



2024



GREATER MADISON
mpo

UNIFIED PLANNING WORK
PROGRAM (UPWP)

Greater Madison Metropolitan Planning Organization (MPO)

2024 UNIFIED PLANNING WORK PROGRAM

November 2023

Prepared by staff of Greater Madison MPO

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The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation or WisDOT.



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MPO 2023 Resolution No. 12
Approving the 2024 Greater Madison MPO Unified Planning Work Program

WHEREAS a Unified Planning Work Program (UPWP) is a requirement for receiving federal and state planning financial assistance; and

WHEREAS the UPWP for the Greater Madison MPO (Metropolitan Planning Organization) is annually updated, and the 2024 Work Program is the first year of the 2024-2026 Overall Program Design Report; and

WHEREAS separate grant applications will be required to apply for the 2024 programmed planning grant funds, including applications to the Federal Transit Administration, Federal Highway Administration, Wisconsin Department of Transportation, Dane County, and various local governmental units; and

WHEREAS the City of Madison is the administrative and fiscal agent for the MPO and is a legally constituted entity under the laws of the State of Wisconsin and able to receive these funds:

NOW, THEREFORE, BE IT RESOLVED that the Greater Madison MPO approves the Draft 2024 Unified Planning Work Program dated October 2023 with the changes reflected in the Addition/Change sheet dated 10/25/23; and

BE IT FURTHER RESOLVED that the MPO Transportation Planning Manager is authorized and directed to submit necessary applications to appropriate state, local, and federal departments for planning activities indicated for 2023 and to execute appropriate agreements and contracts with said agencies on behalf of the MPO; and

BE IT FURTHER RESOLVED that the MPO Transportation Planning Manager is authorized to file appropriate supporting documents and requisitions and to perform other duties and acts, which may be required as part of these planning grant contracts; and

BE IT FURTHER RESOLVED that the planning agency agrees to abide by all the provisions, terms, and conditions of said contracts; and

BE IT FURTHER RESOLVED, in accordance with 23 CFR 450.334(a) the MPO hereby certifies that the metropolitan transportation planning process is addressing major issues facing the metropolitan planning area and is being conducted in accordance with all applicable requirements of:

1. 23 U.S.C. 134 and 49 U.S.C. 5303, and this subpart;
2. Title VI of the Civil Rights Act of 1964, as amended (42 USC 2000d-1) and 49 CFR part 21;
3. 49 USC 5332, prohibiting discrimination on the basis of race, color, creed, national origin, sex, or age in employment or business opportunity;
4. Section 11101(e) of the Infrastructure Investment & Jobs Act (Pub. L. 117-58, also known as the Bipartisan Infrastructure Bill) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises in the US DOT funded projects;
5. 23 CFR part 230, regarding the implementation of an equal employment opportunity program on Federal and Federal-aid highway construction contracts;
6. The provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 *et seq.*) and 49 CFR Parts 27, 37, and 38;
7. The Older Americans Act, as amended (42 U.S.C 6101), prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance;

8. Section 324 of title 23, U.S.C regarding the prohibition of discrimination based on gender; and
9. Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and 49 CFR 27 regarding discrimination against individuals with disabilities.

November 1, 2023

Date Adopted

A handwritten signature in black ink, reading "Mark Opitz". The signature is written in a cursive, flowing style.

Mark Opitz, Chair
Greater Madison MPO

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Summary of 2024 Program Activities and Transportation Planning Services

2024 Direct Person-Months	2024 Budget ¹	2024 Percent MPO/Local Appropriation	2024 Percent State, Federal, Other
96.51	\$1,514,210	16.57%	83.43%

System-Wide Multi-modal Transportation Planning and Programming (36.08 person-months)

- Continue tracking and analyzing performance measures associated with Regional Transportation Plan (RTP) goals. Continue making refinements to the online performance measures data dashboard with interactive maps. Continue to coordinate with WisDOT and Metro Transit in establishment of state and MPO performance targets for the federal performance measures.
- Continue work to implement the planning related recommendations in *Connect Greater Madison: 2050 RTP*, including completion of study using the travel model to evaluate the impact of various technology and policy scenarios on traffic volumes and VMT and other special studies and local planning assistance.
- Continue planning for next set of future improvements to the travel model and development of new model base year data while continuing training on current model. Also begin work to update population, housing, and employment forecasts following release of new WisDOA forecasts.
- Continue working with WisDOT and local staff and officials to make adjustments to the designated 2020 Madison urban area boundary and create a new MPO planning area boundary. Also begin work on update to the regional roadway functional classification system.
- Continue to implement the MPO Complete Streets Policy.
- Provide assistance to local governments with active transportation planning, including assistance to Oregon’s Ad Hoc Transportation Committee, and to Madison in refining its bicycle priority network. Also provide information and assistance on ADA transition plans as needed.
- Continue to maintain bicycle facility, bicycle level of traffic stress, and pedestrian facility geodatabases and networks to support MPO and local planning efforts. Complete update to the bicycle LTS methodology and revised network with changes.
 - Continue other data collection and analysis to support transportation system performance monitoring, local and state transportation planning studies, the congestion management process, and special studies. This includes use of StreetLight data derived from GPS and Location-Based Services data accessed through its analytics platform.
 - Complete project with Metro Transit to oversee consultant in conducting an onboard transit passenger survey.
 - Prepare annual update of the Transportation Improvement Program (TIP), including selection of STBG – Urban, Transportation Alternatives Program and Carbon Reduction Program projects for funding. Also assist WisDOT with management of approved projects.

Transportation System Management (TSM) Planning and Technology (7.44 person-months)

- Initiate a Regional Transportation Systems Management and Operations (TSMO) Plan, with consultant assistance, complimenting the Congestion Management Process and ITS Plan.
- Begin development of a regional Active Transportation Plan, which will update the Bicycle Transportation Plan and include pedestrian considerations as well.

- Continue to implement the Regional Comprehensive Safety Action Plan. The MPO will continue to partner with local communities to develop a regional safety project implementation application for the anticipated third round of Safe Streets for All (SS4A) funding in 2024.
- Continue to implement the Regional Electric Vehicle (EV) Charging Infrastructure Plan, providing coordinating support for public and private market sector partners in implementing policies and strategies from the plan, and monitoring the transition to EVs in the Madison Metro area.
- Continue to implement the Congestion Management Process and monitor CMP performance measures.
- Continue to support efforts of City of Madison Traffic Engineering, Metro Transit, and other agency partners to implement the *Regional Intelligent Transportation System (ITS) Strategic Plan for the Madison Metropolitan Area*.
- Continue to provide data and other support for the Madison and Sun Prairie Vision Zero initiatives.
- Continue staffing support to the Dane County Traffic Safety Commission (TSC), including leading preparation of annual traffic safety trends report and participating in TSC emphasis area workgroups.

Short-Range Transit & Specialized Transportation Planning (4.74 person-months)

- Complete work with Metro Transit and other local planning staff on update to the Transit Development Plan (TDP) following completion of the Transit Network Redesign Study.
- Lead project working with Metro Transit staff to hire and oversee consultant in undertaking in February and early March 2024.
- Continue to assist Metro Transit in processing and analyzing passenger boarding and alighting, passenger loading, and on-time performance data for use in transit service planning, Title VI compliance, and for performance monitoring.
- Continue assistance to local communities in evaluating transit needs and development of local transit service, including Oregon and Sun Prairie.
- Support Metro Transit efforts as needed to identify important transit priority improvements and implement recommendations of the bus stop improvement study.
- Update the Coordinated Public Transit – Human Services Transportation Plan. Continue to provide assistance to Metro Transit and Dane County Department of Human Services (DCHS) staff in implementing the 2019-2023 Coordinated Public Transit-Human Services Transportation Plan.
- Continue to implement the Program Management & Recipient Coordination Plan for the Section 5310 (Enhanced Transportation for Seniors and Persons with Disabilities) Program with MPO selecting projects and Metro administering them.

Roadway and Transit Corridor & Special Area Studies (3.71 person-months)

- Continue to provide data and other support for interagency staff team working with consultant to complete design for the Bus Rapid Transit (BRT) project in the east-west corridor, and for the planning study for the north-south BRT project.
- Provide travel model and data support and planning assistance on major WisDOT-sponsored corridor studies, including Stoughton Road/USH 51, Beltline, and Interstate 39/90/94.
- Provide transportation planning assistance (e.g., traffic forecasts) for large-scale developments, neighborhood and comprehensive plans, and corridor plans as needed.
- Continue preparation of small area or project-level traffic forecasts for Dane County and local communities upon request.

Transportation Demand Management (TDM) & Other Transportation Planning (10.71 person-months)

- Work with WisDOT and SEWRPC to coordinate and collaborate on TDM initiatives, including administration and promotion of the statewide ride-matching platform. Conduct publicity, marketing, presentations, and other outreach to engage new and existing users.
- Continue working with partners to expand employer engagement and raise awareness of resources such as the Commute Options Program Toolkit. Continue supporting employer-sponsored commute programs.
- Work with Commute with Enterprise, the new administrator of the State of Wisconsin Vanpool Program, to maintain routes in the rideshare platform and promote the program to workers and employers in Dane County.
- Explore new project opportunities, including preparation of a strategic plan for the TDM program; TDM mini-grant pilot for employers; and outreach targeted to new residents and movers.
- Continue to promote the new TDM program brand (RoundTrip) through strategies and tactics outlined in the marketing plan. This includes creating marketing materials, developing digital assets, managing an annual advertising campaign, and leveraging partnerships with local organizations and businesses.
- Continue ride-matching services and promotion of alternatives to driving alone, including presentations and events, commuter challenge programs, employer e-news updates, and provision of incentives such as the Emergency Ride Home (ERH) program.
- Continue to engage new partners and facilitate intergovernmental coordination of TDM programs and initiatives in the region through the TDM Coordinating Committee.
- Administer TDM incentives and raise awareness through ongoing promotions for transit, carpooling, bicycling, walking, and telework. This includes working with partners to market the ERH program and Dane County Employee Bus Program, and to develop new incentives.
- Assist the City of Madison with TDM initiatives including the proposed citywide TDM program and exploration of Transportation Management Associations (TMAs) as an implementation strategy.
- Provide transportation planning assistance to the Capital Area Regional Planning Commission (CARPC), including assistance in preparing comprehensive plan updates for communities or providing other local planning assistance and in preparing consistency reviews of comprehensive plans.

Transportation Administration/Service and Public Participation Activities (23.25 person-months)

- Continue functions required to develop and manage the MPO's work program and budget, and provide staff support to the MPO Policy Board and Technical Committee.
- Continue to engage the general public and stakeholders in the transportation planning and programming process, utilizing methods identified in the MPO's updated Public Participation Plan and strategies and tactics identified from the MPO rebranding project.
- Continue efforts to implement and monitor compliance with the Title VI Program/Language Assistance Plan and update the plan.
- Conduct a strategic planning exercise for MPO staff.

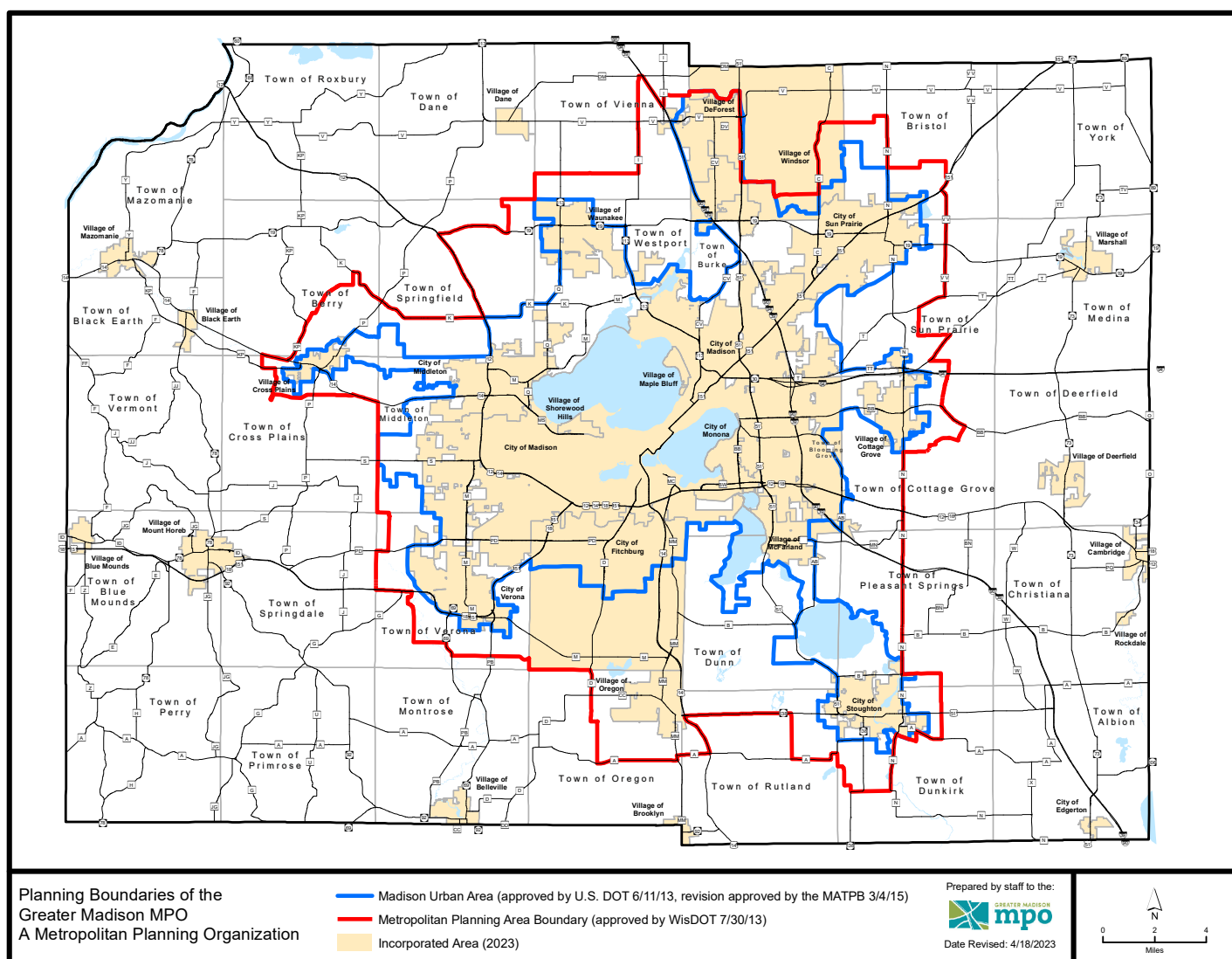


Introduction

This 2024 Unified Planning Work Program (UPWP) represents the first-year planning activities of the 2024–2026 Overall Program Design Report of the Greater Madison MPO (Metropolitan Planning Organization). The Greater Madison MPO is the officially designated MPO and transportation planning policy body for the Madison metropolitan area.

