

Meeting of the Greater Madison MPO (Metropolitan Planning Organization) Policy Board

April 5, 2023

[Virtual Meeting via Zoom](#)

6:30 p.m.

This meeting is being held virtually.

1. **Written Comments:** You can send comments on agenda items to mpo@cityofmadison.com.
2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting, you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/clerk/meeting-schedule/watch-meetings-online>
4. **Listen to the Meeting by Phone:** You can call in to the **Greater Madison MPO** using the following number and meeting ID:
 - (877) 853-5257 (Toll Free)
Meeting ID: 811 0304 7758
 - If you need an interpreter, materials in alternate formats, or other accommodations to access this meeting,
contact the Madison Planning Dept. at (608) 266-4635 or TTY/TEXTNET (866) 704-2318.
Please do so at least 72 hours prior to the meeting so that proper arrangements can be made.

Si usted necesita un interprete, materiales en un formato alternativo u otro tipo de acomodaciones para tener acceso a esta reunión, contacte al Departamento de Desarrollo Comunitario de la ciudad al (608) 266-4635 o TTY/TEXTNET (866) 704-2318.

Por favor contáctenos con al menos 72 horas de anticipación a la reunión, con el fin de hacer a tiempo, los arreglos necesarios.

Yog tias koj xav tau ib tug neeg txhais lus, xav tau cov ntaub ntawv ua lwm hom ntawv, los sis lwm yam kev pab kom koom tau rau lub rooj sib tham no, hu rau Madison Lub Tuam Tsev Xyuas Txog Kev Npaj, Lub Zej Zos thiab Kev Txhim Kho (Madison Planning, Community & Economic Development Dept.) ntawm (608) 266-4635 los sis TTY/TEXTNET (866) 704-2318.

Thov ua qhov no yam tsawg 72 teev ua ntej lub rooj sib tham kom thiaj li npaj tau.

如果您出席会议需要一名口译人员、不同格式的材料，或者其他的方便设施，请与 Madison Planning, Community & Economic Development Dept. 联系，电话是 (608) 266-4635 或 TTY/TEXTNET (866) 704-2318。
请在会议开始前至少 72 小时提出请求，以便我们做出安排。

AGENDA

1. Roll Call and Introductions
2. Approval of March 1, 2023 Meeting Minutes
3. Communications

4. Public Comment (for items **not** on MPO Agenda)
5. MPO 2023 Resolution No. 5 Approving Amendment No. 2 to the 2023-2027 Transportation Improvement Program for the Madison Metropolitan Area & Dane County (10 Min)
 - CTH MM, Ped/Bike Underpass in City of Fitchburg (NEW, Const. in '26)
 - Extension of the Capital City Path in Madison (Revise cost, schedule with const. in '27; adding federal TAP funding)
 - Extension of the West Towne Path in Madison (Revise cost, schedule with const. in '25; adding federal TAP funding)
 - Wayfinding signage and pavement markings for the Sun Prairie Loop (Revise cost, with const. in '26; adding federal TAP funding)
 - County-wide High School Safe Routes to School Program (NEW, Implementation in '23-'24)
 - Metro Transit articulated bus safety equipment project (NEW, seeking federal earmark funding)
 - I-90/90/94 (USH 51 to 0.55 miles south of CTH CV), Resurfacing (NEW, Design in '23)
 - I-39/90/94 Collector Distributor Bridges over USH 151 and I-94 EB bridge over I-39/90, Bridge Maintenance (NEW, Design in '23)
 - I-39/90/94, I-39/90, and I-94 (Various Bridges) SW Region-Wide Thin Polymer Overlays (NEW, Design in '23)
 - USH 151 (I-39/90/94 to Main Street), Resurfacing (NEW, Design in '23)
 - Vinburn Road (N. Town Road Intersection), Roundabout (NEW, seeking federal earmark funding)
6. Approval of the Interim Project Scoring Criteria for the Carbon Reduction Program (10 Min)
7. Presentation on the Development of the Dane County Electric Vehicle Charging Infrastructure Plan (15 Min)
8. Presentation on the New RoundTrip Platform (15 Min)
9. Status Report on Capital Area RPC Activities
10. Announcements and Schedule of Future Meetings
 - Staffing Update
 - Board Member Appointments
 - Presentation by WisDOT Staff on Interstate 39/90/94 (Madison to Wis. Dells) Study to be provided at May board meeting
 - Other
13. Adjournment

Next MPO Board Meeting:

Wednesday, May 3, 2023 at 6:30 p.m.

**Greater Madison Metropolitan Planning Organization (MPO)
March 1, 2023 Meeting Minutes**

[Virtual Meeting hosted via Zoom](#)

Opitz called the meeting to order at 6:48 PM.

1. Roll Call and Introductions

Members present: Richelle Andrae, Phil Caravello, Paul Esser, Steve Flottmeyer, Tom Lynch, Jerry Mandli, Mark Opitz, Kristi Williams

Members absent: Grant Foster, Barbara Harrington-McKinney, Nasra Wehelie, Doug Wood

MPO staff present: Colleen Hoesly, Bill Holloway, Ben Lyman

Others present in an official capacity: None

2. Approval of February 1, 2023 Meeting Minutes

Williams moved, Esser seconded, to approve February 1, 2023 meeting minutes. Motion carried.

3. Communications

Hoesly

- Comments on Middleton Redtail Ridge Sewer Service Area Amendment
- WisDOT Letter of Approval for Amendment 1 to the 2023-2027 TIP
- MPO letter of support for Madison Metro's Areas of Persistent Poverty grant application for North-South BRT

Opitz remarked that he and his colleague appreciated the comments on the Middleton SSA, and asked if this is something that the MPO plans offer communities in the future. Hoesly explained that this process is changing, and that the MPO has historically done this at the request of CARPC and has submitted comments through CARPC. In the future, CARPC will be focusing their comments on water quality issues, and the MPO will submit separate comments directly to the community as long as this input is appreciated by the community. Opitz reiterated that he appreciated the comments, and wondered if other communities are aware that the MPO can provide this type of feedback.

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

None.

5. Approval of Scoring and Proposed Funding of Transportation Alternatives Program Projects

Hoesly explained that there have been changes to how the MPO will handle its sub-allocated funding, and the timing of projects. Staff will present more on this at a future meeting when more is known about the changes.

Lyman provided a brief overview of the five projects for which applications were received, and then presented on the anticipated timing of the projects. As Hoesly mentioned previously, there has been a change to how FHWA and WisDOT require funding to be obligated on a year-by-year basis instead of across multi-year funding cycles. This poses issues for very large projects such as John Nolen Dr., which is funded in part with STBG-U funds awarded by the MPO, and for which the awarded funding exceeds a single year's apportionment. MPOs across the state are still working with WisDOT and FHWA to understand how to accommodate larger projects that require funding from multiple years' apportionments and will update the Policy Board when more is known. Hoesly noted that the MPO Technical Coordinating Committee met a week earlier and recommended that all projects be funded consistent with staff's recommendation.

Esser moved, Williams seconded, to approve Transportation Alternatives Program Projects as recommended by staff.

Williams stated that she was disappointed that the Capital City path extension project, which has been supported since the 1990's, is being put off until the 2026 funding cycle. Lyman stated that although everyone would like to see this project move forward more quickly, it will take time for Dane County to be ready to complete the portion of the trail east of the project. Now that the construction permit has been issued for the underpass portion, it will enable Dane County to prioritize completion of their portion of the trail. Lynch confirmed that the Dane County portion of the project will not be ready for construction for several years, as design must be completed and \$14 million in construction funding secured before the trail can be completed.

The motion carried.

6. Approval of Comments to be Submitted on the Wisconsin Rail Plan 2050

Lyman provided a high-level overview of staff's recommended comments on the Wisconsin Rail Plan 2050, including missing or incorrect references to MPO-adopted plans, encouraging the use of public railroad right-of-way for multiple modes, protecting existing crossings, and questioning the buffers used in various analyses in the plan.

Williams moved, Esser seconded, to approve the comments to be submitted to WisDOT on the Wisconsin Rail Plan 2050.

