

**Madison Area Transportation Planning Board (an MPO)
March 4, 2020 Meeting Minutes**

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

Chair Opitz called the meeting to order at 6:30 PM.

1. Roll Call

Members present: Samba Baldeh, Margaret Bergamini (arrived during item #6), Kelly Danner, Paul Esser, Grant Foster, Patrick Heck, Tom Lynch (arrived during item #5), Jerry Mandli (arrived during item #5), Ed Minihan, Mark Opitz, Mike Tierney, Doug Wood

Members absent: Steve Flottmeyer, Bruce Stravinski

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

Others present in an official capacity:
John Vesperman, WisDOT SW Region

2. Approval of February 5, 2020 Meeting Minutes

Baldeh moved, Wood seconded, to approve the February 5, 2020 meeting minutes. Motion carried.

3. Communications

- Letter from WisDOT approving Amendment No. 3 to the 2020-2024 Transportation Improvement Program.
- Article by Tom Lynch, “MetroForward: A Bold Step for Dane County Transportation,” from the February 2020 edition of The Municipality.
- Comment letter from MPO staff on an urban service area amendment in the Village of Windsor for a new school (handed out).

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

None

5. Resolution TPB No. 171 Approving Amendment #4 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

Schaefer stated that this is a minor amendment to add two interstate maintenance projects requested by WisDOT SW Region for which some of the planned work is in the Madison Metropolitan Area. The amendment also adds two multi-county employment transportation projects (both with capital and operating components), sponsored by non-profit organizations that were approved for funding under WisDOT’s Wisconsin Employment Transportation Assistance Program. Both projects are continuing programs that were approved for funding last year as well.

Esser moved, Minihan seconded, to approve Amendment #4 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County. Motion carried.

6. Approval to Release for Public Review and Comment Proposed Major Amendment to 2020-2024 Transportation Improvement Program to Add CTH AB/USH 12-18 Interchange Project

Schaefer said that WisDOT has been working with the City of Madison, Dane County, and Ho-Chunk Nation on this and is interested in moving forward with a project to construct an interchange at the

intersection of County Trunk Highway (CTH) AB with U.S. Highway 12/18. WisDOT wishes to get started on design this summer. The concept is to add a full diamond interchange just east of the existing CTH AB intersection, with a two-way frontage road on the south and north sides of USH 12/18 connecting CTH AB to Millpond Road and Long Drive. The estimated construction cost is \$28 million with approximately \$8 million additional in property acquisition costs. Federal Highway Safety Improvement Program (HSIP) and National Highway Performance Program (NHPP) funding would cover the vast majority of the construction cost. A cost-share agreement with the city, county, and Ho-Chunk still needs to be worked out. WisDOT also plans to apply for a federal BUILD grant in partnership with the city and Ho-Chunk Nation, which is due in mid-May. If successful, the funding and cost sharing would change. Construction would occur in 2022-2023.

Schaefer noted that this project is costly, but will significantly improve safety at two hazardous intersections. He said projects applying for HSIP funds must go through a cost-benefit analysis, and this one scored very high. He shared slides on the current and future planning context, crash data, and design concept. The goal is primarily to address existing safety issues, including safely accommodating future traffic generated by Ho-Chunk Gaming Madison's planned expansion, but it will also serve planned development within the Yahara Hills Neighborhood Development Plan (NDP) area. Because the project is regionally significant and costs more than \$7 million, the MPO's TIP amendment procedures call for following the major TIP amendment process, which involves notice and a public hearing. Staff is seeking permission to send out the notice. A hearing and potential action on the TIP amendment would be at the April meeting unless there are major concerns.

John Vesperman from WisDOT SW Region was available to answer questions and added that WisDOT has had continued safety problems along the corridor. WisDOT developed an environmental document for a freeway conversion a few years ago that resulted in a "finding of no significant impact." WisDOT had looked for lower cost solutions, but was unable to find any that would adequately address the safety issues in this location.

Heck asked whether the cost share would include right-of-way acquisition. Vesperman said that is to be determined. Lynch noted that the city will need to dedicate a small portion of land along the golf course. Foster asked what happened with the Meier Road extension, and whether this project would be enough to serve the future neighborhood to the north. Vesperman explained that Meier Road was considered as a solution if the beltline interchange had been larger, but because the interchange is not extending as far east, it is no longer needed from that perspective and would now be considered a local project. It also would not have been able to integrate with the future 12/18 freeway conversion as designed, and therefore was only a short-term solution. WisDOT had also looked at implementing something at both Meier Road and CTH AB, but determined that the CTH AB intersection alone project is less costly and would fully address the safety issues. Foster asked how bicycle and pedestrian traffic will be accommodated without Meier Road. Opitz asked, related to that, what the plans were for ped/bike accommodations at the roundabouts. Vesperman said there would be accommodations through the interchange, potentially along CTH AB, and along the frontage road. There would be side paths through the roundabouts.