The Greater Madison MPO work program is an annual publication that outlines major transportation planning issues, describes the planning activities the MPO will undertake and be involved in the following year, summarizes the MPO’s recent planning activities and accomplishments, and identifies how federal, state, and local transportation funding will be spent on the different planning activities. The publication of an MPO work program is required by federal law as a condition of receiving federal transportation funding.

The work program is presented in a format to highlight the planning program activities to be undertaken in 2024 and to note the basic 2025–2026 overall program activities expected in future years. The 2024 UPWP continues the MPO’s planning activities for all modes of transportation and includes relevant activities by other agencies related to transportation planning. A Summary Table of the Proposed 2024 MPO Budget on page 31 shows the overall work program budget, including the amount and source of funds for each work element.



Federal law requires that MPOs work closely and coordinate planning efforts with State Departments of Transportation and major transit operators as well as local units of government and other stakeholders. The Greater Madison MPO, Wisconsin Department of Transportation (WisDOT), and Metro Transit have a three-party Cooperative Agreement for continuing transportation planning for the Madison metropolitan area. The agreement is posted on the MPO's website at the following link: <https://www.greatermadisonmpo.org/about/documents/msnmposignedcoopagreement.pdf>.

Federal law also requires that MPOs maintain a public involvement plan that outlines the public participation goals and techniques to be used in the regional transportation planning and programming processes. The MPO's current public participation plan is on the agency's website at the following link: https://www.greatermadisonmpo.org/planning/documents/PPP2021_forWeb.pdf.

This 2024 UPWP has been prepared with input from local municipalities, Metro Transit and other transit providers, WisDOT, Federal Highway Administration (FHWA), Federal Transit Administration (FTA), and the public through the MPO technical committee, MPO Policy Board, and other means consistent with the MPO's Public Participation Plan. The MPO has a technical advisory committee, and also utilizes ad hoc committees and citizen groups, as needed, as advisory groups to the MPO. Greater Madison MPO organization and advisory committees is discussed starting on page XX.

MPOs are required to certify that the metropolitan transportation planning process is being carried out in accordance with all applicable federal requirements. Appendix 4 provides a summary of the Greater Madison MPO's self-certification with a listing of plans and activities to meet the nine requirements. A self-certification is also included in the adopting resolution for this UPWP.

As a subrecipient of FTA and FHWA funds administered by WisDOT, the Greater Madison MPO is required to comply with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and all related regulations and statutes. In addition, the MPO is required to comply with Title 49, Code of Federal Regulations, U.S. Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-assisted Programs of the U.S. Department of Transportation (USDOT). The purpose of these laws and regulations is to assure that no person or groups of persons shall, on the grounds of race, color, and national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any and all programs, services, or activities administered by the MPO, regardless of whether those programs and activities are federally funded or not. The Greater Madison MPO has a Title VI Non-Discrimination Program/Language Assistance Plan, which was adopted in October 2020. The document is posted on the MPO's website at the following link: https://www.greatermadisonmpo.org/about/documents/TitleVI2020_Final_ForWeb.pdf. An updated Title VI Non-Discrimination Program/Language Assistance Plan is anticipated to be completed by the end of 2023 and will be available on the MPO's website.

The most current fully executed Title VI Non-Discrimination Agreement between WisDOT and the MPO is also on the Civil Rights/Title VI page of the MPO website at (2024 agreement will be posted soon): https://www.greatermadisonmpo.org/about/documents/GreaterMadisonMPOFFY2022TitleVIImplementPlanAgreement_Signed.pdf

The Greater Madison MPO has adopted rules and operating procedures to facilitate the performance of its transportation planning and programming responsibilities and establish guidance on issues pertaining to the MPO that are not otherwise addressed in other documents. The most current version of the rules and operating procedures is posted on the MPO website at the following link: https://www.greatermadisonmpo.org/about/documents/Operating_Rules_and_Procedures_January2022_Final.pdf

Planning Issues and Priorities

The planning issues and priorities, which guide the development of UPWP activities, have been established through adopted major transportation plans intended to guide transportation infrastructure investments in the region as well as follow up studies and annual updates of past work programs. Adopted major MPO plans and MPO led studies that have helped refine planning issues and priorities over the past 10+ years include:

- **Connect Greater Madison: 2050 Regional Transportation Plan (RTP)** (2022) and previous RTP 2050 Update (2017)
- **Bicycle Transportation Plan for the Madison Metropolitan Area & Dane County** (2015; Facility recommendations updated as part of 2050 RTP)
- **Bicycle and Pedestrian Crash Study** (2018)
- **Defining the Madison Area Low Stress Bicycle Network – And Using it to Build a Better Regional Network** (2018)
- **Congestion Management Process** (see Appendix F to the 2050 RTP (2022) and earlier CMP (2011)
- **Madison Area Intersection Safety Screening Analysis** (Phase 1 in 2019 and Phase 2 in 2022)
- **Regional Intelligent Transportation Systems (ITS) Strategic Plan for the Madison Metropolitan Area** (2015)
- **2013–2017 Transit Development Plan (TDP) for the Madison Urban Area** (update to be finalized in 2024)
- **Metro Transit Bus Stop Amenities Study** (2018)
- **Madison Transit Corridor Study – Investigating Bus Rapid Transit (BRT) in the Madison Area** (2013)
- **Coordinated Public Transit – Human Services Transportation Plan for Dane County** (2019) and earlier update

In addition to the above MPO plans and studies, the Wisconsin Department of Transportation (WisDOT), City of Madison, and Dane County have undertaken or are in the process of completing special studies focusing on major corridors or areas, specific modes of travel, or other plans. These studies help to refine the recommendations in the MPO's Regional Transportation Plan and identify further specific planning issues and priorities that need to be addressed. These plans and studies include:

- **WisDOT Connect 2050** Policy Plan (2022)
- **WisDOT Active Transportation Plan 2050** (underway)
- **WisDOT Transportation Asset Management Plan: 2020–2029** (2019)
- **WisDOT Traffic Operations Infrastructure Plan** (2008)
- **WisDOT Wisconsin Arterial Integration Management Plan** (2014)
- **Wisconsin State Rail Plan 2050** and earlier 2030 plan
- **Wisconsin State Freight Plan** (2022 update and earlier 2018 plan)
- **Wisconsin Strategic Highway Safety Plan** (Update underway and earlier 2018 plan) and Annual State Highway Safety Plans
- **WisDOT Southwest Region state highway corridor studies**, including ongoing major studies for Stoughton Road (USH 51), Beltline (USH 12/14/18/151), and Interstate 39/90/94 (Madison to Portage)

- *East-West BRT Planning Study* (2019) and ongoing BRT Project Design
- Metro Transit Network Redesign Study (2022)
- City of Madison *Vision Zero Action Plan: 2020–2035* (2022)
- City of Madison’s *Madison in Motion* Transportation Master Plan (2017)
- Annual updates of the Transportation Performance Measures Report have helped highlight trends and issues. The MPO transitioned to an online data dashboard version in early 2023.

The major planning priorities for 2024 and the following couple of years largely focus on completing planning studies recommended in the *Connect Greater Madison: 2050 RTP* to address identified critical issues, including safety and climate change, and other activities to best position the region to make efficient use of the new formula funding and compete for discretionary funding available under the new federal infrastructure bill. These are:

- Finish update to the Transit Develop Plan and On-Board Passenger Survey in coordination with Madison Metro.
- Initiate a regional Transportation Systems Management and Operations (TSMO) plan.
- Begin updates to the regional Travel Demand Model in preparation for the next regional transportation plan.
- Update the Coordinated Human Services-Transportation Plan.
- Implement strategies identified in the Regional Safety Action Plan, expected to be complete by the end of 2023, and continuing to support the Dane County Traffic Safety Commission and local agency safety initiatives.
- Continue efforts to implement the MPO’s update Public Participation Plan and marketing strategies and tactics identified as part of the MPO rebranding process, utilizing additional resources from a new Communications & Outreach Specialist.

MPO staff will continue to work with WisDOT and Metro Transit to implement the federal performance management requirements, including setting state and MPO performance measure targets and analyzing the impact of programmed projects on achievement of the targets. MPO staff will also continue to provide data and other support as needed for major state (Beltline, Stoughton Road, Interstate) and local (BRT) corridor studies and other planning efforts, including implementation of the new transit system recommended in the Network Redesign Study and Vision Zero initiatives in Madison, Sun Prairie and Fitchburg. The MPO will also complete an update to the Transit Development Plan, building off the new transit system and BRT project.

The U.S. Department of Transportation recommends MPOs include 2024 work program activities to address the following [emphasis areas](#):

1. Tackling the climate crisis – transitioning to a clean energy, resilient future;
2. Equity and Justice⁴⁰ in transportation planning; and
3. Complete Streets.

Climate change was one of the identified critical issues to be addressed in the *Connect Greater Madison: 2050 RTP*, and is addressed by multiple MPO planning activities. These using the regional travel model to evaluate the impact of various technology and policy scenarios on traffic volumes and VMT; the Regional Electric Vehicle Charging Infrastructure Plan; and all of the bicycle/pedestrian and transit planning activities. These include MPO assistance with local active transportation planning initiatives and the transit network redesign and BRT projects and the update to the 5-year Transit Development Plan.

Equity considerations and analysis is woven into all of the planning and outreach activities that the Greater Madison MPO undertakes. Therefore, equity analyses will be incorporated into the safety, EV, and resiliency plans as well as the TDP. The MPO has developed Environmental Justice (EJ) priority areas, which are utilized in our equity analyses and those will be updated based on 2020 Census data. The MPO provides data and assistance to local communities with ADA transition plans. Equity considerations will also be part of the on-board transit passenger survey the MPO is leading for Metro Transit.

The MPO recommends incorporating complete and green streets concepts into the regional and local roadway system, and requires MPO funded projects to follow the Complete Streets Policy, which was adopted in 2023. The MPO spends considerable time to plan and promote development of a regional network of complete streets and a connected regional bikeway network. This includes the development and continued maintenance of a low stress bikeway network for bike accessibility analysis (and the MPO's bicycle routing tool) and completion and maintenance of a pedestrian facility geodatabase and network for pedestrian accessibility analysis, including ADA accessibility. Planning activities for 2024 include initiating a regional active transportation plan and assistance to several communities with active transportation planning.

Other MPO emphasis areas include:

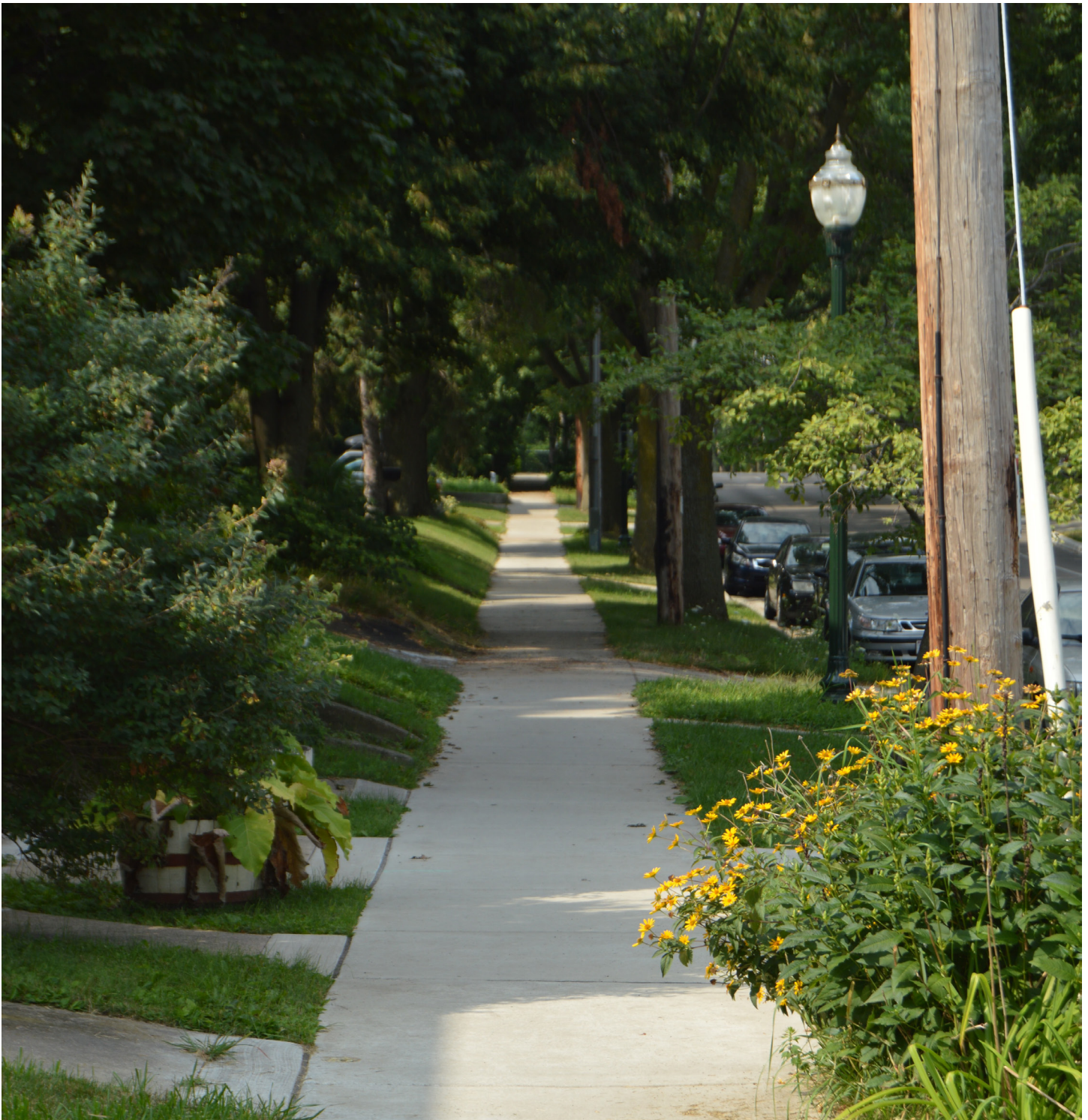
- Incorporating livability and public health considerations into the transportation planning and programming process;
- Increasing efforts to raise the visibility of the MPO and involve more citizens in the regional transportation planning process, including in particular minority, low-income, and other under-represented population groups; and
- Continuing to work with FHWA, FTA, and WisDOT to facilitate the process for TIP development, management of the program of projects, and project reporting.



