Street will be vacated and land will be swapped.

Koprowski: TAP projects are ranked at the state level and will be reviewed on July 8th. The City of Madison Main Street project is among the top few. The awards will be announced within a few months.

7. Staff Report

Schaefer reported on the following:

- Most of the MPO Board appointments have been made. The only new member so far is Dorothy Krause, replacing Bruce Stravinski, who resigned. The two County Executive appointments have not yet been made. One will be new. Sun Prairie Mayor Paul Esser will likely be reappointed.
- The 2020 Dane County Bicycle Map was completed and is being distributed to bike shops and other locations.
- The regional telework survey will be live through the end of June. Staff will produce a short summary report of takeaways to accompany the results.
- An amendment needs to be made to the Regional Transportation Plan to add BRT to the fiscally constrained plan. Approval to release this for public comment will be on the agenda for the July 1st board meeting. The RTP amendment is need for the project to receive federal funding.
- Several amendments to the 2020-2024 TIP have been approved this year, including the major one to add the CTH AB/USH 12-18 interchange project. Amendments are posted on the MPO's TIP page.
- Staff are working to prepare for the next RTP update, including work with a consultant to develop a new, improved travel forecast model and working with city planning and CARPC staff to prepare revised growth forecasts.
- Staff will present on Streetlight Data and our uses of it at the next meeting.

8. Next Scheduled Meeting Dates

The next scheduled meeting dates are August 26, 2020 and September 23, 2020.

9. Adjournment

Gritzmacher moved, Violante seconded, to adjourn the meeting. The meeting adjourned at 3:35 p.m.

Minutes recorded by Z. Brucaya and W. Schaefer