The motion carried. (Flottmeyer abstained)

Opitz asked Mandli if he needed to leave the meeting or if he was able to remain in the meeting; Mandli responded that he needed to drop off to return to a different meeting. Opitz recognized that Mandli is retiring soon and expressed his gratitude for his years of service. Mandli expressed appreciation for all of the talented staff he has worked with over the last 30 years, and that he appreciates the way that the MPO considers the needs of the region.

As there would not be a quorum to continue the meeting after Mandli left, Opitz asked Mandli for a motion to adjourn.

7. Adjournment

Mandli moved, Esser seconded, to adjourn. The motion carried. Meeting adjourned at 7:14 p.m.

MPO Agenda Cover Sheet

April 5, 2023

Item No. 5

Re:

MPO 2023 Resolution No. 5 Approving Amendment No. 2 to the 2023-2027 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

Staff Comments on Item:

The TIP Amendment adds and revises multiple projects. First, the amendment adds Federal TAP funding to the following projects, as approved by the Policy Board at their meeting on March 1, 2023: (1) Underpass of CTH MM in Fitchburg; (2) Extension of the Capital City Path in Madison; (3) Extension of the West Towne Path in Madison; (4) Installation of Wayfinding Signage and Pavement Markings for the Sun Prairie Loop; and (5) County-wide High School Safe Routes to School (SRTS) program that would build on the existing K-8 SRTS program. The CTH MM Underpass and SRTS Program are new projects. The Capital City Path Extension, West Towne Path Extension, and Sun Prairie Loop are existing projects that will be revised to reflect the addition of federal TAP funding, along with updated costs and schedules.

Second, the amendment adds the Metro Transit Articulated Bus Safety Equipment project that is seeking federal earmark funding.

Third, the amendment adds four federally funded WisDOT projects: (1) I-90/90/94 (USH 51 to 0.55 miles south of CTH CV), Resurfacing; (2) I-39/90/94 Collector Distributor Bridges over USH 151 and I-94 EB bridge over I-39/90, Bridge Maintenance; (3) I-39/90/94, I-39/90, and I-94 (Various Bridges) SW Region-Wide Thin Polymer Overlays; and (4) USH 151 (I-39/90/94 to Main Street), Resurfacing project. Design work for these projects is scheduled to begin this year, with construction scheduled for 2029.

Fourth, the amendment adds the Vinburn Road (N. Town Road Intersection) Roundabout project that is seeking federal earmark funding. That project is located in the Village of Deforest.

MPO staff is currently working with WisDOT staff on the final scheduling of all of the STBG Urban projects approved by the MPO last fall. An amendment might be required to change the year of construction for one or more of these projects based on funding availability in a given year.

Materials Presented on Item:

1. MPO 2023 Resolution No. 5 (with attachments)

Staff Recommendation/Rationale: Staff recommends approval.

MPO 2023 Resolution No. 5

Amendment No. 2 to the 2023-2027 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

WHEREAS, the Greater Madison MPO (Metropolitan Planning Organization) approved the *2023-2027 Transportation Improvement Program for the Madison Metropolitan Area & Dane County* on October 12, 2022; and

WHEREAS, the Greater Madison MPO adopted MPO 2023 Resolution No. 2 on February 1, 2023, approving Amendment No. 1; and

WHEREAS, the Madison Metropolitan Planning Area transportation projects and certain transportation planning activities to be undertaken using Federal funding in 2023–2026 must be included in the effective TIP; and

WHEREAS, an amendment is needed to add the CTH MM ped/bike underpass project and the Dane County high school safe routes to school project, approved for federal TAP funding by the Greater Madison MPO at their meeting on March 1, 2023; and

WHEREAS, an amendment is needed to modify the Capital City Path extension project, West Towne Path Phase 2 extension project, and Sun Prairie Loop Wayfinding project to reflect the addition of federal TAP funding that the Greater Madison MPO approved at their meeting on March 1, 2023, and revised costs and project schedules; and

WHEREAS, an amendment is needed to add the Metro Transit articulated bus safety equipment project that is seeking federal earmark funding; and

WHEREAS, an amendment is needed to add the I-39/90/94 (Madison to Portage) (USH 51 to 0.55 miles south of CTH CV) resurfacing project, the I-39/90/94 and I-94 (I-39/90/94 collector distributor bridges over USH 151 and I-94 EB bridge over I-39/90) maintenance project, the I-39/90/94, I-39/90, and I-94 (various bridges) SW Region-Wide thin polymer overlays project, and the USH 151 (Madison to Sun Prairie) (I-39/90/94 to Main Street) resurfacing project; all of which have proposed federal funding to allow design to start in 2023; and

WHEREAS, an amendment is needed to add the Village of DeForest Vinburn Road (N. Town Road Intersection) roundabout project that is seeking federal earmark funding; and

WHEREAS, the TIP amendment will not affect the timing of any other programmed projects in the TIP and the TIP remains financially constrained as shown in the attached revised TIP financial table (Table B-2); and

WHEREAS, the MPO's public participation procedures for minor TIP amendments such as this have been followed, including listing the projects on the MPO policy board meeting agenda; and

WHEREAS, the new and revised projects are consistent with *Connect Greater Madison: Regional Transportation Plan 2050*, the long-range regional transportation plan for the Madison Metropolitan Planning Area as adopted on May 11, 2022:

NOW, THEREFORE, BE IT RESOLVED that the Greater Madison MPO approves Amendment No. 2 to the *2023-2027 Transportation Improvement Program for the Madison Metropolitan Area & Dane County*, making the following project additions and revisions as shown on the attached project listing table:

1. **ADD** the City of Fitchburg's CTH MM Underpass Project to page 18 of the Pedestrian/Bicycle Projects section.
2. **REVISE** the City of Madison's Capital City Trail (Buckeye Extension) (Segments 5 and 6) (Wagon Trail to I-39/90) Multi-Use Path Project on page 20 of the Pedestrian/Bicycle Projects section, removing local construction funding from 2024, adding federal TAP funding and local construction funding to 2026, and moving construction from 2024 to 2027.
3. **REVISE** the City of Madison's West Towne Path Phase 2 (Gammon Road to High Point Road) Multi-Use Path Project on page 21 of the Pedestrian/Bicycle Projects section, removing local construction funding from 2023, adding federal TAP funding and local construction funding to 2024 for construction of the section from High Point Road to Zor Shrine Road, and moving construction for the High Point Road to Zor Shrine Road section from 2023 to 2025.
4. **REVISE** the Sun Prairie Loop Wayfinding Project on page 24 of the Pedestrian/Bicycle Projects section, removing local construction funding from 2026, and adding federal TAP funding and local construction funding to 2025, with construction in 2026.
5. **ADD** the Wisconsin Bike Federation Dane County High School Safe Routes to School (SRTS) project to page 27 of the Pedestrian/Bicycle Projects section.
6. **ADD** the Metro Transit Articulated Bus Safety Equipment for VRU Protection Project to page 29 of Transit Capital Projects section.
7. **ADD** the I-39/90/94 (Madison to Portage) (USH 51 to 0.55 Miles South of CTH V) Resurfacing project to page 35 of the Street/Roadway Projects section.
8. **ADD** the I-39/90/94 and I-94 (I-39/90/94 Collector Distributor Bridges over USH 151 and I-94 EB Bridge over I-39/90) Maintenance Project to page 35 of the Street/Roadway Projects section.
9. **ADD** the I-39/90/94, I-39/90, and I-94 (Various Bridges) SW Region-Wide Thin Polymer Overlays project to page 35 of the Street/Roadway Projects section.
10. **ADD** the USH 151 (Madison to Sun Prairie) (I-39/90/94 to Main Street) Resurfacing project to page 39 of the Street/Roadway Projects section.
11. **ADD** the Village of DeForest's Vinburn Road (N. Town Road Intersection) Roundabout project to page 55 of the Street/Roadway Projects section.

4/5/23

¹ Project programming shown in 2027 is for informational purposes only.
(x) = Major project with capacity expansion. (*) = MPO action required. Shading denotes those projects programmed for Federal funding
NOTE: Funds Key page 9.