Summary of 2024 MPO Work Activities

The 2024 MPO work activities are summarized on pages 1-3. Pages 14-29 provide a detailed description of MPO transportation planning activities by work element. Relevant planning activities of other agencies are summarized as well. For amount and source of funding broken down by work element, see the Summary Table: Proposed 2024 Unified MPO Budget on page 31.

The chart on page 11 provides a generalized schedule of the transportation planning work activities to be undertaken from mid-2023 through the end of 2024. Listed on page 12 are the planning factors contained in the Infrastructure Investment & Jobs Act (IIJA), also known as the Bipartisan Infrastructure Bill, which are to be used to guide MPO planning activities. The chart on page 13 indicates the planning factors addressed by the planned work activities.



Summary of Greater Madison MPO Transportation Planning Work Activities Mid-2024 Through 2025

					Last 6 mos. 2023	First 6 mos. 2024		Last 6 mos. 2024	Work Element
A. System-wide Multi-modal Transportation Planning									
1.	Continue tracking and analyzing RTP performance measures. Coordinate with WisDOT and Metro Transit in establishment of state/MPO targets for federal measures. Complete online performance measures data dashboard.	-----	-----				-----	2200, 2250, 2300	
2.	Continue to implement planning related recommendations in RTP, including study to evaluate impact of technology and policy scenarios on traffic volumes and VMT and other studies and local planning assistance.	-----	-----				-----	2200, 2250, 2300	
3.	Make adjustments to Madison urbanized area boundary and create and approve new MPO planning boundary	-----	-----				-----	2200	
4.	Assist local governments with active transportation planning, including data and analysis to assist with project prioritization. Also provide information and assistance on ADA Transition Plans as needed.	-----	-----				-----	2250	
5.	Data collection and analysis to support system performance monitoring, MPO planning studies, congestion management process, and other studies, incl. use of StreetLight data. Complete update to Bicycle LTS methodology.	-----	-----				-----	2250, 2300	
B. Transportation System Management (TSM) Planning									
1.	Continue to implement the Regional Comprehensive Safety Action Continue to partner with local communities to develop a regional safety project implementation grant application under the SS4A program.	-----	-----				-----	2400	
2.	Initiate a Regional Transportation Systems Management and Operations (TSMO) Plan.		---	-----			-----	2400	
3.	Continue to implement the regional Electric Vehicle (EV) Charging Infrastructure Plan, providing coordinated support for public and private market partners in implementing policies and strategies from the plan.	-----	-----				-----	2400	
4.	Continue to implement Congestion Management Process (CMP), including monitoring CMP performance measures.	-----	-----				-----	2400	
5.	Begin development of a Regional Active Transportation Plan.			-----			-----	2250	
6.	Continue staffing support to Dane County Traffic Safety Commission, including leading preparation of traffic safety trends report and participation on emphasis area workgroups.	---	---	---			---	2400	
C. Short Range Transit and Specialized Transportation Planning									
1.	Continue support for the Metro Transit Network Redesign Study Title Vi analysis, and assistance in implementing recommended service changes.	-----	-----				---	2500	
2.	Resume work on the update to the Transit Development Plan (TDP) in cooperation with Metro staff.	-----	-----				-----	2500	
3.	Lead project, working with Metro staff, to hire consultant to conduct onboard passenger survey and analyze results.	-----	-----				---	2500	
4.	Assist agencies in implementing the Coordinated Public Transit – Human Services Transportation Plan for Dane County and continue implementation of the Section 5310 Program Management & Recipient Coordination Plan.	-----	-----				-----	2500	
D. Transportation Improvement Program (TIP)									
	Annual update and amendments, including STBG Urban, TAP, CRP, and Section 5310 program priority projects.	-----	-----	----			-----	2600	
E. Roadway and Transit Corridor and Area Studies									
1.	Continue support for E-W BRT project design and assist with planning study for N-S BRT project.	-----	-----				-----	2700	
2.	Monitor, assist with WisDOT corridor studies, including Beltline, Stoughton Rd., and Interstate 39/90/94.	-----	-----				-----	2700	
4.	Provide planning assistance and plan and project level traffic forecasts for local units of government upon request.					Per request		2700	
F. Rideshare/TDM and Other Transportation Planning									
1.	TDM intergovernmental coordination, promotion of new TDM program brand and alternative transportation, TDM programs for major employers, and implement TDM program incentives. Assist Madison with TDM initiatives.	-----	-----				-----	2800	
3.	Work with CWE, the administrator of the WI Vanpool Program, to maintain routes in the rideshare platform and promote the program to workers and employers in Dane County	-----	-----				-----	2800	
4.	Explore new project opportunities, including preparation of TDM strategic plan and mini-grant pilot for employers.	--	-----				-----	2800	
5.	Transportation planning assistance to Capital Area RPC.					Per request		2900	

----- = Major work effort

Federal Planning Factors

The following ten (10) planning factors are to be used to guide the MPO planning process. The planning factors are outlined in the Infrastructure Investment & Jobs Act (IIJA), also known as the Bipartisan Infrastructure Bill (BIL), signed into law in November 2021. The process shall provide for consideration of projects and strategies that:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency.
2. Increase the safety of the transportation system for motorized and non-motorized users.
3. Increase the security of the transportation system for motorized and non-motorized users.
4. Increase the accessibility and mobility of people and for freight.
5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth, housing, and economic development patterns.
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system.
9. Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation.
10. Enhance travel and tourism.

The IIJA continues the required performance-based approach to transportation decision-making to support these national goals. MPOs, in cooperation with the State and major provider of public transportation, are required to establish performance targets to use in tracking progress towards attainment of critical outcomes for the region. The federal performance measures were finalized in 2017. The federal measures address roadway and transit system safety, pavement and bridge condition, performance of the National Highway System and Freight, and highway and transit asset management. The federal measures are tracked in the MPO's **Connect Greater Madison 2050** Regional Transportation Plan, annual Transportation Improvement Program update, and through a newly created interactive [Performance Measures Dashboard](#).

Summary of 2024 MPO Work Activities and IJJA Planning Factors

	Planning Factors										Work Element
	1	2	3	4	5	6	7	8	9	10	
A. System-Wide Multi-modal Transportation Planning											
1. Continue tracking and analyzing RTP performance measures. Coordinate with WisDOT and Metro Transit in establishment of state/MPO targets for federal measures. Complete online performance measures data dashboard.	X	X	X	X	X	X	X	X	X	X	2200, 2250, 2300
2. Continue to implement planning related recommendations in RTP, including study to evaluate impact of technology and policy scenarios on traffic volumes and VMT and other studies and local planning assistance.	X	X	X	X	X	X	X	X	X	X	2200, 2250, 2300
3. Continue to make adjustments to Madison urbanized area boundary and create and approve new MPO planning boundary.	X				X	X					2200
4. Assist local governments with active transportation planning, including data and analysis to assist with project prioritization. Also provide information and assistance on ADA Transition Plans as needed.	X	X	X	X	X	X				X	2250
5. Data collection and analysis to support system performance monitoring, MPO planning studies, congestion management process, and other studies, incl. use of Streetlight data. Complete update to Bicycle LTS methodology.	X	X	X	X	X	X	X	X	X	X	2250, 2300
B. Transportation System Management (TSM) Planning and Technology											
1. Initiate regional Transportation Systems Management and Operations (TSMO) Plan, utilizing consulting assistance.	X	X		X		X	X	X			
2. Continue to implement Regional Safety Action Plan, including helping communities apply for a regional Safe Streets and Roads for All safety grant.	X	X	X	X			X		X		2400
2. Continue to assist in implementing the Regional EV Charging Infrastructure Plan that identifies infrastructure investments and strategies to accelerate the transition to EVs in the metro area.	X			X	X				X		2400
3. Continue to implement Congestion Management Process (CMP), including monitoring CMP performance measures.	X	X	X	X			X		X		2400
4. Continue staffing support to Dane County Traffic Safety Commission, including leading preparation of traffic safety trends report and participation on emphasis area workgroups.	X	X	X	X			X		X		2400
C. Short Range Transit and Specialized Transportation Planning											
1. Continue support for the Metro Transit Network Redesign Study Title VI analysis, and assistance in implementing recommended service changes.	X	X	X	X	X	X	X		X		2500
2. Continue work on the update to the Transit Development Plan (TDP) in cooperation with Metro staff.	X	X	X	X	X	X	X		X		2500
3. Lead project, working with Metro staff, to hire consultant to conduct onboard passenger survey and analyze results.	X			X	X	X					2500
4. Update and assist agencies in implementing the Coordinated Public Transit – Human Services Transportation Plan for Dane County. Continue implementation of the Section 5310 Program Management & Recipient Coordination Plan				X	X	X					2500
D. Transportation Improvement Program (TIP)											
1. Annual update and amendments, including STBG Urban, TAP, CRP, and Section 5310 Program priority projects	X	X	X	X	X	X	X	X	X	X	2600
E. Corridor and Area Studies											
1. Continue support for E-W BRT project design and assist with planning study for N-S BRT project.	X	X	X	X	X	X	X	X	X	X	2700
2. Monitor, assist with WisDOT corridor studies, including Beltline, Stoughton Rd., and Interstate 39/90/94.	X	X	X	X	X	X	X	X	X	X	2700
3. Provide planning assistance and plan and project level traffic forecasts for local units of government upon request.	X			X	X	X	X	X	X	X	2700
F. Rideshare/TDM and Other Transportation Planning											
1. TDM intergovernmental coordination, promotion of new TDM program brand and alternative transportation, TDM programs for major employers, and implement TDM program incentives. Assist Madison with TDM initiatives.	X			X	X	X		X			2800
2. Transportation planning assistance to Capital Area RPC.	X	X		X	X	X	X	X			2900

Detailed 2024 Work Activities

Work Element 2100: Transportation Administration/Service

Objective: Manage the transportation planning program and process on a continual basis, including program development, administration, and reporting, and staffing the MPO board and technical committee, and other advisory committees.

Work Activities for 2024

- Work activities for 2024 will continue functions required to develop and manage the MPO’s work program and budget as well as staff oversight and development. This includes office and staff management, staff meetings and trainings, tracking time spent on work elements, quarterly reporting, accounting and invoicing, contracts with consultants, and computer software/hardware support. It also includes ensuring compliance with federal planning, Title VI, and other rules. The current MPO Title VI Program/Language Assistance Plan was adopted in 2020. Staff will continue to implement and monitor compliance with the plan, and will complete an update to the plan towards the end of 2023. The MPO’s identified EJ Priority Areas will be updated using 2020 Census data; this effort is in conjunction with the City of Madison Data Team, and will ensure that MPO and City of Madison EJ analyses use a consistent set of data county-wide. New for 2024 will be conducting a strategic planning exercise for the MPO. Given the transition to new staff, including the Transportation Manager, and brand new Marketing & Outreach Specialist position, it will be a good time for reviewing the agency mission, long-term goals, strategies and projects.
- Staffing support will continue to be provided to the MPO policy board and technical committees, and other committees such as Dane County Specialized Transportation Commission. This includes overseeing the annual MPO policy board appointment process, updating the technical committee roster as staff changes, and providing orientation for new board and technical committee members.
- Continue participation in MPO Directors meetings to discuss planning, policy, finance, and technical issues and concerns associated with implementation of federal transportation legislation, including performance management process requirements, TIP process, financial planning, travel modeling, and other issues. Staff will also continue annual Work Program and mid-year review meetings with WisDOT and US DOT.
- Continue to participate in Association of Metropolitan Planning Organizations (AMPO) meetings, work groups, committees, and conferences to learn about best practices from other MPOs.

Products: Work program, progress reports, and periodic analysis papers.

Person-Months (2100):

2024	2025	2026
9.26	9.5	9.5

Work Element 2150: Public Participation Activities

Objective: Implement the MPO’s Public Participation Plan to notify and engage with the public and stakeholders in the regional transportation planning and programming process.

Previous Work

The MPO’s [Public Participation Plan](#) was updated in January 2021. It incorporated recommendations from the [evaluation](#) of public engagement efforts for the Regional Transportation Plan 2050 conducted in 2017, marketing ideas from the MPO rebranding project completed in 2020, and other emerging innovative public engagement methods.

Work Activities for 2024

- The MPO will continue to notify and engage with the general public and stakeholders in the transportation planning and programming process by providing information on MPO planning

efforts, data, and visualizations, and soliciting input via the MPO website, social media, e-news, media outreach, public informational meetings, webinars, and presentations to communities and organizations. Staff will continue to coordinate outreach efforts with CARPC through regular joint Communications & Outreach Workgroup meetings. The MPO will continue to maintain and update its contacts list and participate in special community and organizational events that offer opportunities to educate the public about the MPO and our work.

- Staff will provide information and seek to engage with local officials and land use and transportation committees, businesses, and organizations. Significant committees include the City of Madison’s Transportation Commission, other local transportation or transit committees, Dane County Transportation Committee and Traffic Safety Commission, and DMI Transportation Committee. Staff will also participate in and provide MPO updates and presentations at Dane County Cities & Villages Association and Dane County Towns Association meetings. MPO and CARPC staff will continue the lunch and learn webinar series started in 2021. Special meetings may also be organized targeted to local officials to provide information on MPO and CARPC planning activities and local best practices and success stories related to land use and transportation planning.
- Staff will continue to implement the Public Participation Plan and annually evaluate the effectiveness of engagement efforts. Staff will also continue to implement recommendations of the Title VI Program/ LEP related to engaging EJ populations, as well as marketing strategies and tactics identified during the rebranding.

Products: Public Participation Plan, presentations, fact sheets and other materials on the MPO and its activities, e-newsletter, social media posts, webinars, annual evaluation of activities, etc.

Person-Months (2150):

2024	2025	2026
9.26	9.5	9.5

Work Element 2200: Long-Range Transportation Planning

Objective: Develop and maintain a long-range Regional Transportation Plan (RTP) as part of the continuing, comprehensive transportation planning process in accord with federal rules. Refine the plan through special studies and adoption of sub-elements of the RTP. Track progress in achieving plan goals through transportation performance management, including adoption of performance measure targets and monitoring progress in meeting them.

Previous Work

The most recent update of the RTP was completed and adopted in spring 2022. The [Connect Greater Madison: 2050 Regional Transportation Plan](#) (Figure 1) maintains the same 2050 forecast year as the previous plan, but updates the growth and travel forecasts using a new, improved regional travel model. The plan maintains the same core goals, but updates the performance measures, needs analysis for the major travel modes, and recommended projects and strategies.

