

**Madison Area Transportation Planning Board (an MPO)
January 8th, 2020 Meeting Minutes**

Madison Water Utility, 119 E. Olin Ave, Conference Rooms A-B

Vice-Chair Wood called the meeting to order at 6:43 PM.

1. Roll Call

Members present: Sambah Baldeh, Margaret Bergamini (left during item #9), Kelly Danner (left during item # 9), Tom Lynch, Jerry Mandli, Ed Minihan, Bruce Stravinski, Doug Wood

Members absent: Paul Esser, Grant Foster, Steve Flottmeyer, Patrick Heck, Mark Opitz, Mike Tierney

MPO staff present: Bill Schaefer, Zia Brucaya, Colleen Hoesly

Others present in an official capacity:
Nadia Abudi and Brad Nellis (Distillery), Forbes McIntosh

2. Approval of December 4, 2019 Meeting Minutes

Minihan moved, Stravinski seconded, to approve the December 4, 2019 meeting minutes. Motion carried.

3. Communications

- Letter from WisDOT approving the 2020-2024 TIP as amended in December for the Beltline shoulder running project
- Letters from USDOT WisDOT approving the 2020 MATPB Work Program and Planning funding.

4. Public Comment (for items *not* on MPO Agenda)

None

5. Resolution TPB No. 167 Approving Amendment #2 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

Schaefer stated that a TIP amendment was requested by WisDOT to add two Interstate resurfacing projects and modify the scope and cost/funding of the Interstate expansion project to include rest areas. Also, the schedule for the MPO-funded University Avenue reconstruction project has been pushed back a year. WisDOT has approved this schedule change, and Schaefer said he was hopeful the delay would not affect the MPO's available STBG Urban funding in the next program cycle. Two Section 5310 program projects that were selected for funding in the second round of applications were also added. The board approved the funding award for those projects at the December meeting.

Lynch asked if the delay in University Avenue could potentially result in the loss of funding. Schaefer replied that the money wouldn't be lost. The worst case scenario is that the funding wouldn't be available until the subsequent program cycle in two years. That could result have impacts on use and availability of funding in later years due to the time it takes for projects to be implemented. Stravinski asked if there was another project that could move up, and Schaefer replied that the Exchange Street project in McFarland could potentially be moved up, but the funding for that was small. Wood asked if the cost of the University Project was lower now, leaving funding available for another project. Schaefer replied no, since the cost for traditional stormwater facilities along the roadway had to be added in to the project scope. The city is finalizing the design now and a more refined cost estimate would be available early this year, but it is likely

that allow of the approved federal funding would be needed. Bergamini asked for that amount, and Schaefer replied \$12.7 million.

Mandli moved, Minihan seconded, to approve Resolution TPB No. 167 Approving Amendment #2 to the 2020-2024 Transportation Improvement Program. Motion carried.

6. Resolution TPB No. 168 Amending the Program Management and Recipient Coordination Plan for the Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities) Program for the Madison Urbanized Area

Schaefer explained that as part of FTA's Section 5310 Program MPOs that receive an allocation of funding under the program must adopt a Program Management and Recipient Coordination Plan (PMRCP, or PMP) which identifies the policies and procedures for administering the program. The current PMP was amended in June of 2019 to reflect changes made in the scoring criteria. Following the June 2019 amendment, FTA submitted comments to MATPB regarding changes required to reflect current FTA documents, reporting requirements, drug and alcohol testing, and other requirements. These changes have been incorporated into the proposed PMP amendment along with proposed revisions to the project selection process based on the actual process used, notably board review and preliminary approval of the project awards, and experience in awarding projects. Additionally, the reference in the PMP to applicants' ability to appeal funding recommendations was changed to "letter of protest" to make clear that this wasn't intended to allow an applicant to bring in new information not included in the application. Schaefer said it was also suggested by some board members that applicants be provided an opportunity to present their projects to the policy board and answer questions. Schaefer said this opportunity is noted.

Baldehy stated that he felt strongly that 5310 applicants should present their applications to the board or at least be present to answer any questions. Schaefer stated that the language in the PMP could be modified to state applicants are "strongly encouraged" to attend the board meeting, but that staff felt a requirement to attend the meeting might be burdensome to some nonprofit organizations, discouraging applications. Baldehy said he could agree to this change.

Minihan moved, Bergamini seconded, to approve Resolution TPB No. 168 Amending the Program Management and Recipient Coordination Plan for the Section 5310 Program with the change on page 8 under the application process to state that applicants are "strongly encouraged" to attend the board meeting at which staff recommendations are reviewed rather than saying they "may attend" the meeting. Motion carried.