PROJECT LISTINGS FOR AMENDMENT NO. 2 TO THE 2023-2027 TRANSPORTATION IMPROVEMENT PROGRAM

4/5/23

Primary Jurisdiction/ Project Sponsor	Project Description	Cost Type	Jan.-Dec. 2023				Jan.-Dec. 2024				Jan.-Dec. 2025				Jan.-Dec. 2026				Jan.-Dec. 2027				Comments
			Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	
STREET/ROADWAY PROJECTS																							
WisDOT	I-39/90/94 Madison to Portage USH 51 to 0.55 Miles South of CTH V Resurfacing	PE UTL CONST	831	92		923	Continuing				Continuing				Continuing				Continuing				1011-03-07, -77 Construction Scheduled for 2029 at \$12.6 Million (NHPP) funds and \$1.4 Million State Funds.
NEW *																							
111-23-022		TOTAL	831 NHPP	92 WI		923																	
	I-39/90/94 and I-94 Madison to Portage I-39/90/94 Collector Distributor Bridges over USH 151 and I-94 EB Bridge over I-39/90. Maintenance and Rehabilitation. Bridge Work (replace expansion joints, repair approach slabs and deck ends): B- 13-0438, B13-0451, B13-0452	PE UTL CONST	259	29		288	Continuing				Continuing				Continuing				Continuing				1010-00-35, -65 Construction Scheduled for 2029 at \$1.2 Million Federal Funds (NHPP) and \$134 State Funds.
NEW *																							
111-23-023		TOTAL	259 NHPP	29 WI		288																	
	I-39/90/94, I-39/90, and I-94 Various Bridges SW Region-Wide Thin Polymer Overlays	PE UTL CONST	135	15		150	Continuing				Continuing				Continuing				Continuing				1066-00-34, -64 Construction scheduled for 2029 at \$331 Federal (NHPP) fundss and \$36 State funds.
NEW *																							
111-23-024		TOTAL	135 NHPP	15 WI		150																	
	USH 151 (NB & SB) Madison to Sun Prairie I-39/90/94 to Main Street Resurfacing	PE UTL CONST	544	136		680	Continuing				Continuing				Continuing				Continuing				1112-07-08, -78 Construction Scheduled for 2029 at \$8.3 Million Federal (NHPP) funds and \$2.0 Millon State Funds.
NEW *																							
111-23-025		TOTAL	544 NHPP	136 WI		680																	
VILLAGE OF DEFOREST	VINBURN ROAD N. Towne Road Intersection Construct Roundabout and urbanize Vinburn road adding curb and gutter, multimodal transportation alternatives, and stormwater facilities.	PE UTL CONST													208	208			486	486			Seeking federal earmark funding. Not currently programmed.
NEW																			1,220	1,220			
																			3,396	3,396			
		TOTAL													208 Def	208			5,102 Def	5,102			

¹ Project programming shown in 2027 is for informational purposes only.

(x) = Major project with capacity expansion. (*) = MPO action required. Shading denotes those projects programmed for Federal funding

NOTE: Funds Key page 9.

Table B-2
Summary of Federal Funds Programmed (\$000s) and Those Available in Year of Expenditure Dollars
in the Madison Metropolitan Planning Area

Funding Source		Programmed Expenditures					Estimated Available Funding				
Agency	Program	2023	2024	2025	2026	2027	2023	2024	2025	2026	2027
Federal Highway Administration	National Highway Performance Program	2,812	1,168	62,248	37,482	9,962	2,812	1,168	62,248	37,482	9,962
	Bridge Replacement and Rehabilitation	1,353	547	0	2,391	1,738	1,353	547	0	2,391	1,738
	Surface Transp. Block Grant Program - Madison Urban Area	16,708	3,378	3,654	12,191	210	16,708	3,378	3,654	12,191	210
	Surface Transp. Block Grant Program - Small Urban Area	0	0	0	621	0	0	0	0	621	0
	Surface Transp. Block Grant Program - State Flexibility	7,183	2,912	7,610	36	0	7,183	2,912	7,610	36	0
	Surface Transp. Block Grant Program - Transp. Alternatives	1,137	1,853	600	1,198	0	1,137	1,853	600	1,198	0
	Highway Safety Improvement Program	5,557	2,106	2,749	0	1,636	5,557	2,106	2,749	0	1,636
Federal Transit Administration	Section 5307 Urbanized Area Formula Program	36,947	4,057	8,025	30,303	30,825	36,947	4,057	8,025	30,303	30,825
	Sec. 5339 Bus & Bus Facilities	15,316	1,502	2,004	2,042	2,080	15,316	1,502	2,004	2,042	2,080
	Sec. 5337 State of Good Repair	3,975	1,350	934	952	970	3,975	1,350	934	952	970
	Sec. 5310 E/D Enhanced Mobility Program	538	0	0	0	0	538	489	499	509	519
	Sec. 5311 Rural Area Formula Program	1,477	1,505	1,533	1,562	1,592	1,477	1,505	1,533	1,562	1,592
	Sec. 5314 NRP, Sec. 5339 Alt. Analysis Program	0	0	0	0	0	0	0	0	0	0
	Areas of Persistent Poverty	670	0	0	0	0	670	0	0	0	0
	CARES/ARPA	19,679	0	0	0	0	19,679	0	0	0	0

* Fifth year of funding (2027) is informational only.

** Funding shown in calendar year versus state fiscal year.

Note: All state roadway projects using applicable funding sources (e.g., NHPP, STBG State Flexible, BR) are programmed through 2027. Local BR, STBG (BR), and STBG Rural projects are programmed through 2026. HSIP (other than annual small HES program) projects are programmed through 2026. Local STBG -Transp. Alternatives projects are programmed through 2025. Local STBG-Urban (Madison Urban Area) projects are programmed through 2026. Transit funding is not yet programmed and is based on needs and anticipated future funding levels (See also Table B-4 Metro Transit System Projected Expenses and Revenues). Programmed transit funding for 2023 excludes carryover projects for which the Federal funding is already obligated. Roadway and transit inflation rate @ 1.89% per year applied to expenses, except for the STBG-Urban program. Fiscal constraint for this project is being handled at the state level.

MPO Agenda Cover Sheet

April 5, 2023

Item No. 6

Re:

Approval of the Interim Project Scoring Criteria for the Carbon Reduction Program

Staff Comments on Item:

The Bipartisan Infrastructure Bill (BIL) created several new funding programs. One of them is the Carbon Reduction Program (CRP), which is for projects designed to reduce CO2 emissions from on-road sources. It is a formula program with funds distributed to states by formula. 65% of the funding must be allocated to different areas of the state based on population, including MPO areas.

The law provides a list of eligible types of projects, which include:

- Public transportation projects;
- Bicycle/pedestrian projects;
- Congestion management technologies;
- Energy-efficient street lighting and traffic control devices; and
- Projects that support deployment of electric or other alternative fuel vehicles (e.g., electric vehicle charging infrastructure).

Last June the MPO selected four projects to fund using our Federal Fiscal Year 2022 apportionment (a little over \$1 million). Shortly after the MPO selected these projects, WisDOT issued a memo that “the Federal Expenditure Plan submitted to the Joint Committee on Finance last year did not properly articulate how the CRP funding would flow through the state process; therefore, the plan as approved by the Committee does not provide WisDOT with authority to use FFY 2022 CRP funding on local projects.”

To rectify this situation, WisDOT proposed to including the FFY 2022 and FFY 2023 CRP funding levels in the FFY 2023 Federal Expenditure Plan for the 2023 CRP solicitation; however, due to funding limitations WisDOT’s CRP proposal for the 2023 Federal Expenditure Plan was to push the whole CRP program back a year, so that FFY 2022 allocations would be obligated in 2023, FFY 2023 allocations would be obligated in 2024 and so on. MPO staff were notified in mid-February that Joint Finance Committee approved the Federal Expenditure Plan, however they placed restrictions that CRP funding “may only be used for lighting and traffic control improvements, deployment of advanced transportation management technologies, or right-of-way projects to improve traffic flow that do not involve new capacity,” which would impact the two electric vehicle charging infrastructure and fleet vehicle projects that the Policy Board approved in 2022. Memo’s about this decision were included in last month’s meeting packet.