A major consultant-led project was completed in 2021 to update, recalibrate, and make improvements to the regional travel forecast model, which has a 2016 base year. New

model features include expanded trip purposes, incorporation of land use/building type as a variable for mode choice and trip distribution, addition of a bike network, and a new destination choice model with time



Figure 1 – Connect Greater Madison 2050 RTP

of day trip distribution. Staff reviewed the bike network and identified changes that will be made in the next model update. In 2020-'21 MPO staff worked with CARPC and City of Madison Planning staff to update the growth forecasts for the RTP 2050 update. The TAZ level forecasts were based on a growth scenario prepared in conjunction with CARPC's Regional Development Framework (RDF) planning process using building and land use types in the scenario planning platform UrbanFootprint.

The MPO's first Performance Measures report was published in 2016 and annual updates were published in 2017-'20. The [reports](#) incorporate the federal performance measures along with other regional measures related to the RTP goals. For the federal measures, the MPO has elected to support the state targets and has adopted the Metro Transit targets for the transit asset management and safety measures. The MPO transitioned to on an online [performance measures data dashboard](#) in 2023.

Work Activities for 2024

- Continue tracking and analyzing performance measures associated with RTP goals. Continue to coordinate with WisDOT and Metro Transit in establishment of the state and MPO performance targets for the federal measures. Continue to make refinements to the performance measures as needed based on available data and tools.
- Continue work to implement the planning related recommendations in the *Connect Greater Madison: 2050 RTP*. This includes completion of a study using the travel model to evaluate the impact of various technology and policy scenarios on traffic forecasts and VMT, including CAVs, micromobility, continued high teleworking rates, and pricing strategies. It also includes leading or assisting in other special studies and assistance to local municipalities with their planning initiatives. MPO staff will explore creation of a local technical assistance program using consultants to assist with engineering or project design analyses to supplement staff assistance.
- Continue implementation of a strategic plan to improve the regional travel model and other planning analysis tools and the data to support the tools. Begin planning for the next set of improvements to the regional travel model and begin work to develop the dataset for an updated model base year and horizon year. Continue effort to get trained on the new travel model and learn all of the new features and analyses and performance metrics that the model can be used for in evaluating plans and projects. Make refinements to the model inputs and networks as needed in conjunction with work on travel forecasts.
- Work with WisDOT and local planning staff and officials to make adjustments to 2020 Madison urban area boundary designated by the U.S. Census Bureau and then to create and approve a new Greater Madison MPO planning area boundary based on the new urban area boundary. Also, begin work with WisDOT to update the regional roadway functional classification system.
- Work with CARPC and city of Madison Planning staff to make any needed updates to the population, household, and employment forecasts, growth scenario, and TAZ level 2050 data as part of corridor studies or project level traffic forecasts, and any needed updates following the release of WisDOA county and municipal population and household forecasts.
- Assist WisDOT as needed with efforts to implement the [Connect 2050 Policy Plan](#), including development of technical analysis papers related to different modes to support the policy plan. Also assist WisDOT with development of the [Active Transportation Plan 2050](#), and assist with other potential planning efforts such as a Travel Demand Management (TDM) initiative.
- Assist WisDOT and/or local communities with any planning or transportation project grant applications, as needed. Explore hiring a consultant to assist the MPO and local communities in preparing federal grant applications.
- Assist WisDOT as needed to implement the [Wisconsin Rail Plan 2050](#), and monitor implementation of the plan and the [Wisconsin State Freight Plan](#).

- Provide transportation data and analyses to support preparation of the transportation related elements of local comprehensive plans and transportation studies, and provide comments on these plans.
- Continue efforts to incorporate the planning rules and procedures from the new federal transportation bill, into ongoing planning efforts and programs, particularly in the areas of environmental justice and Title VI requirements and performance-based planning.

Products: Working papers and reports, maps and other visualizations, travel model files, and traffic forecasts.

Person-Months (2200):

2024	2025	2026
11.83	15.25	15.25

Work Element 2250: Safe and Accessible Transportation Options

Objective: Plan and program bicycle and pedestrian improvements to the regional transportation system, including maintaining a long-range Bicycle Transportation Plan. Refine the active transportation component of the RTP and prioritize projects through special studies and track progress in achieving related goals through performance management. Also develop the data needed for these planning activities, including maintenance of current bicycle and pedestrian facility geodatabases and networks.

Previous Work

The MPO updated the [Bicycle Transportation Plan for the Madison Metropolitan Area & Dane County](#) in 2015 (Figure 2). The plan includes an existing and planned bikeway functional classification route system; planned off-street facilities, including regional priority paths; a map of on-street facility needs; and non-facility related recommendations. In 2018 an analysis and [report](#) was completed identifying and mapping the bicycle level of traffic stress (LTS) for the bikeway network. An accessibility analysis was conducted of the low traffic stress network and gaps and barriers in the network identified. The existing LTS network has continued to be updated since then annually for the MPO's online low stress bike route finder. Work was completed in 2021-'22 as part of the *Connect Greater Madison: 2050 RTP* update on an updated bicycle facilities plan and planned future bikeway functional class (route) system. As part of this effort, an existing and future LTS network was developed for incorporation into the new, improved travel model developed for the RTP update.

The MPO maintains up-to-date pedestrian and bicycle facility geodatabases and networks, including a bicycle level of traffic stress network. The pedestrian facility geodatabase and network includes data on sidewalks, crosswalks, and curb ramps. The networks were updated in 2022 based on 2020 high-resolution orthophotography.

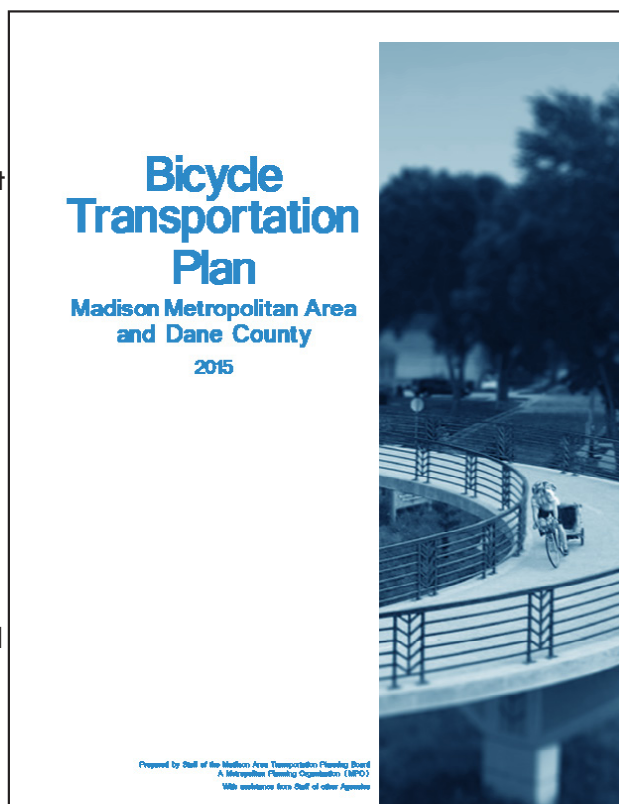


Figure 2 – Bicycle Plan 2015

The MPO developed and adopted an updated MPO Complete Streets Policy to guide funding of projects in 2023.

Work Activities for 2024

- Begin development of a regional Active Transportation Plan, which will update the Bicycle Transportation Plan and include pedestrian considerations as well.

- Provide assistance to local governments as needed in implementing the Bicycle Transportation Plan and bicycle and pedestrian related RTP recommendations, including data collection and analysis, providing recommendations on best practices, prioritizing projects based on gaps and barriers, and building community support. This includes the current project to assist the Village of Oregon's Ad Hoc Transportation Committee in developing multimodal transportation recommendations. It also includes assistance to the City of Madison in a planned effort to refine its priority bicycle network and identify priority intersection and other improvements to the network.
- Provide assistance to communities with ADA transition planning, including identification of gaps and barriers in the accessible pedestrian network and the development of improvement prioritization metrics.
- Continue to maintain the bicycle facility, bicycle level of traffic stress, and pedestrian facility geodatabases and networks. Update them based on information from local staff on projects completed in 2023. Update the combined pedestrian, bicycle, and transit network for conducting accessibility analyses. Complete work to revise the bicycle level of traffic stress methodology to more closely mirror NATCO Bicycle Facilities Guide.
- Continue to implement the MPO Complete Streets Policy.

Products: Active Transportation Plan, working papers and reports, maps and other visualizations, geodatabase and network files, and ArcGIS online applications.

Person-Months (2250):

2024	2025	2026
19.92	15	15

Work Element 2300: Data Collection Activities

Objective: Monitor and analyze area travel characteristics and patterns and land use development, socioeconomic data and other factors affecting travel, as well as natural, physical, and environmental features and issues.

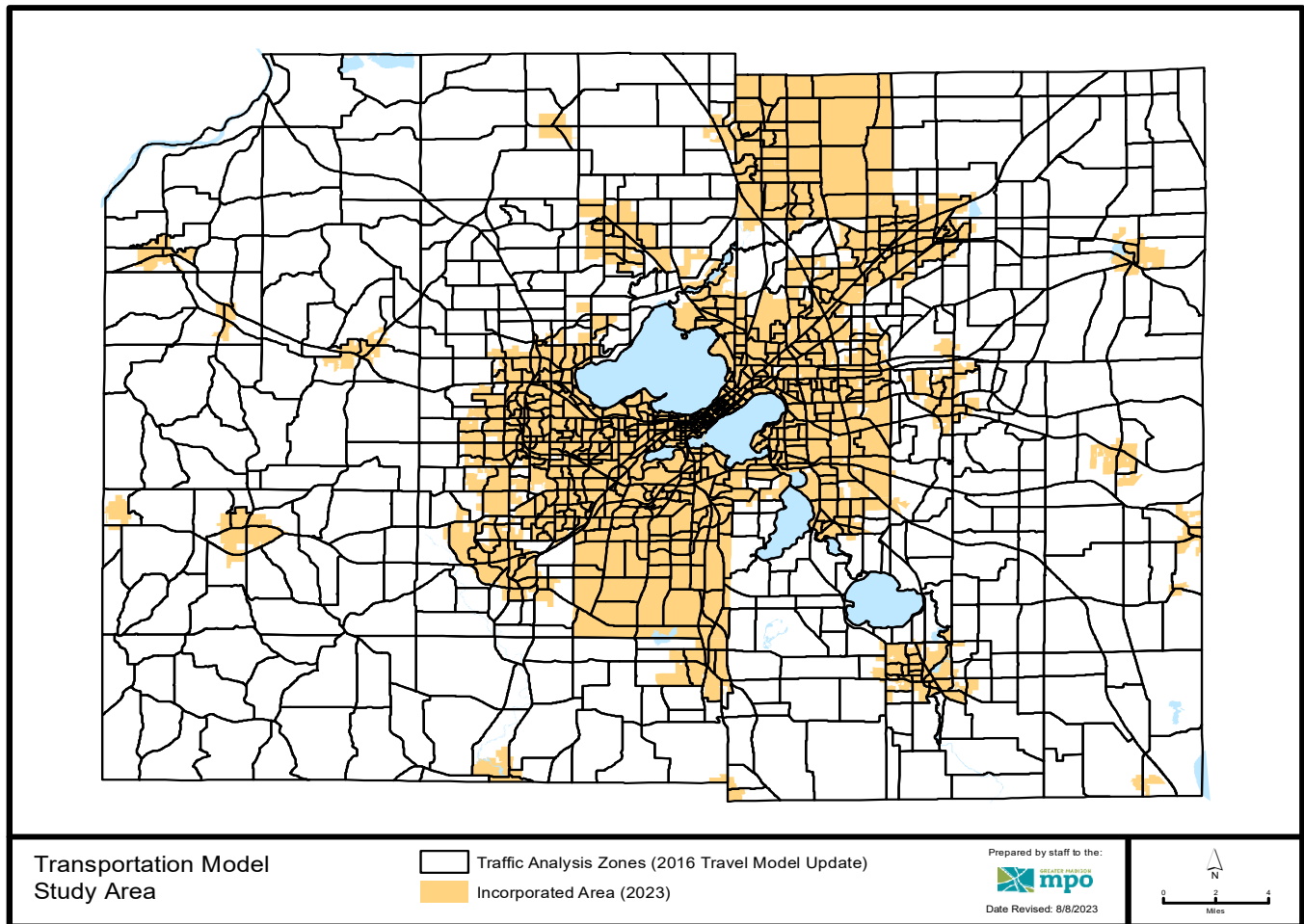
Previous Work

The MPO has a regular data collection and monitoring program that provides data on the type, location, and change in development and travel in the region, and is supplemented by Census data, other national data, periodic special surveys, and data purchases such as the current StreetLight Data subscription. Surveys include origin-destination, household travel, and on-board transit passenger. The MPO hired the UW Survey Center to conduct a household travel survey in 2016-'17 and work was completed in 2018-'19 to process that data and combine with a national household travel survey dataset. The MPO led an effort to conduct a Metro Transit on-board survey in 2015, and is leading the project to conduct a new survey in 2024.

Work was completed in 2017-'18 to develop a comprehensive geodatabase of 2016 employment, population, housing units, and school enrollment for the project to update, recalibrate, and improve the travel model. Transit boarding data by bus stop, day of week, and time for a six-week period has been regularly collected, analyzed, and mapped since 2011.

A comprehensive geodatabase for all arterial and collector roadways is maintained with data on cross section, traffic counts, speed limits, intersection control, pavement rating, parking occupancy, etc. Travel speed data is acquired from StreetLight Data. The MPO has purchased a subscription to the StreetLight data analytics platform since 2019. StreetLight provides O/D, VMT, speed, travel routing, traffic count, bicycle and pedestrian travel data, and transit travel data. This and other data is used for the regional travel model, other MPO planning work, to support WisDOT and local planning and projects, and for the MPO's transportation performance management process.

Figure 3 – Transportation Model Study Area



Work was finalized in 2023 to transition the MPO's transportation performance management process and reporting, including traffic congestion and reliability data, mode choice, VMT, various transit metrics, roadway and bridge condition, crashes, and bicycle network level of traffic stress, from a static annual document to an interactive online [Performance Measures data dashboard](#).

Work Activities for 2024

- Continue to collect and analyze data for the MPO's transportation performance management process and reporting. Continue to update transportation network geodatabases needed for this data and maintain online dashboard. Staff will continue to explore potential changes or better, alternative measures for some goals as new tools and data become available.
- Collect and analyze data for the Congestion Management Process (CMP) and other planning efforts such as the Transit Development Plan update. This includes traffic and incident data on the Beltline and Interstate system and other major arterials, travel speeds and other traffic operations data, VMT, bicycle and pedestrian count and travel data, Metro Transit boarding and passenger loading, and bus on-time performance data. It also includes data for analysis of impact of congestion mitigation projects in particular corridors. TDP related data/maps include low wage jobs and transit access to them as well as various EJ-related data.
- Continue to collect and analyze American Community Survey (ACS) and other Census data, employment data, and data collected as part of WisDOT major corridor studies for ongoing planning work. This includes new 2020 Census data and mapping. This also includes Data Axel (formerly InfoUSA) employment data and destinations data. Potentially begin comprehensive review and refinement of new base year employment database for the next travel model update.

