1. Roll Call

Members Present: Caravello, Clark, Clow, Preboski, Rider, Sullivan, Williams, Wilson

Members Absent: Lawler, Schmitz

Staff Present: Schaefer, Hoesly, Kanning

2. Approval of September 16, 2020 Meeting Minutes

Wilson moved, Rider seconded, to approve the September 16, 2020 meeting minutes. Motion carried.

3. Staff Reports

- MPO Targets for Federal Performance Measures
  Schaefer reported that the Policy Board adopted the state’s traffic safety measure targets at their last meeting. In addition, the Board adopted the transit asset management targets and safety targets set by Metro Transit.

- 2021 MPO Work Program
  Schaefer noted that the Policy Board approved the 2021 Work Program. The major item in the work program is the update to our regional transportation plan, which needs to be completed by spring 2022. We are also working with the UW TOPS Lab to complete a second phase of the intersection safety study.

- 2021-2025 TIP
  Schaefer reported that the Policy Board approved the 2021-2025 TIP. The TIP has been posted to our website, along with an interactive TIP projects map.

- Future growth mapping and TAZ allocations
  Schaefer said that staff is continuing to work with CARPC and City of Madison planning staff on future growth scenario mapping and allocation of future housing units and employment to traffic analysis zones. We have been meeting with local planning staff and officials to get information on development projects and plans to inform that work. The projected future growth data is needed for our regional transportation plan update and is used in our travel model. We are continuing to work with a consultant on an update and improvements to the travel model. That work will be completed early next year.

4. Presentation on Annual Transportation Performance Measures Report

Hoesly reviewed the 2019 Transportation Performance Measures report. She described the goals of the regional transportation plan, the performance measure targets relating to those goals, and the actual performance of each measure.

Clark questioned the appropriateness or usefulness of the roadway pavement rating performance targets. He explained that one of the premises of pavement asset management is not too invest

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1 Formerly Madison Area Transportation Planning Board
too soon. All pavements need to move from the good condition phase into the fair phase before maintenance work is merited. The size of the “fair” pavement category is a function of when roads were built; not a portrayal of how well the roads are being maintained. Clark said that having pavement condition targets that are unrelated to good management practices bothers him. Schaefer said that having information about the current conditions of pavement is useful for prioritizing future projects. He noted that a certain amount of maintenance work should be done early (e.g., crack filling and sealing) to increase its longevity. That might mean prioritizing work on roads rated fair vs. poor so he said he understood Clark’s point.

Preboski asked if staff looked at demographics in relation to the decline of Metro Transit ridership. He wondered how well Metro Transit is serving lower income individuals, which was most important. Schaefer replied that demographic information is only captured in surveys that are administered about every five years. He said it is difficult to speculate why ridership has dropped since 2014. He noted that lower income areas are on the periphery of the Madison area, which are more difficult to serve. Their places of employment are generally in peripheral areas as well. Perhaps a different kind of transit service would be appropriate for some of these lower income areas. He said Metro is working with a consultant to examine the route structure and to improve service. That will include significant public engagement. Hoesly added that staff has used StreetLight Data to examine the location of EJ areas and their places of employment to help inform the route restructure study.

Clow said that some interesting points were raised at the Dane County Cities and Villages Association meeting today. She asked if some of the peripheral communities adjacent to Madison that are not being served by Metro Transit actively participate in future service planning efforts, and if the MPO can assist in that effort. She explained that there are funding issues, but if communities can’t at least see what the possibilities for future service are, it will be difficult for them to ever move forward. Schaefer replied that staff had started work on a long-range regional transit plan, but put it on hold when Metro Transit started their own network redesign study, so that both plans could be coordinated. Staff will make sure that representatives from suburban communities who have service or are interested in service will be involved. Schaefer said that some of the communities have expected Metro Transit to reach out to them. MPO staff can help those communities get involved. He added that the MPO can help provide origin-destination data and also help with surveys for communities that are interested in transit service, which would help gauge the market.