WisDOT released the SFY 2023 Carbon Reduction Program project solicitation on March 13th, and application are due April 7th. The MPO’s allocation for this round of funding is \$1.1 million. Eligible projects that were submitted last year will be considered again this year.

MPO staff were in the process of developing project evaluation criteria and program policies for the CRP program, however given all the recent changes and uncertainty in the program staff prepared

draft interim project evaluation criteria to be used for evaluating projects from this current funding cycle. Staff are proposing to hold off on developing more comprehensive evaluation criteria and policies until more program guidance is available.

More information about the Carbon Reduction Program can be found at
<https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/carbon.aspx>

Materials Presented on Item:

1. DRAFT Carbon Reduction Program-Interim Project Scoring Criteria

Staff Recommendation/Rationale: Staff recommends that the Policy Board approve the draft Carbon Reduction Program Interim Project Scoring Criteria. The TCC recommended approval of the draft project scoring criteria at the March TCC meeting.

Carbon Reduction Program – Interim Project Scoring Criteria

Background

The Carbon Reduction Program (CRP) was established by the 2021 Bipartisan Infrastructure Bill with the goal of reducing transportation emissions nationwide. The purpose of the Carbon Reduction Program is to reduce transportation emissions through the development of State carbon reduction strategies and by funding projects designed to reduce transportation emissions. Over the course of five years, approximately \$6.4 billion will be apportioned to the program, with approximately \$1.1 million of that total amount expected to be allocated within the Greater Madison MPO planning area annually.

CRP funding may be used on a wide range of projects that support the reduction of transportation emissions. Projects must be identified in the Statewide Transportation Improvement Program (STIP)/Transportation Improvement Program (TIP) and be consistent with the Long-Range Statewide Transportation Plan and the Metropolitan Transportation Plan(s). (23 U.S.C. 134 and 23 U.S.C. 135) Projects are subject to requirements under the National Environmental Policy Act (42 U.S.C. 4321 et seq.), the Uniform Relocation Assistance and Real Property Acquisition Act of 1970 (42 U.S.C. 4601 et seq.), and other applicable Federal laws. Projects funded with CRP funds are required to be treated as projects on Federal-aid highways (23 U.S.C. 175(g)).

Eligible Project Types

Projects must demonstrate a reduction in transportation-related greenhouse gas (GHG) emissions over their lifecycle. Emissions may be reduced by shifting travel to less carbon intensive modes, including shifts from conventional to electric vehicles; eliminating the number or length of trips; or reducing emissions from the construction, maintenance, or operations of transportation-related infrastructure (e.g., streetlights, roadways, etc.).

The following activities are listed as eligible under 23 U.S.C. 175(c):

- A. A project described in 23 U.S.C. 149(b)(4) to establish or operate a traffic monitoring, management, and control facility or program, including advanced truck stop electrification systems;
- B. A public transportation project eligible for assistance under 23 U.S.C. 142 (this includes eligible capital projects for the construction of a bus rapid transit corridor or dedicated bus lanes as provided for in BIL Section 11130 (23 U.S.C. 142(a)(3));
- C. A transportation alternatives project as described in 23 U.S.C. 101(a)(29) as in effect prior to the enactment of the FAST Act,³ including the construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other nonmotorized forms of transportation;
- D. A project described in section 23 U.S.C. 503(c)(4)(E) for advanced transportation and congestion management technologies;
- E. A project for the deployment of infrastructure-based intelligent transportation systems capital improvements and the installation of vehicle-to-infrastructure communications equipment, including retrofitting dedicated short-range communications (DSRC) technology deployed as part of an existing pilot program to cellular vehicle-to-everything (C-V2X) technology;

- F. A project to replace street lighting and traffic control devices with energy-efficient alternatives;
- G. Development of a carbon reduction strategy (as described in the Carbon Reduction Strategies section above);
- H. A project or strategy designed to support congestion pricing, shifting transportation demand to nonpeak hours or other transportation modes, increasing vehicle occupancy rates, or otherwise reducing demand for roads, including electronic toll collection, and travel demand management strategies and programs;
- I. Efforts to reduce the environmental and community impacts of freight movement;
- J. A project to support deployment of alternative fuel vehicles, including— (i.) the acquisition, installation, or operation of publicly accessible electric vehicle charging infrastructure or hydrogen, natural gas, or propane vehicle fueling infrastructure; and (ii.) the purchase or lease of zero-emission construction equipment and vehicles, including the acquisition, construction, or leasing of required supporting facilities;
- K. A project described under 23 U.S.C. 149(b)(8) for a diesel engine retrofit;

Note: The Wisconsin Joint Committee on Finance placed restrictions on the types of projects eligible for Carbon Reduction Program (CRP) funding in Wisconsin. Currently, CRP funding may only be used to:

- (1) Replace street lighting and traffic control devices with energy-efficient alternatives,
- (2) Deploy advanced transportation and congestion management technologies, or
- (3) Construct right of way improvement projects to improve traffic flow that do not involve construction of new capacity.

Scoring

Carbon Emissions Reduction – 70%

Carbon emissions reductions should be quantified using the methodologies detailed in Chapter 3 of the [Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity](#). The handbook includes factsheets detailing the benefits of different types of GHG emissions reduction measures. Most eligible project types will be found among the handbook's [Transportation Measures](#). However, some eligible transportation-related project types are located in other sections, such as replacing incandescent traffic lights with LED traffic lights, which is located in the [Energy](#) section.

Applicants should refer to the factsheet that most closely matches their project type, and calculate the likely GHG emissions reduction impact of their project using the GHG reduction formula shown for their project type. Where feasible, applicants should substitute project-specific values for assumptions and default values used in GHG reduction formulas. Applicants should identify the formula and variables used in calculating projects' expected GHG reduction impact, and explain the source of all project-specific values used.

Co-Benefits – 30%

Applicants should identify and describe any additional project benefits beyond GHG reduction, as well as the scale of such benefits.

Potential benefits may be in the areas of:

1. Environmental justice
2. System preservation and facility maintenance
3. Safety
4. Bicycle, pedestrian, or transit network connectivity or accessibility
5. Improving multimodal access to jobs or other destinations
6. Public health

MPO Agenda Cover Sheet

April 5, 2023

Item No. 7

Re:

Presentation on the Development of the Dane County Electric Vehicle Charging Infrastructure Plan

Staff Comments on Item:

Passage of the Bipartisan Infrastructure Law (BIL) led to new federal funding sources becoming available to support the installation of electric vehicle (EV) charging infrastructure, including the Carbon Reduction Program (CRP) and the National Electric Vehicle Infrastructure (NEVI) Formula Program. The MPO decided that it would be helpful to develop a regional EV charging infrastructure plan to assist communities interested in increasing the availability of public charging infrastructure in their communities, and to give them a head start in preparing potential funding applications in the future.

The MPO convened a steering committee composed of representatives from local government, energy utilities, UW-Madison, and non-profit organizations focused on EVs to help scope out and guide the development of the plan.

The plan will provide some basic background on EVs, policy and planning tools available to increase EV charging infrastructure deployment, key considerations for public charging, funding sources, the regional context in Dane County (existing charging infrastructure, projected growth in EVs, existing programs and policies, etc.), charging characteristics of different locations (homes, workplaces, elsewhere), and priority locations for the installation of public charging infrastructure.

We will use big data to identify priority locations for the installation of different types of charging infrastructure, based on daily traffic levels, median trip lengths, and dwell time. For example, high volumes of vehicles stopping in a zone for less than 30 minutes, indicate that it may be a good location for the highest speed charging infrastructure (level 3/DCFC). The big data analysis will focus on a set of 100 zones covering primarily commercial land use clusters, and will focus on identifying top locations for level 2 and level 3 charging infrastructure. Other types of land uses, where people normally remain for durations longer than four hours will be identified as potential locations for level 1 or level 2 infrastructure.

Materials Presented on Item:

1. Draft report outline was included in previous packet

Staff Recommendation/Rationale: For information and comment only.