- Continue to utilize the StreetLight Data analytics platform or a similar platform to obtain data to support MPO and local planning projects. This includes using the platform to measure annual VMT within the county, city of Madison, and subareas of the county to support MPO and city transportation performance measure monitoring Continue to participate in periodic trainings and meetings sponsored by StreetLight and continue to hold meetings of the StreetLight Data users group to provide peer learning on the platform.
- Continue to work with CARPC and local planners to track new land use plans and developments and obtain other information to be used to assist in preparing and making project-level adjustments to the TAZ level household and employment forecasts that serve as the key input to the regional travel model (See Figure 4 showing TAZs).
- Continue other work to implement the MPO’s Strategic Work Plan for improving its planning analysis tools and the data to support them. This includes maintenance of geodatabases such as street centerlines and transit routes. It also includes research on and potential acquisition of new data software such as ArcGIS Image Analyst. Also continue development of enterprise GIS data stores, and ArcGIS Online maps and applications from these databases.
- Lead project, working with Metro Transit staff, to hire a consultant to conduct an onboard passenger transit survey in spring 2024 (see also Work Element 2500). This survey will collect information about transit trips and about riders, and will inform Title VI-related decision making, such as service adjustments and potentially impacted populations.

Products: GIS databases and networks, maps, and data for transportation working papers and reports and annual Transportation System Performance Measures reporting.

Person-Months (2300):

2024	2025	2026
15.32	15	15

Work Element 2400: Transportation System Management (TSM) Planning and Technology

Objective: Monitor transportation system performance and plan and program improvements to improve system efficiency, reliability, and safety with an emphasis on use of technology and lower cost strategies. Also plan for electric vehicle (EV) infrastructure and promote other strategies for accelerating the transition to EVs.

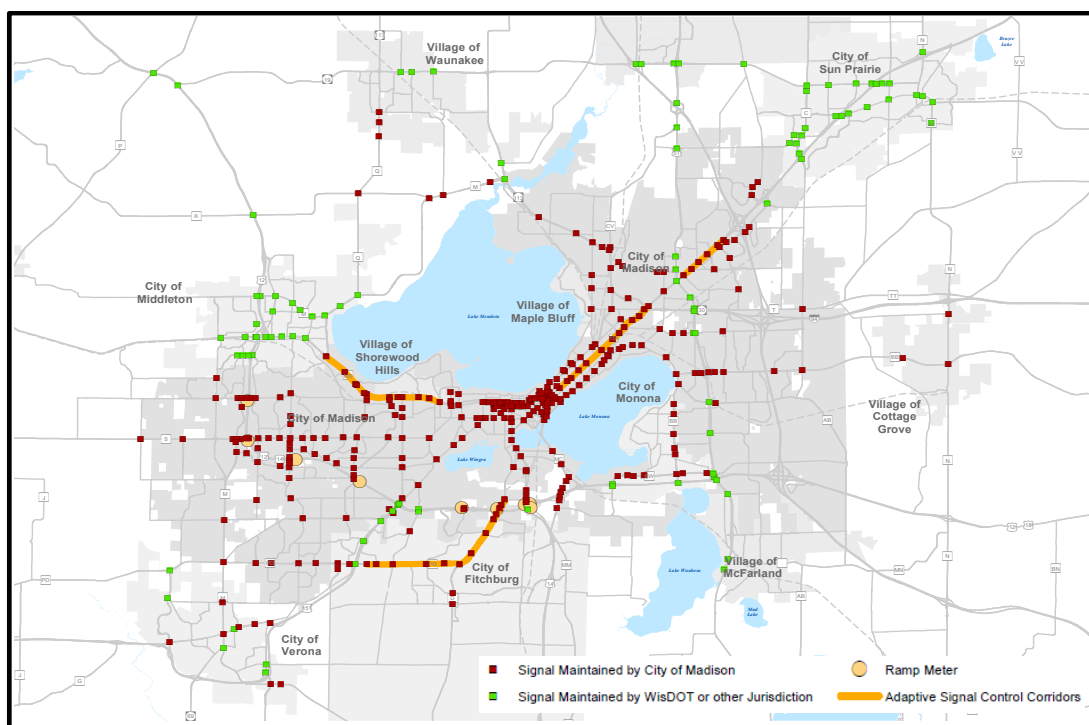


Figure 4 – ITS and Traffic signals in the Madison area

Previous Work

An updated, comprehensive [Congestion Management Process \(CMP\)](#) that meets federal requirements was adopted in 2022 as part of the *Connect Greater Madison 2050 RTP*, with revised performance measures and a process integrated with new federal performance management requirements. Process revisions include data collection and analysis activities, and monitoring implementation of congestion mitigation projects and strategies and their impact.

The [Regional Intelligent Transportation System \(ITS\) Strategic Plan for the Madison Metropolitan Area](#) was completed and adopted in January 2016. The plan includes an integrated set of multi-year, multi-agency ITS strategies and project recommendations.

Staff worked with the UW TOPS Lab in 2020-'22 to conduct two intersection safety studies, utilizing a network screening process to identify problem intersections for further analysis. A second phase of the intersection safety study by UW TOPS Lab was completed in spring of 2022, which included additional intersections and updated crash data, resulting in crash prediction models and safety estimates that were updated for the period of 2010-2020. Most notably, an optimization tool was developed to identify cost effective strategies when investing in safety treatments for identified problem intersections, and a training was offered to local staff to train them how to use the data and optimization tool. A High Injury Network (HIN) was developed by the UW TOPS Lab for the MPO planning area in 2022, which serves as the foundation for the MPO's Regional Safety Action Plan, which is expected to be completed by the end of 2023. MPO staff also supported the development of Madison's Vision Zero Action Plan, as well as continuing to provide staffing assistance to the Dane County Traffic Safety Commission.

MPO staff completed a [pedestrian and bicycle crash study](#), which involved reviewing all crashes from 2011-2015 involving pedestrians and bicyclists to verify location, categorize them by type using two different methods, and add other crash information to the database.

MPO staff led the development of a Regional Electric Vehicle Charging Infrastructure Plan in coordination with public and private market sector partners that identifies infrastructure investments, policies, and strategies to accelerate the transition to EVs in the Madison metro area and also positions the region to make effective use of new federal funding available and compete for discretionary grants.

Work Activities for 2024

- Initiate a Regional Transportation Systems Management and Operations (TSMO) Plan, with consultant assistance, complimenting the Congestion Management Process and ITS plan.
- Continue to implement the Regional Comprehensive Safety Action Plan. The MPO will continue to partner with local communities to develop a regional safety project implementation application for the anticipated third round of Safe Streets and Roads for All funding in 2024.
- Continue to implement the Regional Electric Vehicle Charging Infrastructure Plan, providing coordinating support for public and private market sector partners in implementing policies and strategies from the plan, and monitoring the transition to EV's in the Madison Metro area.
- Continue to support efforts of City of Madison Traffic Engineering, Metro Transit, and other agency partners to implement the [Regional Intelligent Transportation System \(ITS\) Strategic Plan for the Madison Metropolitan Area](#). This includes coordinating efforts of WisDOT, other traffic management agencies, Metro Transit, and first responder agencies, and maintenance of the ITS Architecture and Plan. (Figure 5 shows the Madison area traffic signal system, the core of the ITS system for the local arterial street network).
- Continue to implement the Congestion Management Process and monitor CMP performance measures, including the impact of congestion mitigation projects implemented.
- Continue to provide data and other support for the City of Madison and City of Sun Prairie Vision Zero initiatives, including Madison's implementation of SS4A grant projects and planning initiatives if funding is secured.

- Provide staffing support to the Dane County Traffic Safety Commission (TSC), lead preparation of annual safety trends report for the commission, and participate in the TSC emphasis area (impaired driving, risky driving behavior, pedestrian safety, and equity) workgroups to pilot infrastructure and behavioral countermeasures in Dane County.
- Monitor and assist WisDOT as needed with special corridor studies to manage access and address safety and traffic operations along state highway corridors and at interchange areas.
- Other activities in 2024 include WisDOT and City of Madison Traffic Engineering activities related to traffic operations and management (including traffic signal coordination/timing), intersection improvements, pedestrian and bicycle facility improvements, and safety improvements.

Products: Regional Comprehensive Safety Action Plan, Electric Vehicle Planning Study Report, and other technical and working paper reports and maps.

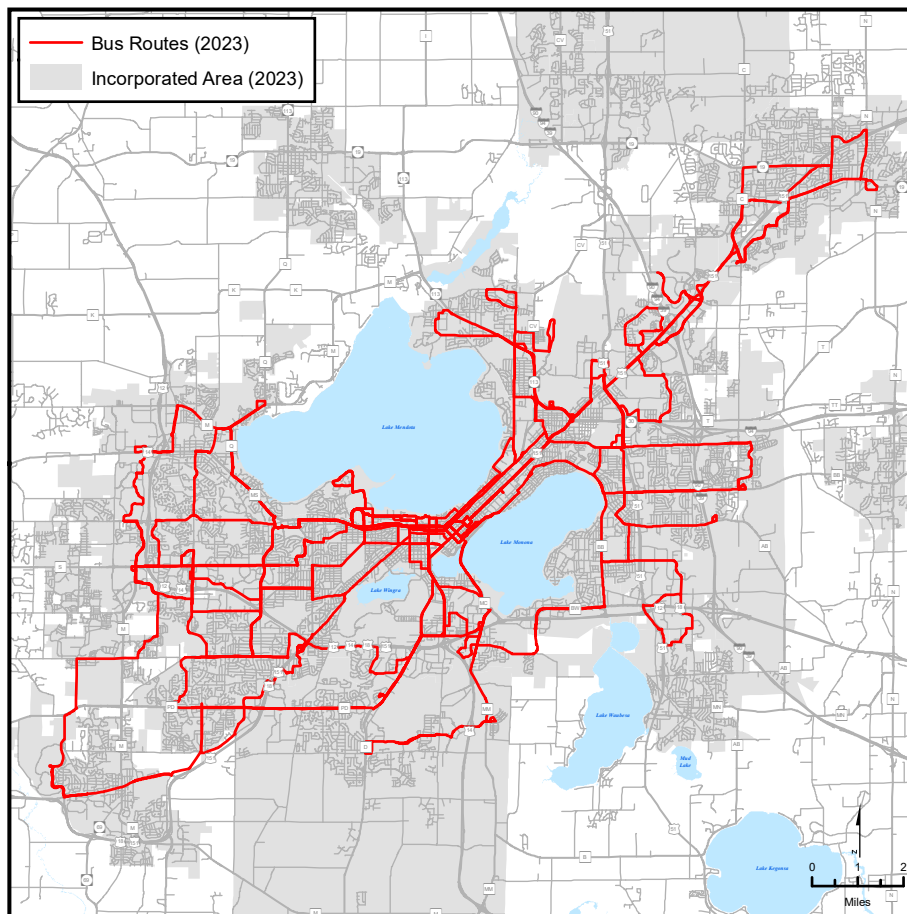
Person-Months (2400):

2024	2025	2026
7.11	7.40	7.0

Work Element 2500: Short-Range Transit and Specialized Transportation Planning

Objective: Plan and program improvements to the public transit system and specialized transportation services designed to meet the needs of the elderly and persons with disabilities.

Figure 5 – Proposed New 2023 Metro Transit Route Structure



Previous Work

Regular updates to the five-year [Transit Development Plan \(TDP\) for the Madison Urban Area](#) have been completed, most recently in 2013. The TDP includes service improvement recommendations and identifies capital facility needs. It also makes other recommendations on strategies to improve the effectiveness and efficiency of the transit system. Metro Transit makes regular route service improvements based on the TDP recommendations, and MPO staff assists with that. An update to the TDP was underway in 2019–20, but suspended until completion in 2022 of the City of Madison/Metro Transit Network Redesign Study. That study, which MPO staff have participated in, developed a new route network design to improve access to jobs, simplify the system, and complement the BRT service being implemented in 2024. The TDP update was re-started in 2023 and is expected to be adopted in early 2024.

Metro Transit on-board passenger surveys have been conducted every five years or so. MPO staff led the most recent on-board survey completed in 2015, which was used to calibrate the mode choice/transit components of the regional travel model, and provide information for transit service planning and to assist Metro with its Title VI compliance activities. A new on-board survey is underway and will be completed in 2024.

The map displays the following senior centers and outreach services in Madison, Wisconsin:

- DeForest Area Community and Senior Center** (North)
- Waunakee Senior Center** (West)
- Middleton Senior Center** (South)
- NewBridge Madison, Inc.** (Central)
- Fitchburg Senior Center** (East)
- McFarland Senior Outreach Services** (East)
- Northwest Dane Senior Services** (West)
- Southwest Dane Senior Outreach** (West)
- Stoughton Area Senior Center** (East)

The map also shows various towns and villages, including Town of Dane, Town of Sun Prairie, Town of Fitchburg, and Town of Madison.

At the onset of the Coronavirus pandemic, MPO staff played an important role as a clearinghouse of best practices for driver and passenger safety as well as transportation program status updates. Public Health Madison & Dane County, senior living centers and residential care facilities, and other service providers relied on MPO staff for vital information and transportation provider contacts.

- Complete work with Metro Transit and other local planning staff on update to the [Transit Development Plan \(TDP\)](#) following completion of the Transit Network Redesign Study. This will include updates to policies on stop spacing, route standards and evaluation, stop amenities, etc. It will also include initial analysis of viability of microtransit for some service in lower demand peripheral areas or times of day. Work on the TDP is expected to be completed by the end of 2023 with adoption in early 2024.
- Lead project working with Metro Transit staff to hire and oversee consultant in undertaking an onboard passenger survey, and analyze the survey results. The survey is planned to be conducted in spring 2024 (see also Work Element 2300).
- Assist and support Village of Oregon in identifying transit needs and working with the Ad Hoc Transportation Committee and village staff to identify and plan desired services. This will likely include assistance with a consultant to identify and plan appropriate services. Also assist other suburban communities as needed in planning and applying for funding for shared-ride taxi, vanpool, on-demand transit, or other transit service.
- Support Metro Transit efforts as needed to identify important transit priority improvements and implement recommendations of the bus stop improvement study.
- Continue to assist Metro Transit in processing and analyzing passenger boarding and alighting, passenger loading, and on-time performance data for use in transit service planning, Title VI compliance, and for performance monitoring.