7. Resolution TPB No. 169 Approving Amendment #2 to the 2019 Unified Planning Work Program and Memorandum of Agreement with Dane County for MATPB to Share in Cost of Fly Dane 2020 Project

Schaefer explained that Fly Dane is a cooperative Dane County project related to the development of digital orthophotography. The City of Madison, along with other metro area communities, are participating in the 2020 project. MPO staff were approached about participating in the project, which would allow for coverage of the entire MPO planning area and reduce the cost to participating communities by 42%. Staff use the imagery for updates to its facility geodatabases and also felt contributing was a helpful service the MPO could provide to our area communities to save them money on the purchase. Due to staff cost savings from the Administrative Clerk position being vacant for many months, there is funding from the 2019 budget available to cover the cost to the MPO. A work program budget amendment is needed to shift funding to the Fly Dane 2020 project and carry the funding over to 2020 when the purchase will be made.

Baldehy asked if communities within the MPO service area that were not able to afford participation in the project would be able to now get access if the MPO was paying a portion of the total cost. Schaefer replied that communities who didn't participate probably wouldn't be able to have access to the imagery. There is also a fairness issue for those communities that did purchase imagery for their communities. Wood asked if communities that initially did not participate in the funding could purchase the orthophotography at a later date. Schaefer said he wasn't sure.

Minihan moved, Bergamini seconded, to approve Resolution TPB No. 169 Approving Amendment #2 to the 2019 Unified Planning Work Program and Memorandum of Agreement with Dane County for MATPB to Share in Cost of Fly Dane 2020 Project. Motion carried.

8. Submission of Federal Safety Grant Application with City of Madison and UW Traffic Operations Safety Lab

Schaefer reported that MPO staff were working with City of Madison Transportation staff and the Wisconsin Traffic Operations and Safety Laboratory (TOPS) Lab to submit a grant application through USDOT's "State and Local Government Use of Roadway Safety Tools for Policy and Decision Making" funding opportunity. One of the goals of this funding opportunity is to "Convert Data into Safety Tools Useful to Practitioners." The proposed project is to develop an interactive tool that would easily allow local agencies or MPOs to conduct a network safety screening of their intersections and identify and prioritize improvements to increase safety at the identified intersections. The proposed tool would be developed for the Dane County area, with the ability to be scaled up to other counties across the state and nation. It will build upon the network screening analysis that MPO staff worked on with the TOPS Lab. There is no local match required and the general work involved is included in the MATPB Work Program so Schaefer said no action from the board was required. MATPB received letters of support from many cities in Dane County, and from other MPOs across the state.

9. Presentations and Discussion on Rebranding Project for MATPB and the Rideshare Etc. Program

Brucaya provided a brief presentation on the history of the rebranding project, and an overview of the Rideshare Etc. program. Baldeh expressed interest in spreading the word about the Guaranteed Ride Home program. Brucaya then introduced staff from Distillery, the consultants hired to lead the project.

Distillery led board members through a facilitated discussion to help with development of the agency mission and vision and inform the rebranding project:

- If you had to describe what the MPO does, what would you say?
 - Prioritize where federal funds go and responsibility for overall regional transportation planning
 - People don't generally understand what the MPO does; requires additional explanation
- What do you call the area the MPO serves?
 - Dane County is the easiest to explain
 - Madison area or Madison Urban area
- What problem does the MPO attempt to solve?
 - Most people are not familiar with the MPO, but it has a major impact on what happens with the area's transportation.
 - MPO provides an opportunity for public input on transportation decisions
 - Challenge of thinking regionally instead of parochially
- What is the unique value that the MPO brings to the region?
 - MPO staff can provide many services to communities, however local governments either are unaware or do not utilize this service enough.
 - Data analysis
 - Ability to plan long term
 - Help create regional identity
- What qualities do you most want people to associate with the MPO?
 - Non-biased
 - Knowledgeable
 - Public body for input
- What is something the current name and logo does not communicate but should
 - Name and acronym is too long

- Mixed feelings as to whether “transportation” needed to be part of the name or just implied by the logo
- Focusing on Madison in the name may not resonate with smaller communities, but it is easier to recognize.

Brucaya stated that the consultant team will be conducting a number of focus groups and individual interviews in February, and will be creating a web-based survey to gather more input. The name is anticipated to be selected in March, with board feedback/concurrence, and then alternative visual systems for the logo design will be created for review and input. The new name and logo, along with marketing rollout strategy, is anticipated to be complete in late May or early June.

10. Adjournment

The meeting ended at 7:37 PM due to a loss of quorum.