MPO Agenda Cover Sheet

April 5, 2023

Item No. 8

Re:

Presentation on New RoundTrip Platform and Recent Work

Staff Comments on Item:

Staff last presented on the RoundTrip program in October 2022. In January 2023, RoundTrip launched a new trip planning and ride-matching platform in partnership with WisDOT and the Southeastern Wisconsin Regional Planning Commission, and is now rolling out a regional marketing campaign and set of promotional resources. The program continues to grow local partnerships and to administer the Dane County Emergency Ride Home program.

Staff will present an update on the new RoundTrip platform, 2023 marketing strategies, organizational partnerships, and recent and upcoming outreach activities. Staff will also share proposed annual performance measures and program development opportunities under consideration.

Materials Presented on Item:

1. RoundTrip Flyer
2. Commute Options Toolkit

Staff Recommendation/Rationale: For informational and commenting purposes



Smart options for everyday trips

RoundTrip connects you with smart alternatives to driving alone in Dane County.

RoundTrip makes it easy to explore your options, access incentives, and hit the road or bike path with other like-minded commuters.

What are my options?

Carpools • State Vanpools • Bike Buddies •
Metro Transit • Madison BCycle • Park-n-Rides

How does it work?



SIGN UP: If you live or work in Dane County, register for free at RoundTripGreaterMadison.org or download the **CommuteTracker** app by RideAmigos to get started.



EXPLORE YOUR OPTIONS: Enter your commute preferences and RoundTrip will search for options that fit your needs-- whether you're interested in carpooling, vanpooling, bikepooling, or transit. Your home address is always kept private.



CONNECT: If you're looking to pool and there are matches available, you'll see a list of people with similar routes and interests - just reach out through RoundTrip to connect!



GET STARTED

RoundTripGreaterMadison.org
(608) 266-RIDE (7433)

A program of the Greater Madison MPO.

Benefits

AFFORDABLE

Commuters who rideshare can save 50% or more on monthly commute expenses, including gas and parking.

RELAXING

Reduce stress, increase your physical activity, and make time for things other than driving when you leave your drive-alone commute behind.

SUSTAINABLE

When you choose sustainable transportation, you reduce your carbon footprint and make the world a healthier place!

FUN

Ridesharing is a great way to connect with coworkers, classmates, and friends.

Services

Build a better commute with RoundTrip!

RIDEMATCHING & NETWORKS

Search to connect with other carpoolers, vanpoolers, and bikepoolers in the Madison region. If available, join your employer's network.

EMERGENCY RIDE HOME PROGRAM

Sign up through RoundTrip for peace of mind when you walk, bike, carpool, vanpool, or ride the bus to work.

MOBILE APP

Download the CommuteTracker app for [Android](#) or [Apple iOS](#) to log trips for reward programs and connect with your options on the go.

DANE COUNTY, WI



Commute Options

Employer Toolkit



What is a Commute Options Program?

Commute Options Programs make it easier for employees to walk, bike, take public transit, and carpool to work.

While they share a common goal of reducing the number of employees driving alone to work, commute options programs are tailored to each employer's unique context and needs. Most commute options programs involve a blend of physical infrastructure, financial benefits, programs, policies, and promotion to support a variety of transportation choices.

About This Toolkit

This toolkit is a resource for employers in Dane County. It will show you how to start or grow a commute options program that works for your organization using simple, customizable steps.

Whether you are a business owner, executive, benefits manager, HR representative, or staff person focused on employee wellness or sustainability, this toolkit will help you jumpstart conversations and identify the right strategies to support you along the way.

Inside this toolkit, you'll find:

- ▶ The **business case** for implementing a commute options program
- ▶ **Simple steps** to get started
- ▶ **Compelling data and insights** to guide decision making
- ▶ **Best practices** to spark ideas and set the bar
- ▶ **Local resources** to support you along the way
- ▶ **Easy-to-use templates** for employee surveys, site assessments, and promotions



RoundTrip is a program of the Greater Madison MPO that connects individuals and employers in the Madison region with convenient alternatives to driving alone. We promote walking, bicycling, public transit, carpooling, and vanpooling to reduce driving and improve quality of life for all in Dane County.

Why Employee Commuting Counts

We probably don't need to tell you that Dane County is thriving, or that Madison is recognized as one of the best places to live in the nation. As we grow, the choices we make about how we get around will set the stage for future quality of life. Investing in affordable, efficient, and environmentally friendly transportation options will ensure that Dane County continues to be a great place to live, work, and play.

As local leaders and innovators, employers play an important role when it comes to the commute. By investing in programs that make it easier to walk, bike, ride transit, and rideshare to work, employers not only improve their employees' wellbeing, but build their own resilience and improve the livability of the communities they call home.

The Business Case for Commute Options Programs

► Attract & Retain Top Talent

Recruit and retain top talent by making it easier for employees to access affordable, flexible, and low-stress commute options. Many employees are willing to switch jobs for an easier commute.

► Champion Equity & Diversity

Providing benefits for all commuters is a more inclusive and equitable approach to employee commuting. Providing free parking alone prioritizes drivers over those who do not, or cannot, drive. Supporting car-free and car-light commutes attracts a more diverse workforce, including talent from other cities where options are expected.

► Take Real Steps Toward Sustainability

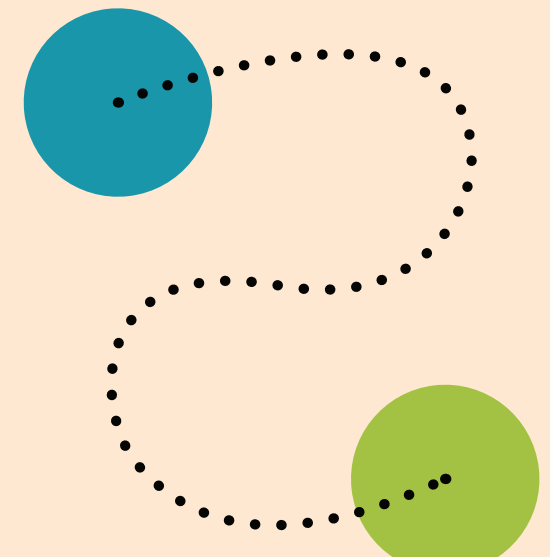
Today's employees expect their employer to take action on climate change. Transportation accounts for the largest share of greenhouse gas emissions in the United States. Leverage your commute program to live out company values and empower employees to do the same.

► Enhance Employee Health & Wellness

Commuters who carpool, ride transit, bike, and walk to work arrive more relaxed and engaged. Drive-alone commuters typically report higher levels of stress and lower levels of well-being. Happier, healthier employees take fewer sick days and get more done.

► Improve Your Bottom Line

Less demand for parking means lower leasing, maintenance, and construction expenses, while pre-tax commuter benefits save employees money and reduce your payroll taxes.



Your Roadmap to Success

Building a commute options program is less about reaching a specific destination and more about embarking on a journey. Your program will be based on the unique needs of your employees and goals of your organization, as well as the transportation options available to you and resources already in place.

Use the following steps as a guide to help you identify achievable opportunities and develop a plan that fits your organization best. Remember that no matter where you begin, your team, goals, and strategies will evolve as your program gains momentum.



1

Convene Your Team

p. 5



2

Assess Needs & Opportunities

p. 6



3

Set Goals

p. 8



4

Select Tools & Strategies

p. 9



5

Launch & Promote Your Program

p. 17



6

Evaluate, Celebrate, & Look Ahead!

p. 18

STEP 1

Convene Your Team

The most successful commute options programs involve collaboration and expertise from throughout an organization.

Here are the key players ►

.....

***Remember that
RoundTrip is
always available
with support and
resources to assist
you along the way.***



Program Coordinator

A program coordinator, or “employee transportation coordinator” (ETC), serves a vital role as your program champion and primary contact. They will develop the program plan, communicate with leadership, coordinate with other departments, and promote the opportunities and benefits to employees. Depending on the size of your organization, this role may be assigned as part of an existing job description, or hired as a part- or full-time position.



Core Team

No matter where your commute options program lives, a collaborative approach will lead to important connections as you create and implement your plan.. Depending on your organization’s size and structure, you may consider involving staff with expertise in facilities, HR, payroll and benefits, information technology, marketing, sustainability, or employee wellness, as well as representatives from employee committees and resource groups.