- Continue to implement the [Program Management Recipient Coordination Plan for the Section 5310 \(Enhanced Transportation for Seniors and Persons with Disabilities\) Program](#) with the MPO selecting projects and preparing the Program of Projects and Metro administering the projects funded.
- Update the [Coordinated Public Transit-Human Services Transportation Plan](#). Continue to provide assistance to Metro Transit and Dane County Dept. of Human Services (DCHS) staff in implementing the 2019–2023 [Coordinated Public Transit-Human Services Transportation Plan](#).
- Monitor continued planning for an intercity bus terminal in conjunction with reconstruction of the Lake Street garage. Also monitor and assist as needed with a consultant led study sponsored by City of Madison to evaluate station options, programming and budgeting, and other actions needed for bringing passenger rail service to Madison as proposed in Amtrak’s Connect U.S. plan.
- Continue planning assistance to DCHS staff and coordination efforts to improve specialized transportation services, as needed. This includes collecting and analyzing ACS and other data for use in service planning.
- Assist the Dane County Specialized Transportation Coordinator in working with local governments, senior centers, and other service agencies to improve the efficiency and equity of rural elderly group transportation service, as needed (Figure 7 showing boundaries of Focal Points for elderly and disabled group transportation services).
- Assist DCHS staff in selecting transportation providers for competitively bid services, as needed.

Other 2024 specialized transportation planning activities include continued administration by Metro Transit of its paratransit service; MPO monitoring of Metro in meeting ADA requirements throughout the service area; continued efforts by DCHS to provide transportation services for elderly residents and people with disabilities throughout the county; and continued support from WisDOT and DCHS in the form of grants and assistance programs.

Note: In addition to FTA Planning funds, Work Element 2500 is also supported by a small amount of Dane County funding for specialized transportation planning and coordination.

Products: Transit Development Plan, Coordinated Plan, and other plan reports, studies, and working papers.

Person-Months (2500):

2024	2025	2026
4.65	4	4

Work Element 2600: Transportation Improvement Program (TIP)

Objective: Program anticipated transportation improvements needed for the metro area and outer portions of the county for all modes over a five-year period with annual updating. Provide for coordination of implementation efforts where needed. Develop criteria for selection of projects with MPO suballocated funding and assist WisDOT in managing implementation of the projects.

Previous Work

The TIP is updated annually to maintain a five-year listing of transportation improvement projects. Project scoring criteria for the Transportation Alternatives program (TAP) were developed and then revised in 2019 and again in 2021 to make the criteria more consistent with the STBG Urban program criteria for bicycle projects. A comprehensive update to the MPO’s STBG Urban program policies and project scoring criteria was completed in 2015. Some revisions to the scoring categories and weights were made in 2021 and 2023, including increasing the scoring weight for projects improving transportation access for MPO-identified Environmental Justice populations. Work was begun to develop project evaluation criteria for the new Carbon Reduction program for which the MPO also now receives a suballocation of funding. In October 2023, the 2024–2028 *Transportation Improvement Program* is expected to be adopted, including the 2024–2029 priority project listings for STBG–Urban funding for the Madison urban area (Figure 8).

Work Activities for 2024

- Year 2024 activities continue the annual updating of the TIP in accordance with federal requirements

with assistance from the interagency TIP staff committee and implementing agencies. This includes analysis to document how TIP projects will help achieve federal performance measure targets. The 2024 update to the TIP includes solicitation of the Carbon Reduction program and the annual soliciting of applications under the Section 5310 program. It will also include coordination of complex inter-jurisdictional projects, including recommendations of the Regional Transportation Plan. The TIP update with the update to the FTA Program of Transit Projects includes opportunities for review and participation by the public as well as private transportation providers.

- Work will continue with WisDOT SW Region staff to monitor and manage the approved STBG – Urban, TAP, and Carbon Reduction Program program of projects to ensure projects remain on schedule, and if necessary, make adjustments to the program. Work will also continue to complete and then implement an MOU with WisDOT and FHWA regarding the programming of suballocated funds under the STBG Urban, TAP, and Carbon Reduction programs. Staff will also continue working with Metro Transit to implement the Program Management Plan for the Section 5310 (E/D transportation) Program.
- Staff will research and potentially seek the help of a consultant or software platform to develop a TIP/ suballocated funding project tracking database.

Other 2024 activities include participation by WisDOT and local staff on TIP committee, implementing agency initiation of anticipated projects and priorities, and participation in project implementation coordination.

Products: TIP update report and working paper reports as needed. Project scoring and funding tables for MPO suballocated funds.

Person-Months (2600):

2024	2025	2026
8.26	8	8

Work Element 2700: Roadway and Transit Corridor and Special Area Studies

Objective: To undertake planning of roadway and transit corridor and special area studies that provide for detailing and refinement of the long-range Regional Transportation Plan (RTP).

Previous Work

Corridor studies completed within the past 15+ years include WisDOT’s Beltline/Verona Road Corridor Study, Beltline Safety/Operations Study, Stoughton Road/USH 51 and USH 51 studies, North Mendota Parkway Studies, and an MPO led East Side Arterial/Collector Roadway Needs Study. The Transport 2020 (East-West Transit Corridor Study) was completed, resulting in a previously identified locally preferred alternative for an enhanced transit system in the region.

MPO staff have provided technical support and modeling assistance for a number of peripheral neighborhood development plans, including the Westside Plan in Sun Prairie, Northeast and McGaw Neighborhoods in Fitchburg, and numerous plans in the City of Madison. MPO staff have also assisted with other local studies, including the City of Madison’s Johnson/Gorham Two-Way Conversion and University Avenue Corridor studies.

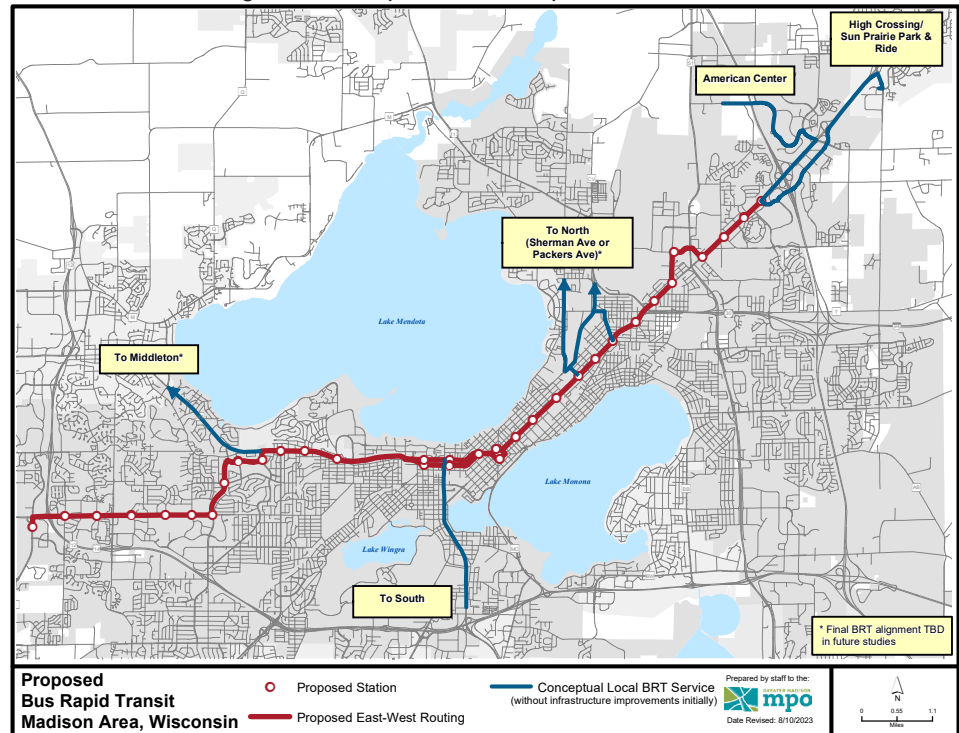
Ongoing WisDOT major corridor studies for which the MPO has provided assistance include the Stoughton Road Study, Beltline Planning & Environmental Linkages Study, and [Interstate 39/90/94 \(Beltline in Madison to STH 78 in Portage\) Study](#). MPO staff worked with consultants on the new time of day regional travel model and improvements to the calibration of auto speeds in the model, later improvements to the peak period model calibration, Year 2050 growth forecasts to be used for travel forecasts for the EIS studies, and analysis of multi-modal transportation improvements in the Stoughton Road and Beltline corridors.

MPO staff led a Madison Transit Corridor (Bus Rapid Transit) Study in 2012-‘13, which evaluated the feasibility of BRT in four arterial corridors. MPO, Metro Transit, and city of Madison Planning staff conducted follow up planning activities, which included conducting an on-board passenger survey and making mode choice/transit-related improvements to the travel model as well as BRT station area planning. The east-

west corridor was identified for initial project implementation, and in 2019 a study was conducted to identify the “locally preferred alternative” project, including routing, stations, and transit priority treatments. Detailed BRT project design began in 2020, which led to a successful Small Starts construction grant application to FTA in 2021 with construction underway in 2023–2024. MPO staff are currently providing travel demand model assistance with the North–South BRT planning effort.

Staff provides traffic forecasts for projects on local roadways and assists WisDOT staff as needed on forecasts for state highway projects.

Figure 7 – Proposed Bus Rapid Transit Routes



Work Activities for 2024

- Continue to provide data and other support for interagency staff team working with consultant to complete detailed design for the Bus Rapid Transit (BRT) project in the north–south corridor.
- Provide transportation planning assistance as needed (e.g., travel forecasts) for large-scale developments, neighborhood and comprehensive plans, and corridor plans. This includes assistance as needed to city of Madison Planning staff in completing area plans.
- Continue preparation of small area or project-level traffic forecasts for Dane County, City of Madison, and other units of government upon request.
- Continue to provide travel model and data support and planning/technical review assistance on major WisDOT-sponsored Alternatives Analysis/EIS type studies. This includes participation on technical advisory committees and progress and special meetings to address specific issues such as consideration of multi-modal transportation improvements in the corridors. The currently ongoing studies include the [Stoughton Road/USH 51 \(USH 12/18 to STH 19\) EIS Study](#), [USH 51 \(Stoughton Road\) North Study](#), [USH 51 \(Stoughton Road\) South Study](#), [Beltline \(USH 14 to CTH N\) Study](#), and [Interstate 39/90/94 \(Beltline in Madison to STH 78 in Portage\) EIS Study](#).
- Provide assistance as needed to city of Madison Planning and Transportation staff with follow up planning activities to implement study recommendations from the city’s *Madison in Motion* Transportation Plan.
- Monitor and provide assistance as needed to WisDOT with corridor preservation studies focused on access management, safety and traffic operations.
- Continue to monitor and coordinate efforts among private and public groups concerned with rail corridors and their use, such as the old Union Pacific line from the City of Madison to Evansville and the Wisconsin River Rail Transit Commission’s efforts to continue rail service in the Prairie du Chien–Madison–Fox Lake corridor.
- Assist the City of Madison in planning for future Amtrak passenger rail service.
- Assist local units of government with other inter-jurisdictional land use/transportation planning issues

and/or projects, as needed, and with local comprehensive plans or studies.

- Additional 2024 work activities by city of Madison staff include supporting the planning study for the north-south BRT corridor project, follow-up planning efforts from the *Madison in Motion* Transportation Master Plan, and other corridor planning efforts.

Products: BRT design report, WisDOT study reports, other reports and working papers.

Person-Months (2700):

2024	2025	2026
2.74	2.75	2.75

Work Element 2800: Ridesharing/TDM

Objective: Provide planning, coordination, public information, outreach and encouragement to promote sustainable transportation options and increase the use of transit, car/vanpooling, bicycling, walking, and teleworking in the region.

Previous Work

The MPO and WisDOT have jointly funded and managed a statewide ride-matching platform since online ride-matching services launched in Wisconsin in 2005. In 2020, the MPO completed an agency rebranding that included rebranding the TDM program to “RoundTrip,” to differentiate it from the statewide “Rideshare Etc.” program. In 2021, the MPO launched the new [RoundTrip](#) brand and website dedicated to serving individuals and employers in Dane County. The new website included digital sign-up and voucher delivery options to expand access to the Dane County Emergency Ride Home program, which until that point had been administered exclusively via paper vouchers.

From 2021-2022, staff worked with WisDOT and the Southeastern Wisconsin Regional Planning Commission (SEWRPC) to upgrade the statewide ride-matching platform by selecting RideAmigos as the new vendor starting in 2023. The three agencies also entered into a three-party funding agreement allowing the MPO and SEWRPC to administer dedicated sub-sites for their respective regional TDM programs, RoundTrip and CommuteWISE. Staff used new tools available on the site to conduct two new RoundTrip-sponsored regional commuter challenges in 2023, envisioned to continue annually.

As part of the TDM program’s employer engagement work, staff conducted regional surveys in 2020 and 2021 to assess the impact of the COVID-19 pandemic on attitudes toward telework and commuting in the Madison region. Staff summarized and distributed the results, and used findings to create a [TeleWORKS Toolkit](#) for Dane County employers that discusses remote work as an opportunity to reduce daily driving. In 2023, staff completed a [Commute Options Program Toolkit](#) that provides resources for employer-based TDM programs and replaces an outdated document from 2012.

To support ongoing coordination among area agencies and partners, MPO staff convene quarterly meetings of the regional TDM Coordinating Committee that includes public, private, and non-profit partners, and has expanded in membership and scope since its inception in 1978. Staff also manage an annual rideshare advertising campaign that is jointly funded by Dane County, Metro Transit, UW-Madison and the MPO, and administer the county-wide Emergency Ride Home program funded by Dane County. Staff administer the bus pass program for Dane County employees, and regularly assist the City of Madison and other area communities with TDM initiatives that have included research and engagement related to Transportation Management Associations (TMAs); TDM plan review for large-scale developments; development of the [City of Madison TDM Program](#) (adopted in December 2022); and employer engagement around workforce transportation.

Work Activities for 2024

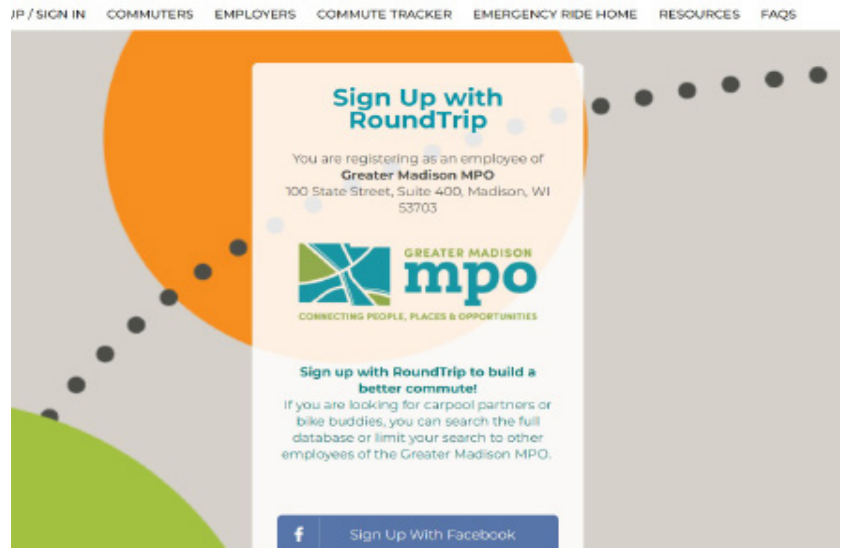
- Administer the Dane County Employee Bus Pass Program and Dane County Emergency Ride Home (ERH) Program.
- Regularly meet with WisDOT and SEWRPC to coordinate and collaborate on TDM initiatives, including

administration and promotion of the statewide ride-matching platform. Conduct publicity, marketing, presentations, and other outreach to engage new and existing users.