5. **Brief Presentation on Draft MPO Public Participation Plan**

Schaefer said that staff generally updates the public participation plan in advance of our regional transportation plan update. That is the plan where we do the most public engagement. While preparing the draft Public Participation Plan, we used the information from the rebranding process survey and focus groups. We also used the evaluation we conducted after our last plan update.

Hoesly provided a brief presentation on the Draft MPO Public Participation Plan. Rider asked what kind of participation there has been from communities of color, low income population, and those who do not speak English well. Schaefer said there is a need for more participation from those groups. We are planning to do some targeted engagement, perhaps with assistance from a consultant, in order to learn more about their transportation needs. We can’t expect adequate participation from those groups at public meetings. We need to go to them and hear their personal stories. Hoesly added that the plan identifies challenges and opportunities for reaching
people. We hope to be able to reach people where they are after the pandemic, perhaps at community events.

Clark asked if staff is confident that in-person meetings will be an option in 2021. Hoesly replied that staff is currently working on public engagement strategies specifically for the long-range transportation plan. There will be different phases. The first two will be done digitally. We are hopeful that the final phase can be done both remotely and in person. Hoesly said that virtual open houses will be recorded, so that those who cannot attend can watch at a later time and provide feedback. We hope to take advantage of virtual engagement, even post-pandemic.

6. Presentation on Analysis of VMT and COVID-19 Impacts on Travel

Schaefer said that COVID-19 has affected how people travel, especially with the number of people continuing to telecommute. The state and city have been tracking some metrics for select locations, but staff has been able to conduct a more comprehensive analysis of traffic volumes and VMT trends using our subscription to StreetLight Data.

Kanning provided a presentation on how COVID-19 has affected travel in Dane County. He described how COVID-19 has affected peak period travel volumes on selected roadways in Dane County. Next, he showed how the pandemic has affected overall county VMT, total VMT by census tract, and household VMT by census tract.

Clow asked if staff has considered conducting a second remote work study, now that we are several months into the pandemic. Perhaps viewpoints on telework have changed. Schaefer said that staff hasn’t thought about conducting a second study. The first study was a large effort. He said while people may be tired of the isolation from teleworking full-time and not having other usual social outlets, he didn’t think that would change the finding that most people would be interested in teleworking part-time post-COVID. We are planning to conduct some outreach with employers, and will be able to get anecdotal feedback from that effort to see if people’s feelings have changed at all.

Schaefer explained that it is fairly easy for staff to generate the StreetLight data; the most time consuming part is creating the maps and the PowerPoint presentation. We will continue to monitor volume and VMT changes. StreetLight Data can also be used for short-term planning. Metro Transit recently held a public meeting and learned that a lot of people on the southeast side of Madison who work at the UW Hospital were affected by the elimination of the commuter route that went there. Metro Transit intends to add the route back in spring 2021. In the future, we can provide Metro Transit with origin-destination data that will help inform decisions relating to Metro Transit route changes.

Wilson said that his office is located on the north side of CTH M, and that peak period traffic on CTH M, from STH 113 to CTH K, has decreased substantially since the pandemic. He explained that the decrease is likely due to school closings and telecommuting. Schaefer said that he has noticed the decrease in congestion on the Beltline. Total daily travel hasn’t decreased much. However, people are traveling at other times of the day, making less peak period trips. Once schools reopen and people start making more work trips, peak period traffic will increase from current levels. Wilson added that far more people are using Town of Westport online services rather than traveling into town to apply for a permit or to conduct other town business, which he thinks will continue. Schaefer said that we are going to continue using virtual meetings as a supplement to in-person meetings post-pandemic.

7. Committee Member Announcements
Wilson announced that Dane County is in the second half of planning the four-lane CTH M project from Blue Bill Park Drive to Oncken Road. The county has been planning to construct a park and ride lot near CTH M and CTH K, adjacent to Six Mile Creek, with an outlet street to two residential neighborhoods in the town. The residents in those neighborhoods have objected to that plan. Schaefer said there will be another public meeting on the CTH M project in the next couple of months.

8. **Next Scheduled Meeting Date**
   - Wednesday, January 20, 2021

9. **Adjournment**
   
The meeting adjourned at 7:32 p.m.

   *Minutes were recorded by Kanning and Schaefer.*