Workplace Leadership

Engaging key decision-makers early in the process is a critical step to gain buy-in on your program goals and scope. Their support will be necessary to update policies, make investments, and maintain momentum. As you get ready to launch, leaders can play an important role in championing the program, encouraging participation, and setting an example with their own day-to-day choices.

STEP 2

Assess Needs & Opportunities

Use these basic assessment tools to identify the challenges your program should address and opportunities you can leverage.

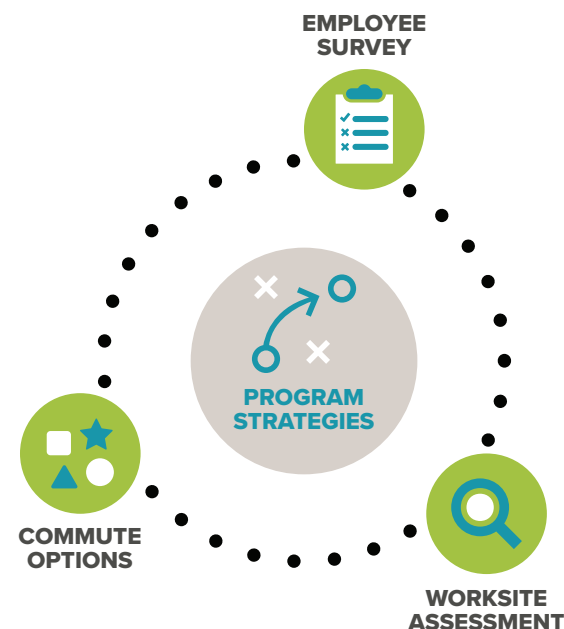
- See Appendices on p. 21 for templates to get you started.

Employee Transportation Survey

Understanding your employees' current commuting habits, challenges, and preferences will provide important insights into their needs and help you rank potential strategies.

Worksite Assessment

A worksite assessment inventories your workplace policies, facilities, programs, and nearby transportation options. The assessment will help you identify opportunities and select strategies.



Leveraging the Exit Interview

Are you losing staff to the commute and don't realize it? Studies have found that nearly 25% of American employees have quit a job due to a bad commute. Exit interviews can provide valuable insight into how commuting may influence employees' decisions to leave, and why recruits may turn down offers.

Transportation Options & Benefits

With the results of your employee survey and worksite assessment in hand, consider the transportation options available and how your program can best support them:



PUBLIC TRANSIT Public transit is essential to employees who cannot drive and a valuable option for those who simply prefer not to. Transit riders get more daily physical activity than drivers and can spend their stress-free commute listening to music, catching up on work, and relaxing.



CARPOOL Carpooling helps participants gain valuable savings on gas, maintenance, parking, and drive time. Studies show that carpooling inspires a sense of community, and can measurably increase employee satisfaction and engagement when actively promoted by an employer.



VANPOOL Vanpooling is an excellent money-saving option for long-distance commuters. Depending on your size and location, you may consider working with the State of Wisconsin Vanpool Program or exploring a privately run program tailored to your workplace needs.



BICYCLE Bicycling is a healthy, low-cost option that may be especially attractive for employees living within three to five miles (or a 15- to 30-minute ride) of work. If BCycle is available, many employees may not even need to own a bike.



WALK For employees who live nearby, nothing is easier, healthier, or more affordable than simply walking to work.



WORK FROM HOME The efficiency and affordability of this “commute” option make it especially popular. Surveys show that most eligible employees prefer to telework 2-3 days per week, but just one day can increase employee satisfaction and reduce the commute-related CO2 gas emissions associated with your workplace.



MULTIMODAL Sometimes the best commute combines two modes! Many Madison area commuters drive to park-n-ride lots to rideshare, and bicycling and transit go hand-in-hand with our region’s extensive bicycle network and a bike rack on every Metro bus.

STEP 3

Set Goals

Setting goals will help you identify the best strategies to serve your workplace and employees. Measurable goals will help you assess your program's impact over time, tell the story of your successes, and identify new challenges to address in the future.

Goals should:

1. Identify the challenge(s) you are trying to solve.
2. Be specific and measurable.
3. Be tied to the positive outcomes you plan to achieve.

Here is an example common to many workplaces:



Challenge

- The parking lot is full by 8:30 a.m., making it difficult for some employees and visitors to find parking. You are considering expensive options to lease or build more parking.



Goal

- Alleviate parking demand by reducing the number of employees who drive alone to work by 10% within six months.



Tactic

- Provide free Metro Commute Cards for employees and offer rewards for employees who do not drive alone.



Positive Outcome(s)

Parking demand decreases and your organization avoids a costly parking expansion.

As you set goals, identify a few key metrics that will help you measure progress on a monthly, quarterly, or annual basis. RoundTrip offers tools to assist with tracking and reporting on employee commutes, and can work with you to identify what's most useful for your program.

Metrics may include:

- ▶ % of employees who report not driving alone to work in annual survey
- ▶ # of non-drive-alone commutes employees log with RoundTrip
- ▶ # of transit passes distributed
- ▶ # of parking cash-out participants
- ▶ # of transit riders per month
- ▶ # of carpools registered for preferred parking
- ▶ # of employees who participate in program events
- ▶ # of tons of CO2 emissions avoided

STEP 4

Select Tools & Strategies

Now you are ready to build your program! Keep in mind that not all of the tools and strategies in this section apply to all workplaces—you know your employees and business best, so choose what is most likely to succeed based on your organization’s unique context and what is feasible today.

.....

RoundTrip staff can help you understand these tools and strategies, and guide you to a program that meets your unique workplace needs and goals.

As you prioritize your investments, be aware that you will achieve the greatest impact with a mix of physical improvements, financial incentives, support services, and promotion.



For example, one study of workplaces recognized as the “Best Workplaces for Commuters” found that commuter benefits programs that offered a combination of services, such as Emergency Ride Home and carpool matching; informational campaigns; and financial incentives conservatively doubled their impact in reducing vehicle trips, compared to programs that did not include financial incentives.

Key questions to consider:

- ▶ What are our biggest challenges?
- ▶ What can we do quickly, and what will take more time?
- ▶ What approvals might we need (e.g., from management and/or local permitting agencies)?
- ▶ What is our budget?
- ▶ What is a good time to launch?
- ▶ What other staff/departments should we involve?
- ▶ What metrics do we want to track?

Commute Options Tools & Strategies

Now for the fun part. This table includes a range of tools and strategies—the building blocks of your commute options program—along with ideas for how to implement them. Considering the needs and opportunities you’ve identified so far, use the key benefits and relative cost-impact information provided to guide you toward a mix of strategies that makes sense for your workplace.

Strategy	Description	Benefits	Cost	Impact
Financial Incentives See Strategy Spotlight on page 14 for more details.	Offer financial incentives to encourage and support alternate modes. These may include the discounted <u>Metro Commute Card program</u> ; free or discounted <u>BCycle passes</u> ; vanpool subsidies; cash benefits for employees who do not drive; and more.	Financial incentives equitably support all commuters and reduce barriers to trying new commute options. They also add important fuel to long-term behavior change.	\$\$-\$\$\$	
Parking Management See Strategy Spotlight on page 15 for more details.	Charge the market rate for leased or owned parking in transit-served urban areas; shift from long-term permits to daily parking fees; or offer parking cash-out.	Strategic policies that reflect the true cost of parking can level the playing field for commuters and generate revenue to promote other modes.	\$\$	
Bicycle Parking & Maintenance	Provide secure indoor bike parking for employees, and covered bike parking at the main entrance for visitors. Use high-quality bike racks and install a bike repair station with a pump.	Basic infrastructure supports bicycling among employees and visitors. Every trip by bike reduces parking demand.	\$\$	
Active Commute Amenities	Provide well-equipped facilities such as lockers, changing rooms, and showers for employees with active commutes. Consider drying racks, towels, hair dryers, and an iron or steamer for extra points.	Active employees are healthier and more productive. Providing the essentials for getting ready at work helps them look and perform their best.	\$\$\$	