- Provide ride-matching services and promote alternatives to driving alone through presentations, event tabling, commuter challenges, employer engagement, and other activities.
- Work with partners including Dane County, UW-Madison, local communities, Downtown Madison Inc., Sustain Dane, Destination Madison and others to expand employer engagement and raise awareness of resources such as the Commute Options Program Toolkit. Support employer-sponsored commute programs, conduct employee outreach, and increase employer use of the rideshare platform for ride-matching and incentives.
- Coordinate with the UW, Dane County and Metro Transit to implement the jointly funded rideshare advertising campaign, and to identify and assess the efficacy of new advertising strategies.
- Promote the RoundTrip program using strategies and tactics outlined in the RoundTrip Marketing Strategy, including print and digital materials, advertising, and partnerships with local organizations. Work with the new MPO Marketing and Communication Specialist to increase outreach to employers and individuals, expand social media and earned media presence, and develop new communication tools.
- Work with Commute with Enterprise, the new administrator of the State of Wisconsin Vanpool Program, to maintain routes in the rideshare platform and promote the program to workers and employers in Dane County. Work with partners to explore ways to expand vanpooling in the Madison region via a program that leverages federal funding for vanpool subsidies.
- Engage partners and facilitate intergovernmental coordination of TDM programs and initiatives in the region through the TDM Coordinating Committee.
- Assist area communities with TDM initiatives including the City of Madison TDM Program, workforce transportation initiatives, and pursuing TDM opportunities during development and redevelopment. Assist with surveys, presentations, and strategy research and development as needed.
- Administer TDM incentives and raise awareness through ongoing promotions for transit, carpooling, bicycling, walking, and telework. This includes working with partners to market the ERH program and Dane County Employee Bus Pass Program, and to develop new incentives.
- Assist active living groups and related initiatives in the region such as the Dane County Safe Routes to Schools program, Madison Age-Friendly Community Workgroup, and others.
- Support the production and distribution of the Dane County Bicycle Map.
- Maintain program databases and track key performance indicators.
- Explore opportunities to grow the TDM program through strategic planning; developing a mini-grant pilot for employers; and creating a targeted outreach plan for new residents and movers.

Note: Funded with federal STBG – Urban funds and local matching funding.

Products: RoundTrip website and ride-matching platform; marketing and communication materials; presentations and reports; survey tools; program databases.



Person-Months (2800):

2024	2025	2026
10.69	10.7	10.7

Work Element 2900: Capital Area Regional Planning Commission (CARPC)**Work Activities for 2024**

The MPO will continue to contract with CARPC for transportation planning services. This work has historically included providing analyses of the impact of sewer service area amendments on the overall transportation system, including traffic impacts, street connectivity, and pedestrian and bicycle facility and transit service considerations, and an assessment of overall consistency of the amendment with the goals and policies of the Regional Transportation Plan. At the request of CARPC staff, the MPO conducts their review of transportation impacts outside of CARPC's review process. CARPC has eliminated the land use/transportation review of amendments and replaced that with assistance with and reviews of comprehensive plans. MPO staff will provide assistance to CARPC staff in preparing the transportation element of comprehensive plan updates for communities or providing other transportation related local planning assistance. MPO staff will also assist CARPC staff in preparing RTP and RDF consistency reviews of comprehensive plans and may participate on CARPC's Proactive Planning committee. Work will also continue with CARPC staff to integrate regional land use and transportation planning generally and coordinate performance measure tracking and outreach efforts. Joint planning initiatives will also be explored such as involving the MPO in CARPC's street canopy project and/or involving CARPC in the MPO's regional resiliency plan to be conducted in 2024.

Note: Work Element 2900 is funded by CARPC with pass-through FHWA funds and local matching funds.

Person-Months (2900):

2024	2025	2026
0.42	0.42	0.42

Summary Table

Proposed 2024 Unified Greater Madison MPO (Metropolitan Planning Organization) Budget

A summary table of the proposed 2024 Greater Madison Metropolitan Planning Organization (MPO) budget is located on page 31. This table summarizes costs and anticipated funding sources for each of the previously discussed work elements.

For planning staff costs shown, a uniform cost per person-month of \$12,884 was used which reflects direct costs plus indirect costs. Direct costs per person-month are the average salary and fringe benefits of the MPO and MPO planning support personnel. Indirect costs include all administrative support staff costs and other costs incurred (e.g., office rent, computer hardware and software, copying, printing, travel/training, etc.) in support of the direct time spent, and is added as a percent of direct costs. It does not include non-staff direct costs for the purchase of the StreetLight data/analytics platform subscription and consulting services. This is reviewed at the end of 2024, and adjustments will be made in billings as needed. The employee benefits are included in the direct and indirect rates. These provisional rates are approved by the Wisconsin Department of Transportation.

The MPO staff currently consists of eight (8) persons: a Director/Planning Manager; five other Transportation Planners (one of whom is primarily responsible for managing the MPO’s TDM Program); a GIS Specialist; and a part-time Administrative Clerk. The MPO anticipates hiring a ninth person, a Communications and Outreach Specialist by the end of 2023. All MPO positions are full-time except for the Administrative Clerk. All MPO staff work 100% on MPO planning activities. A small percentage (10%) of the time of the City of Madison Planning Division Director, the Planning Division’s Program Assistant (5%), and a Finance staff person (7%) are billed to MPO planning activities and included as part of indirect costs along with the MPO’s Administrative Clerk (See the detailed Cost Allocation Plan on page 33).

A table that shows the percentage time each MPO staff person is anticipated to spend on the different MPO work element activities is located on page 32.

2024 GREATER MADISON MPO BUDGET AND WORK PROGRAM ELEMENTS

WORK ELEMENT NUMBER		PERSON MONTHS	STAFF HOURS	FHWA/ FTA PL FUNDS		FHWA/ FTA PL FUNDS 80.0%	WisDOT (1) FUNDING	MPO/ Local FUNDING	STBG-U 80%		OTHER PROGRAMS			TOTAL MPO		MPO PROGRAM TOTAL
				(See Key)	100.0%				(2)	MPO/ Local	(See Key)	OTHER	MPO/ Local	Non-Local	Total MPO/ Local	
STAFF AND INDIRECT COSTS																
2100	Transportation Admin/Service	9.26	1,555			95,441	5,959	17,901						101,400	17,901	119,301
2150	Public Participation Activities	9.64	1,619			99,350	6,203	18,634						105,554	18,634	124,188
2200	Long-Range System-Wide Transportation Planning	11.83	1,987			121,979	7,616	22,878						129,596	22,878	152,474
2250	Safe and Accessible Transportation Options	18.21	3,058	(8)	234,629									234,629	0	234,629
				(9)	50,000									50,000	0	50,000
	Complete Streets (Safe and Accessible Transportation Options) Related Activities -2.5%	1.71	287		21,999									21,999	0	21,999
2300	Data Collection Activities	15.32	2,572			157,905	9,860	29,617						167,764	29,617	197,381
2400	TSM Planning and Technology	7.11	1,195			73,326	4,578	13,753						77,904	13,753	91,657
2500	Short Range Transit & Specialized Transportation Planning	4.65	780			47,896	2,991	8,983		(3)	See note			50,887	8,983	59,870
2600	Transportation Improvement Program (TIP)	8.26	1,387			85,153	5,317	15,971						90,470	15,971	106,442
2700	Roadway and Transit Corridor & Special Area Studies	2.74	460			28,240	1,763	5,297						30,003	5,297	35,300
2800	Ridesharing/TDM - Staff	8.40	1,410						86,549	21,637				86,549	21,637	108,186
	Ridesharing/TDM - Ad, Consultant Services, Materials, Etc.	2.29	385						16,451	4,113	(4)	9,000		25,451	4,113	29,564
2900	Capital Area RPC - MPO Planning Services	0.42	71								(5)	4,366	1,091	4,366	1,091	5,457
OTHER DIRECT COSTS																
4030	StreetLight Data Analytics Platform Subscription (6)					105,165	6,566	19,725						111,731	19,725	131,456
4060	Fly Dane countywide imagery (7)					16,000	999	3,001						16,999	3,001	20,000
4050	Misc. Consulting Services, potentially including TSMO plan & Active Transportation plan (6)					21,046	1,314	3,947						22,360	3,947	26,307
SUMMARY OF TL COSTS BY TYPE																
TOTAL PERSON-TIME		99.85	16,766													
CONSULTING SERVICES AND DATA/SOFTWARE (6)					0	142,211	8,880	26,673						151,090	26,673	177,763
OTHER DIRECT COSTS																
STAFF					306,628	709,289	44,288	133,034	103,000	25,750		13,366	1,091	1,176,571	159,876	1,336,447
TOTAL 2024 COST					306,628	851,500	53,168	159,707	103,000	25,750		13,366	1,091	1,327,661	186,548	1,514,210

(1) FHWA/FTA PL (80%), WisDOT (3.65%), MPO (16. (3) Dane County (\$5,000 for Specialized Transp Services) (4) \$3,000 from three partners (7) MPO contribution to Dane LIO. City & others also contribute.
(2) STBG Urban Rideshare (80%) MPO (20%) (5) Capital Area Regional Planning Commission (6) Data Software and Consultant Services (8) SATO Staff & Indirect Costs (9) Other SATO Direct Costs

2023 MADISON AREA TRANSPORTATION PLANNING BOARD CARRYOVER FUNDING BUDGET AND WORK PROGRAM ELEMENTS

WORK ELEMENT NUMBER		PERSON MONTHS	STAFF HOURS	FHWA/ FTA PL FUNDS		WisDOT (1)	MPO/ Local	STBG-U 80%		OTHER PROGRAMS			TOTAL MPO		MPO PROGRAM TOTAL
					80.0%			(2)	MPO/ Local	(See Key)	OTHER	MPO/ Local	Non-Local	Total MPO/ Local	
4040	Regional Safety Action Plan (6)				20,000	1,249	3,751						21,249	3,751	25,000
4050	Misc. consultant services & data/software				20,949	1,308	3,929						22,257	3,929	26,186
2150	Public Participation Activities				19,080	1,191	3,579						20,271	3,579	23,850
2200	Long Range MultiModal Planning				13,227	826	2,481						14,053	2,481	16,534
TOTAL 2023 CARRYOVER COST					73,256	4,574	13,740						77,830	13,740	91,570

Percentage of Staff Time Anticipated to be Spent on 2024 MPO Work Element Activities

Work Element Number	Work Element	MPO Staff								
		Andros Director/Planning Manager	Lyman Transportation Planner	Hoesly Transportation Planner	Holloway Transportation Planner	Kanning Transportation Planner	Brucaya Planner/ Rideshare /TDM Program Coordinator	Seidensticker GIS Specialist	Vacant* Outreach/Communi- cation Specialist	Planning Intern
2100	Transportation Admin/Service	30%	10%	10%	7.5%	7.5%	10%	10%	10%	
2150	Public Participation Activities	7.5%	10%	5%		2.5%	10%	2.5%	45%	
2200	Long-Range System-Wide Transp. Planning	25%	15%	35%	10%	35%		2.5%	2.5%	
2250	Safe and Accessible Transportation Options	7.5%	10%		32.5%			5%	2.5%	
2300	Data Collection Activities	2.5%	2.5%			5%		70%		15%
2400	TSM Planning/CMP & Technology	7.5%		35%	45%	2.5%		2.5%		
2500	Short Range Transit & Specialized Transp. Planning	2.5%	30%							
2600	Transportation Improvement Program (TIP)	10%	15%	10%		27.5%		2.5%	2.5%	
2700	Roadway and Transit Corridor & Special Area Studies	5%	2.5%	5%	2.5%	17.5%				
2800	Ridesharing/TDM	2.5%	2.5%				80%	5%		
2900	Capital Area RPC		1.5%		2.5%	2.5%				

Note: 100% = 12 person months or FTE position

* 75% = full time equivalent

Provisional 2024 Cost Allocation Plan

This Unified Planning Work Program (UPWP) report presents the detailed work elements to be undertaken in 2024 and presents the extent of staff time and anticipated costs and funding anticipated to be devoted to each work element. Attachment 2 of the UPWP further provides a review of cost shares and benefits to funding agencies for each of the work elements.

The following paragraphs provide detail on the cost breakdowns for direct costs, indirect costs, and other expenses, which were used in the preparation of the UPWP.

The UPWP programming of costs uses a uniform cost per person month (\$12,884) throughout the UPWP report, which reflects direct staff costs plus indirect costs. Direct costs per person month are the average salary and fringe benefits of the planning and planning support (GIS) staff. Indirect costs include all administrative services and indirect costs incurred (such as administrative staff, office rent and supplies, software services, printing, etc.) in support of the direct time spent and are added as a percent of direct costs for programming and billing purposes.

Billings are based upon actual costs. The direct costs are recorded for each work element by time spent. Billings are based upon actual costs of direct salaries, fringe benefits, and leave additive, plus the actual indirect costs incurred. Costs are accumulated and accountable to the work elements.

2024 Direct MPO Staff Costs

The following positions on the MPO planning staff are included as Direct Costs, which are charged to the respective work elements shown in the Unified Planning Work Program report.

Position	Persons	Person Months
MPO Transportation Planning Manager	1	12.0
MPO Transportation Planners	5	60.0
MPO GIS Specialist	1	12.0
Outreach and Communications Specialist*	1	12.0
MPO Intern – Hourly	0.75	1.8
Total	9	97.8
Total 2024 Salaries – Direct		\$806,722
Total 2024 Employee Benefits – Direct = 24.41%		\$196,930
Total 2024 Direct Costs		\$1,003,652
* This is a 75% full time equivalency for MPO. 25% is dedicated to CARPC		

2024 Other Direct Costs

In addition to direct staff costs, the MPO has budgeted the following additional direct cost for data/software and consulting services:

Project	Cost
• StreetLight Data Analytics Platform Subscription	\$131,000
• Fly Dane Countywide Imagery	\$20,000
• Misc. Consultant Services (TSMO Plan, Active Transportation Plan)	\$190,756
Total 2024 Other Direct Costs	\$341,756

2024 Indirect Costs

This table reflects indirect costs that relate to the entire planning program of activities and are accounted on a proportionate basis to direct costs.