Tierney stated that WisDOT expects a substantial increase in traffic southbound down CTH AB from the Yahara Hills NDP area to McFarland, because a large portion of the area is in the McFarland school district. Lynch stated that, for context, the beltline interchange project did not include any improvements to the Millpond or CTH AB intersections, and he had written a letter on behalf of the city, outlining the major safety concerns. He said this is one of the highest rated safety concern areas in the state, and under the new administration, the state is now willing to direct HSIP funding to this project at a level not usually seen as a result. Vesperman agreed that the safety issues here are critical, and said the state has programmed and dedicated \$10 million in HSIP funds, making this one of the biggest safety projects in the state.

Wood moved, Minihan seconded, to approve release for public review and comment a proposed major amendment to the 2020-2024 Transportation Improvement Program to add the CTH AB/USH 12-18 Interchange Project.

Baldehy asked whether Ho-Chunk Gaming Madison would be present at the public hearing. Schaefer said that wasn't planned, but more information on their expansion plan could be provided. Lynch said the Ho-Chunk development proposal will go through the city's plan commission process. They cannot move forward with the General Development Plan until there is suitable vehicular access to accommodate the growth, and that will be a city decision. Regardless of that development, the interchange project is necessary to address existing safety concerns. Heck would like to hear more at the public hearing about how bicyclists and pedestrians will navigate the area. Foster agreed with Baldehy's interest in hearing about the Ho-Chunk Gaming Madison plans, and would also like to include the Yahara Hills NDP in the discussion. He said CARPC is very interested in working more closely with MATPB and others to consider land use and transportation decisions together. Opitz noted that USH 12/18 is a major barrier to bicycle and pedestrian access, and Madison has very few crossings. Foster said that STH 30 and Stoughton Road have major ped/bike access impacts on his district, and he does not want to create a similar issue for future residents in this area.

Wood moved, Minihan seconded, to approve release for public review and comment a proposed major amendment to the 2020-2024 TIP to add the CTH AB/USH 12-18 Interchange Project. Motion carried.

7. Review of Feedback Received to Inform MPO and Rideshare Etc. Program Rebranding Efforts and Review and Discussion on Draft Agency Name Ideas and Mission and Vision Statements

Schaefer stated that staff have been working with the rebranding consultant, Distillery, to gather public input to guide the brand and marketing strategies for both MATPB and the Rideshare Etc. program. The input has included consultant-led focus groups and interviews with a variety of stakeholders; staff-led discussion with the MPO's technical and citizen advisory committees; and input received from the board at the January meeting. It has also included two public surveys, which will close on March 1. Survey results were handed out to the board.

At tonight's meeting, Schaefer said staff will review key takeaways from the input and potential new names for the agency and program, for initial feedback from the board. Based on this feedback, staff will bring a recommended agency name and mission and vision statements to the April board meeting for approval. After the board approves a name for both MATPB and Rideshare Etc., Distillery will be able to begin developing three alternative "visual systems," including logo options, to present at the May board meeting. This will be a joint meeting with CARPC to include their feedback. While ultimately it will be the MPO board's decision, staff thought a joint meeting would help as we seek ways to present the MPO and CARPC as partner agencies. CARPC is also considering contracting with Distillery to redesign their logo in tandem with our rebrand, and will make a decision on this at their next board meeting.

Brucaya and Hoesly then shared a powerpoint presentation of findings from Distillery's audit process for both MATPB and the Rideshare Etc. program. This included takeaways from the focus groups, interviews, and online surveys; analysis of the strengths, challenges, opportunities, and audiences for MATPB and Rideshare Etc.; and recommendations for positioning, voice/tone, core values, and potential names for each.

The board then discussed the potential names presented for each. For the MPO, the board preferred to include "MPO" in the name, and generally agreed that "Greater Madison MPO" works best because Madison is the most identifiable reference, but it does not put Madison before the rest of the region. "Capital Area" is too generic, and "Dane County" sounds too much like county government. CARPC had also come to this conclusion when they developed the "A Greater Madison Vision" brand. "Madison Area MPO" was a possible second option. For the Rideshare, Etc. program, board members liked "RoundTrip" because it is able to cover a wide range of trip types. There also seemed to be consensus against using Commute in the name so as to allow expansion of the program to also focus on non-work trips.

8. Review of Timeline Process, and Scope of the Update to the Transit Development Plan (TDP) and Scope of Related Metro Transit Network Design Study

Schaefer noted that this is primarily an update item. MATPB produces a TDP every 5-7 years, which acts like a strategic plan to guide local transit planning and budgeting. It is a vehicle to establish policy for the transit agency. Staff had considered working on a new TDP last year, but the BRT project was taking a lot of staff time. The plan then changed to completing a new TDP by the end of 2020, but Madison decided to budget for a route restructure study that will start this summer and last for about one year. As a result, it makes more sense to push the TDP back again to incorporate findings from this study. It also provides an opportunity to use public engagement for the study to inform the TDP, which will make the TDP more effective. Schaefer said MPO staff had already discussed this with Madison's Transportation Policy and Planning Board.

9. Status Report on Capital Area RPC Activities

Foster shared that there is significant interest on the CARPC side to work more closely with the MPO on joint land use and transportation planning issues.

10. Announcements and Schedule of Future Meetings

No announcements. The next meeting is scheduled for April 1, 2020 at 6:30 PM.

11. Adjournment

Esser moved, Foster seconded, to adjourn. Motion carried. The meeting ended at 8:05 PM.