Strategy	Description	Benefits	Cost	Impact
Flexible Scheduling & Compressed Work Weeks	<p>Allow employees to shift their hours to better align with transit schedules, accommodate carpooling, or avoid peak period congestion.</p> <p>Allow employees to switch to a compressed work week, such as working four 10-hour days in one week or working 9 days in two weeks.</p>	<p>Flexible scheduling supports a variety of lifestyles and allows employees to reduce the stress, cost, and time associated with their commute.</p> <p>Compressed schedules eliminate some commute trips altogether, leading to significant cost and time savings for employees.</p>	\$	★★★★★
Remote Work & Hybrid Schedules	<p>Adopt workplace policies that support working from home on a full-time or part-time (hybrid) basis. Check out <u>RoundTrip's TeleWORKS toolkit</u> for more guidance and local workforce insights.</p>	<p>Today's workforce values remote work options, which are easier than ever to accommodate. Every remote work day eliminates an entire commute and provides an opportunity to reduce driving and emissions in our region.</p>	\$	★★★★★
New Employee Welcome Packets	<p>Leverage the “fresh start effect” by providing commute options information during employee onboarding, or in an email prior to their first day. Materials may include a RoundTrip flyer, bus pass & route information, bicycle maps, personalized transit and/or bike routes, and more.</p>	<p>Employees making a fresh start with a new work and/or home location are most likely to try a new commute, especially when informed about their options and offered incentives to try them out.</p>	\$	★★★★★
Fresh Start Opportunities	<p>Beyond employee onboarding, fresh start opportunities may include partnering with your workplace wellness or sustainability programs on New Year's commitments, or organizing “Try It!” promotions when new options such as transit service or BCycle stations become available nearby.</p>	<p>The “fresh start effect” is a powerful driver of change at times of transition.</p>	\$	★★★★★

Strategy	Description	Benefits	Cost	Impact
Commute Matching with RoundTrip	Work with RoundTrip to create and promote a free, branded workplace network page for employees to search for car-, van-, transit-, walk- and bikepool matches both within and beyond your workplace network.	Customized commute matching reduces the friction of finding partners, and shared commutes build community. Bikepools are often cited as especially helpful for new bike commuters.	\$	★★★★☆
Employee Communications	Use a mix of digital and print tools such as your intranet, newsletters, and bulletin boards to offer tips, promote events, share transit and bicycle updates, and highlight testimonials.	Regular communication promotes a positive culture of support and consistency.	\$	★★★★☆
Workplace Events	Provide fun, team-building opportunities for employees to learn about their options. Ideas include a transit outing, bike commute fashion show, lunch & learns, team BCycle rides, and e-bike demonstrations.	Interactive, low-cost programs give employees experience and help them overcome the fear of trying something new.	\$\$	★★★★☆
Commuter Challenge	Launch a workplace competition for employees to earn prizes based on their commute choices. RoundTrip offers a free, customizable challenge platform for employers.	Short-term trials can lead to long-term change, and periodic promotions spark renewed interest in your commute options program.	\$-\$	★★★★☆
Employee Recognition	Recognize a “Commuter of the Month” and highlight a diverse array of employees and commute types throughout the year.	Recognition builds positive workplace culture around non-drive-alone commutes and provides a platform to educate employees about their options.	\$	★★★☆☆

Strategy	Description	Benefits	Cost	Impact
Emergency Ride Home	Offer a free ride home in case of illness or family emergency for employees who commute without a personal vehicle. You can promote the <u>Dane County Emergency Ride Home program</u> or contact RoundTrip about offering your own in partnership with providers like Union Cab, Lyft, and Uber.	ERH is a safety net that provides essential peace of mind to commuters and reduces a common barrier to choosing not to drive to work.	\$	★★★★★
Mid-day Transportation	Provide midday options for off-site meetings and personal appointments. These include company-owned loaner bikes and fleet vehicles, or company <u>BCycle</u> and <u>ZipCar</u> passes.	Supports midday mobility needs for all employees, regardless of how they commute. Does not require employees to own a car or drive to work to support a mid-day trip.	\$–\$\$	★★★★★
Transportation Information Hubs	Provide information for employees and visitors on your website, in your employee lounge, and in your lobby. Include maps, transit schedules, brochures, and promotions. Displaying <u>live departure information</u> for nearby Metro stop(s) is easy and effective.	Just as you might provide wayfinding information to help visitors navigate a building or campus, you can also provide information on different ways of getting to and from your location.	\$\$	★★★★★
Priority Parking	Allocate reserved, priority parking for carpools and vanpools.	Supports ridesharing and sparks new connections among employees.	\$	★★★★★



Remember that not all strategies will apply to all workplaces—use this list to help you brainstorm, and consider other out-of-the-box ideas that may be perfect for your situation.

Incentives

Financial incentives that support commute options are an investment in your employees, business, and community. Incentives can include:

- ▶ Free or discounted transit passes (see tax-free options below)
- ▶ Vanpool fare subsidies (see tax-free options below)
- ▶ Free or discounted BCycle memberships
- ▶ Emergency Ride Home program for commuters to get home in a pinch
- ▶ Lifestyle Spending Account to cover bike/walk expenses ineligible as pre-tax commuter benefits, such as equipment, fitness trackers, and athletic clothing
- ▶ Cash incentives and rewards for employees who do not drive alone

Tax-Free Commuter Benefits: A Win-Win

Section 132(f) of the Internal Revenue Code - Qualified Transportation Fringe Benefits, allows employers to provide a monthly tax-free benefit to employees to cover transit and vanpool expenses. Both employers and employees save, since federal income and payroll taxes do not apply.

Employers can administer these benefits in three ways:

- ▶ As a tax-free employer-paid commute subsidy
- ▶ As a pre-tax employee-paid payroll deduction
- ▶ As a combination of the above

Fuel & Friction: Balancing Incentives and Disincentives

For the best return on investment, consider pairing your incentives—or the “fuel” you put behind walking, bicycling, riding transit, and carpooling—with disincentives, or “friction,” that reduce the appeal of driving alone. Parking management is one of the most effective ways to tip the fuel/friction balance between driving alone and using other commute options. We’ll discuss this in detail on the next page.



Parking Management

Parking management plays a critical role in determining how employees choose to commute. A strategic approach can greatly reduce the number of employees driving to work each day. It can also level the playing field by reducing incentives for drivers and increasing incentives for non-drivers. Incremental changes to parking policies will add up to big progress toward your goals!

If you are just getting started...

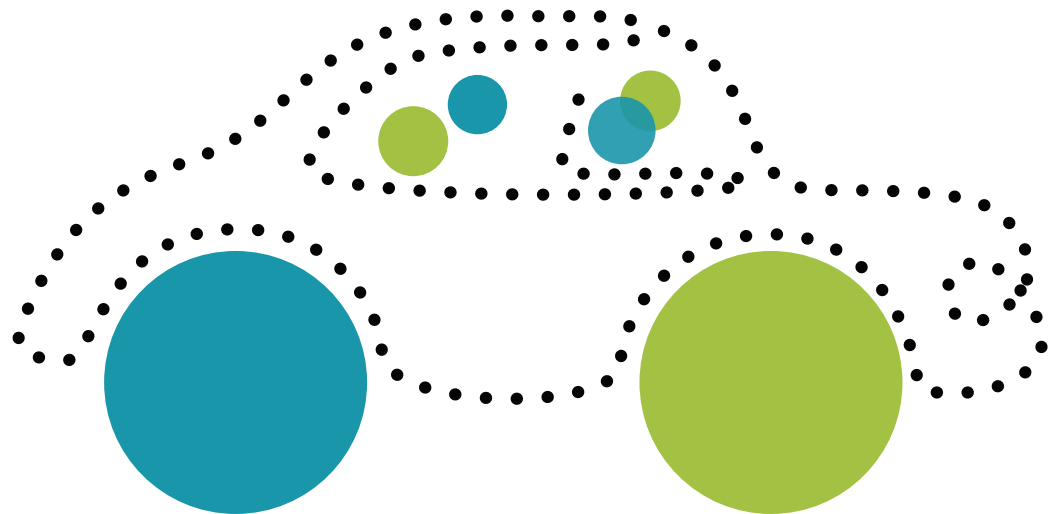
Prioritize carpool and vanpool parking

A simple, affordable first step can be reserving priority parking spaces for carpools. This small change is a gesture of respect that communicates your workplace values.

