

**Madison Area Transportation Planning Board (an MPO)  
Technical Coordinating Committee  
January 22, 2020 Meeting Minutes**

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**1. Roll Call**

**Members present:** Ballweg (for Bisbach), Batuzich, Beck, Clark, Dunphy, Hall, Hessling, Koprowski, Petykowski (for Phillips), Scheel, Stauske, Stephany, Stouder

**Members absent:** Even, Hessling, Holt, Larson, Paoni, Semmann, Tao, Violante, Wheeler

**MPO Staff present:** Schaefer, Hoesly, Holloway

**Others present:** A. Rahman

**2. Approval of November 20, 2019, Meeting Minutes**

Scheel moved, Stouder seconded, to approve the November 2019 meeting minutes. Motion carried.

**3. Presentation on Summary Findings from the National and Local Household Travel Surveys**

Schaefer provided a brief introduction, explaining that MATPB's primary use for the information gleaned from the household travel surveys would be in the development of the new regional travel model, and that information from the surveys could also be used in a variety of other planning activities.

Holloway then presented background, methodology, and summary findings from the National Household Travel Survey (NHTS) and the local household travel survey. MATPB's analysis focused on NHTS responses from within Dane County and the local household travel survey was conducted entirely inside the MATPB planning area. Both surveys included two main parts: a travel log, documenting travel and activities over the course of a single day; and a questionnaire, which asked respondents about general travel behavior, preferences, and demographics. Holloway presented summary findings from the travel logs, including the percentage of trips by trip purpose and mode of travel; and findings from the questionnaire, including frequency of travel by different modes and barriers to travel by alternative modes.

**4. Presentation and Discussion Related to Rebranding Project for MATPB and Rideshare Etc. Program**

Hoesly provided a brief presentation introducing the MATPB and Rideshare, Etc. rebranding project and then guided committee members through the following discussion questions (responses follow in *italics*):

- How do you describe what the MPO does?
  - *It coordinates the regional movement of people and economic connections.*
  - *It also coordinates transportation investment.*
  - *It is a forum for transportation decision-making but goes beyond just transportation, it also includes land use, etc.*
  - *The MPO's jurisdiction is hard for people to understand because it does not operate within a well-understood boundary like a county or a city.*
  - *It is a transportation project and planning clearinghouse for the Madison region.*
- What do you call the area the MPO serves?
  - *"Madison area" is a bit better than "Greater Madison."*
  - *People sometimes assume that the MPO represents Dane County.*

- *“Madison area” and “urbanized area” are interpreted differently by different people.*
- Does “MPO” need to be part of the name? Does “Transportation” have to be part of the name?
  - *“MPO” does not mean much to most people.*
  - *I never say “MATPB,” it would be nice to have an acronym that can be pronounced.*
  - *“Transportation” needs to be part of the name, as does the idea that the organization represents the Greater Madison area.*
  - *The fact that the MPO does transportation work is the most meaningful thing to most people.*
- What is the unique value that the MPO brings to the region?
  - *Integration with other jurisdictions.*
  - *Checks and balances on other transportation decision-making agencies.*
  - *Transportation analysis and support for its constituent jurisdictions.*
  - *Comprehensive planning.*
- What is the future we are working towards?
  - *Fewer SOV trips.*
  - *Sustainability.*
  - *Equity.*
  - *Choice/multimodal transportation options.*
  - *Fiscal sustainability.*
  - *Community. Ensuring that transportation infrastructure knits communities together instead of splitting them.*
- What challenges do you see the MPO facing in public perception, communications, and outreach?
  - *No matter how you rebrand, no one is going to know the MPO unless it is in their face more.*
  - *Need more virtual public involvement—reach people on their phones. Use more apps with project information to solicit public input.*
- What opportunities can the MPO take advantage of to broaden awareness in the region?
  - *We are facing big growth-related challenges. The MPO can help residents understand the challenges related to increasing traffic, etc.*
  - *If the MPO could co-brand Metro Transit, BCycle, etc. to say that X was planned in coordination with the MPO, that could be a good way to help people understand what the MPO is.*
  - *Visualization—show people how things will change in coming years.*

## 5. Committee Member Reports

Petykowski:

- CTH M (Valley View to Cross Country) construction is complete and all lanes are open. Punchlist work will resume in the spring.
- Storm sewer repair on Raymond Rd has continued. There is soil intrusion into the cracked storm sewer pipe, as deep as 25 feet.
- E. Johnson St (Baldwin to First) construction complete and all lanes are open. Punchlist work will resume in the spring.
- Cottage Grove Rd (North Star to Sprecher) Project was let Dec 10, construction to begin April.

- Gammon Rd & West Towne Path (Mineral Point to Beltline) Project was let Dec 10, construction to begin in April.
- University Ave (Shorwood Blvd to University Bay Dr) Geometry approval is scheduled for February, Env Doc, DSR & Final Design to be completed this summer/fall. ROW acquisition next Fall/Winter. PSE scheduled for May 2021 – Nov 2021 let.
- Pleasant View (USH14 to Timber Wolf Trail) Work on 60% plans continue. Geometry approved. Working on Env Doc and DSR with Fall 2022 let.

Dunphy:

- CTH M is scheduled for construction in 2023.

Clark:

- Windsor public works building and police station will be done by the end of the year.

Stephany:

- Pirate Island bridge replacement is moving forward.
- A section of McKenna Rd (off Dean Ave) is being reconstructed.

Scheel:

- USH 51 pavement rehab will happen in 2020.
- 3 roundabouts being installed in 2021.

Stouder:

- City of Madison is preparing to introduce the Oscar Meyer site plan, including a plan for a transit oriented development facing Commercial Avenue on the site's south side.

Ballweg:

- The Fish Hatchery Rd project has been awarded. The section north of Traceway Dr will be constructed in 2020. The section south of Traceway will be constructed in 2021.
- The McKee Rd project will be let in April.

Hessling:

- CTH MN is being reconstructed

Koprowski:

- WisDOT got \$1.5 billion in requests for \$75 million in available funding

## **6. Staff Report**

## **7. Next Scheduled Meeting Date**

The next scheduled meeting is

## **8. Adjournment**

Dunphy moved, Beck, seconded, to adjourn the meeting. The meeting was adjourned at 3:30 p.m.

*Minutes recorded by W. Holloway and C. Hoesly*