If you offer free parking...

Offer parking cash-out OR an equivalent-value commuter benefit

In lieu of a free parking space, employees receive the option of a monthly cash payment, or tax-free transit or vanpool subsidy of equal value. Cash-out programs work best for employers who lease their parking or face parking shortages, but any employer can offer—and gain long-term benefits from—a parking cash-out program.



If you offer free parking...

Charge for parking

If your workplace offers free parking, you already subsidize the commute for drivers. While charging employees for parking is a big shift, it is one of the most effective ways to reduce driving, especially in transit-served urban locations. Carpoolers can be charged less.

If you sell long-term parking permits...

Switch to daily parking

Did you know that monthly, quarterly, and annual parking permits actually encourage employees to drive, in order to get their money's worth? Daily parking, on the other hand, provides employees with a more flexible and affordable option that allows them to use other commute modes on various days without a financial penalty.

If you charge daily parking rates...

Implement a dynamic pricing strategy

Dynamic pricing adjusts the price of parking based on frequency, rewarding employees who drive fewer times each week or month. Rather than charging a flat daily rate, a dynamic pricing structure could look like:

# DAYS/WEEK	DAILY COST	WEEKLY COST	MONTHLY COST
1	\$3	\$3	\$12
2	\$4	\$8	\$32
3	\$5	\$15	\$60
4	\$6	\$24	\$96
5	\$7	\$35	\$140



A variety of software tools are available to help employers manage parking and administer incentives for a commute options program. RoundTrip does not endorse specific providers, but can provide a list of potential vendors to employers interested in researching their services.

STEP 5

Launch & Promote Your Program

Ready, Set, Go!

Get your new program off to a strong start by making a big splash with the launch. Plan engaging company-wide communications such as:

- ▶ All-staff message from leadership
- ▶ Video announcement
- ▶ Launch party with giveaways and activities
- ▶ Departmental lunch-and-learns
- ▶ Bike rides, bus-to-lunch/happy hour events, and other activities
- ▶ Messaging in community rooms, parking areas, and other key locations

Ongoing Promotion

For most employees, changing their commute habits will take time and support. Regularly promoting your program will be essential to building awareness, sustaining momentum, and developing a workplace culture.

Draw from the strategies above to craft a plan that weaves commute options programming into the fabric of your workplace via:

- ▶ Regular features in workplace communications
- ▶ A schedule of monthly or quarterly outreach activities
- ▶ Collaboration across departments to promote commute options through related programs

Leverage Your Leaders

Enlist executives who can help set the tone and create momentum behind your commute options program. These leaders are particularly effective when they:

- ▶ “Walk the talk” by walking, biking, riding the bus, or carpooling to work.
- ▶ Communicate the program vision company-wide, and connect it to your organization’s mission and culture.
- ▶ Participate in events and share personal stories.



Beyond the board room, consider cultivating a team of experienced and enthusiastic “champions” to serve as departmental liaisons and internal experts for employees with questions.

STEP 6

Evaluate, Celebrate, & Look Ahead

Use the goals and metrics you developed in Step 3 to help you track progress and plan ahead.

Measuring Progress: A Little Data Goes a Long Way

- ▶ Conduct an employee commute survey annually or bi-annually (see appendix).
- ▶ Revise your worksite assessment annually (see appendix).
- ▶ Regularly track and update the metrics related to your program goals.
- ▶ Use testimonials to add human dimension to your numbers.

Celebrating Your Successes

Recognize individual and collective accomplishments through company-wide celebrations:

- ▶ Plan special events like a commuter breakfast or ice cream social.
- ▶ Include announcements and accolades in employee communications.
- ▶ Organize annual awards and recognition.

Apply for employer recognition programs to tell your story and position your workplace as a leader:

- ▶ Dane County *Climate Champions Program*, “Employee Commuting” category
- ▶ *Best Workplaces for Commuters* national membership program
- ▶ League of American Bicyclists *Bicycle Friendly Business*

Promote your commitment to improving the commute by sharing your story with industry peers and prospective employees:

- ▶ Add award badges and testimonials to your website.
- ▶ Share your story locally and nationally via LinkedIn, InBusiness, conference presentations, and industry newsletters.

Looking Ahead

As you evaluate your program’s progress you will uncover new challenges and opportunities. Regularly convene your team to review these insights and chart next steps, and remember that RoundTrip is always available to assist with resources and guidance.

Local Resources



RoundTrip

A program of the Greater Madison MPO, with resources to support employer commute options programs. See page 20 for a full menu of services!

roundtripgreatermadison.org



metro transit

Metro Transit

Employer Commute Card program offers discounted bus passes to support employee transit commutes.

<https://bit.ly/Metro-Cards>



Wisconsin State Vanpool Program

Vans serve Madison from outlying communities, available to both State and non-State employees.

https://bit.ly/WI_Vanpool



Dane County Bicycle Resources

Resources to assist bicycle riders in identifying the safest, most enjoyable routes. Includes local maps, fun routes, and information for riders of all levels.

<https://bit.ly/Dane-Bike-Info>



Madison BCycle

100% e-bike bikeshare fleet with a growing network in Madison and beyond. Employers can buy bulk day passes for visitors and support memberships for employees.

madison.bcycle.com



RoundTrip TeleWORKS Toolkit

Guide with local workforce survey data, tips for managers and employees, and profiles of local employers.

<https://bit.ly/teleWORKS>



Dane County Climate Champions Program

Recognition program for Dane County employers leading on climate action in twelve categories, including Employee Commuting.

<https://bit.ly/Dane-Climate-Champs>

RoundTrip Featured Services



Smart options for everyday trips

RoundTrip is your commute options partner. Our complementary resources are here to help you develop a practical approach to elevating affordable, healthy, and sustainable transportation choices at your workplace, whether you are starting new or growing your current efforts.

Our Services

- ▶ **Employer consultations** to discuss your needs, challenges, and goals.
- ▶ Assistance with **employee surveys and site analysis** to identify key barriers and opportunities.
- ▶ **Program recommendations** tailored to your workplace.
- ▶ **Company-branded RoundTrip join page** to help employees explore commute options and connect with in-network matches.
- ▶ **Marketing materials** for your print and digital communications.
- ▶ **Opportunities and incentives** to encourage walking, bicycling, public transit, and carpooling, including local events and the Dane County Emergency Ride Home program.
- ▶ **Connections** to local service providers and referrals to third-party vendors, programs, and technologies to support your goals.
- ▶ **Digital tools** to engage employees through incentives and challenges.
- ▶ In-person and virtual **employee engagement** through tabling, information sessions, tailored events, and more.

.....

We know there is no one-size-fits-all program. Let us connect you with the right building blocks for yours!



RoundTrip is a transportation demand management program of the Greater Madison MPO, the metropolitan planning organization for the greater Madison area. Our work is financed in part through a grant from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Surface Transportation Block Grant – Urban Program. The contents of this toolkit do not necessarily reflect the views or policy of the U.S. Department of Transportation.

MPO Agenda Cover Sheet
April 5, 2023

Item No. 9

Re:

Status Report on Capital Area RPC Activities

Staff Comments on Item:

- The Commission held a joint meeting in March with the CARPC Proactive Planning Committee to discuss the Committee's draft recommendations for an ideal proactive and collaborative planning process for implementing the Regional Development Framework.
- CARPC approved funding for a facilitator to work with staff to plan a strategic planning process during the second half of 2023 to prepare plans based on recommendations from the Proactive Planning Process
- Recommended amendment of the sewer service area boundary and environmental corridors in the Central Urban Service Area as requested by the City of Middleton
- CARPC will hold a public hearing on the Amendment of the *Dane County Water Quality Plan* by Revising the Sewer Service Area Boundary and Environmental Corridors in the Waunakee Urban Service Area
- Completed a final draft of a Hazard Mitigation Plan update for Rock County
- CARPC beta version of Regional Development Framework data dashboard is published at <https://rdf-carpc.hub.arcgis.com/pages/indicators>. Feedback welcome.

Materials Presented on Item:

None

Staff Recommendation/Rationale: For informational purposes