Category	Person Months	Cost
1. Indirect Salaries of Support Staff:		\$50,505
Planning Division Director (City)	1.2	
Program Assistant (City)	0.6	
Finance Staff (City)	0.8	
Administrative Clerk (MPO)	3.7	
2. Indirect Employee Benefits (25%)		12,626
3. Telephone and Communication Device RPR Main		750
4. General Equipment Repairs & Maintenance		500
5. Property Rental		59,698
6. Mileage		50
7. Conferences/Training/Travel		8,000
8. Other Services (transcription, interpreters, catering/vending, etc.)		250
9. Advertising (Hearing notices, jobs, misc)		250
10. Advertising T.V./Radio/Internet (Ridesharing – MPO Share)		3,000
11. Memberships		4,000
12. General Office Supplies		1,500
13. Office Furniture/Equipment		750
14. Subscriptions & Books		250
15. Reproduction Copier/Fast Copy		1,800
16. Postage		750
17. Computer Hardware Supplies		1,000
18. Computer Software & Data Licenses & Supplies		29,830
19. Insurance Fund		3,649
20. Workers Comp		233
Total 2024 Indirect Costs		\$179,142

Provisional 2024 Cost Allocation Rate

Based upon the Direct Staff Cost and Indirect Cost tables, the Provisional 2023 Cost Allocation rate can be calculated as follows:

Total Indirect Costs	\$179,142 = 17.85%
Total Direct Staff Costs	\$1,003,652

Thus, the 2024 staff time costs can be summarized as follows for each person month of direct staff time:

Direct cost per month	\$10,933
Indirect cost @ 17.85%	\$1,951
Total Direct Plus Indirect	\$12,884 / month

Actual Billing Procedure

The preceding paragraphs have presented the basis for programming of the Provisional 2024 Cost Allocation Plan with the Indirect Cost rate calculated at 17.85% of Direct Staff Costs. Billings are based upon *actual costs* of direct salaries and benefits and leave additive, plus the actual indirect costs incurred.

Accounting for the MPO is accomplished through the City of Madison's centralized accounting system (MUNIS) in the following steps: (1) direct staff charge to work elements based on their salaries and benefits; (2) an additive leave rate is applied to the direct salary costs; (3) indirect costs are applied to the work elements based on the percentage of total cost budgeted for each work element; (4) indirect staff costs, including salaries, benefits, and leave costs when taken, are also applied to the work elements based on the percentage of total cost budgeted for each work element; and (5) total work element expenditures are allocated to the funding sources based on actual expenditures.

The features of the City of Madison's computer accounting system aggregate actual costs incurred by work element shown in the Unified Planning Work Program and include the following:

- 1) A leave additive rate is maintained for all direct staff based upon holiday time taken, accrued vacation time earned, and sick time used. This is estimated for 2024 to be 13.796% of Regular Direct staff costs.

Paid Holiday	\$34,850
Earned Vacation	\$43,125
Earned Sick Leave	<u>\$33,323</u>
	\$111,298 ÷ \$806,722 = 13.796% of direct staff costs
	\$111,289 ÷ \$1,182,804 = 9.408% of total direct staff and indirect costs

- 2) Fringe benefits are calculated for each employee and added up to calculate an average rate for all employees, which is 24.41%.

Indirect costs incurred are computed and compared to total direct costs to determine indirect cost rate.

The computer system then computes in the following manner by work element:

Regular Direct Salary Cost x (1 + Leave Additive Rate) = Direct Salary

Regular Salary x Fringe Benefit Rate = Benefit Costs

Direct Salary + Benefit Cost = Total Direct Cost

Total Direct Cost x Indirect Rate = Indirect Cost

Total Direct Cost (Direct Salary + Benefit Cost) + Indirect Cost = Total Direct and Indirect Costs

Total Direct and Indirect Costs + Other Costs = Total Billable Cost

The billable cost is billed to funding agencies in accord with approved contracts. Costs are audited at the end of the year as part of the CPA audit with adjustments made to 2024 billings, if needed.

Appendix

Review of Cost Shares and Benefits to Funding Agencies

The Greater Madison Metropolitan Planning Organization (MPO) receives federal Planning program funding from the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA), federal Surface Transportation Block Grant (STBG) Urban funding for the MPO's TDM program, state funding from WisDOT used as partial match to the federal Planning funds, and local funding from the City of Madison, Dane County, and some of the other participating local units of government within the metropolitan planning area. The funding is used to support the diversity of transportation planning program activities included as part of this Unified Planning Work Program.

In general, funds for transportation planning activities are split between FHWA and FTA with WisDOT and local matching funds, with variations due to their funding priorities and due to additional special funds. For example, Dane County and the Capital Area Regional Planning Commission (CARPC) provide funding to support planning activities outside the metropolitan planning area. As noted, STBG (formerly STP) Urban funds are used to support the MPO's Transportation Demand Management (TDM) Program, called RoundTrip.

With respect to the proposed 2024 program of transportation planning activities, the following comments summarize the funding shares and allocation of costs, and note benefits to be received for each of the Work Elements.

Work Elements 2100, 2150, 2200, 2250, and 2300 cover long-range multi-modal system-wide transportation planning activities, including maintaining the Regional Transportation Plan and sub-elements such as the Bicycle Transportation Plan with data collection, monitoring, and analysis, growth and associated travel forecasting, and functions required to manage the work program, provide staffing support, and engage and service the public. These activities are funded 80% with FHWA and FTA Section 5303 Planning funds with WisDOT and local matching funds. A portion of 2250 is 100% federally under the Complete Streets planning waiver.

Work Element 2400 covers Transportation System Management (TSM) Planning and Technology to improve transportation system efficiency, effectiveness, and safety with emphasis on technology and lower cost strategies such as intersection improvements. This includes maintenance of the MPO's Congestion Management Process. It also covers planning for electric vehicle (EV) infrastructure and promotion of other strategies for accelerating the transition to EVs. These activities are also funded 80% with FHWA and FTA Planning funds with WisDOT and local matching funds.

Work Element 2500 covers short-range transit and specialized transportation planning activities. This includes working with Metro Transit and other transit providers to develop and implement the 5-year Transit Development Plan for the Madison Urban Area and working with Metro Transit and Dane County Department of Human Services to develop and implement the Coordinated Public Transit – Human Services Transportation Plan. Activities are funded 80% with FTA Section 5303 Planning funds, plus local matching funds, including a small amount of Dane County funding for specialized transportation planning and coordination.

Work Element 2600 is for transportation project programming through the Transportation Improvement Program (TIP), including MPO selection of projects with its suballocated funding. Activities are funded 80% with FHWA and FTA Section 5303 Planning funds with WisDOT and local matching funds.

Work Element 2700 is for roadway and transit corridor and special area studies. This includes assistance with WisDOT roadway corridor studies, local corridor or area studies, and major transit corridor studies such as for Bus Rapid Transit. This is funded 80% with FHWA and FTA Section 5303 Planning funds with WisDOT and local matching funds.

Work Element 2800, Ridesharing/TDM, supports promotion of alternative transportation and general transportation demand management (TDM) activities, and is funded 80% with STBG Urban funds and local matching funds.

Work Element 2900, CARPC, covers transportation planning and analysis work for that agency, and is funded with pass-through FHWA/FTA funds from CARPC and local matching funds.

Greater Madison MPO Organization and Advisory Committees

The Greater Madison MPO (Metropolitan Planning Organization) is the designated policy body responsible for comprehensive, cooperative transportation planning and decision-making for the Madison metropolitan area. The MPO, formerly named the Madison Area Transportation Planning Board (MATPB), was created through an agreement between the Governor, the City of Madison, and those units of government having more than 75% of the population in the MPO Planning Area effective May 2, 2007, redesignating the MPO for the Madison urbanized area in accordance with federal law. MATPB assumed the responsibility to conduct transportation planning and programming for the metropolitan area from the previous MPO, the Madison Area MPO, following a change in the structure of the MPO Policy Board after the 2000 Census and expansion of the Madison urbanized area. The MPO was renamed to Greater Madison MPO in 2020.

Organization of MPO Policy Board

The MPO has a fourteen (14)-member policy board appointed by the units of local government within the metropolitan planning area. The appointments, which all serve two-year terms, are made as follows:

- The Mayor of Madison appoints six (6) members. Four of the six appointees must be elected officials. One must be an official representative of Metro Transit as the major transit provider.
- The Dane County Executive appoints three (3) members. Two of the three appointees must be elected officials.
- Three (3) members are appointed to represent other cities and villages in the metropolitan area. The appointments are done through a majority vote of the chief elected officials of these cities and villages. Two of the three appointees must be elected officials.
- One (1) member is appointed to represent towns in the metropolitan area. The appointment is by a majority vote of the chairpersons of the towns with land area within the metropolitan planning area. The appointee must be an elected official.
- The Secretary of the Wisconsin Department of Transportation (WisDOT) appoints one (1) member to represent the department.

Of the fourteen (14) appointed MPO policy board members, nine (9) are elected officials, including one mayor, six (6) city alderpersons, one county supervisor, and one town board member. The members represent a variety of interests, backgrounds, geographic areas, and views.

The MPO policy board generally meets monthly on the first Wednesday of the month, where action is taken on matters brought before it. Officers are elected to one-year terms. These include a Chair and Vice Chair. Meetings are currently held virtually. Meetings had been held at the Madison Water Utility Building, 119 East Olin Avenue, Conference Room A-B, and other locations in the Madison area. Meetings begin at 6:30 p.m.

Advisory Committee Structure

The MPO policy board has established an advisory intergovernmental Technical Coordinating Committee to assist in carrying out its responsibilities. The MPO board also utilizes a number of other local and county committees and commissions as part of its role in serving as a forum for cooperative decision making on transportation planning issues. (See MPO organization chart on the following page.)

MPO Technical Coordinating Committee (TCC)

This committee, composed of fourteen (14) voting members, six (6) alternate members, and two (2) non-voting members representing various agencies or facets of land use and transportation planning, is a multi-modal planning advisory and coordinating committee established by the MPO as its official technical advisory committee. While the MPO board serves as the policy body, the MPO Technical Coordinating Committee reviews, coordinates, and advises on transportation planning matters. This committee generally meets monthly on the fourth Wednesday of the month. Meetings are currently being held virtually. In person meetings had been held at the Fitchburg Community Center, 5510 Lacy Road. Meetings start at 2 p.m.

Other Activities

In addition to the TCC and the other advisory committees with which MPO staff have regular contact, MPO

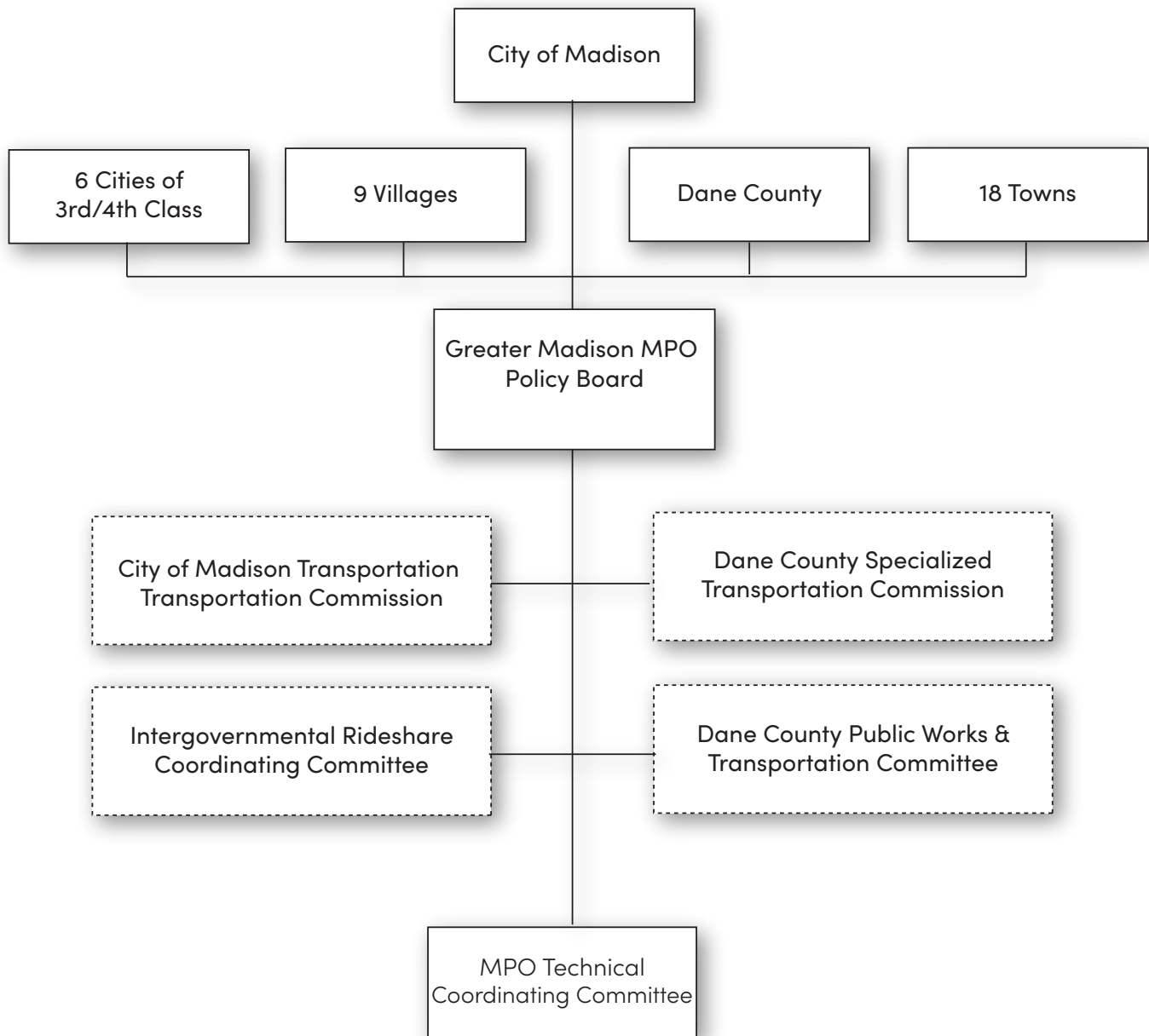
staff also utilize a variety of committees and advisory groups including: ad hoc study and plan committees; interagency staff coordinating groups; and continuing contacts with local commissions and governing bodies and various private organizations.

Staff also participates in MPO Directors planning meetings/forums with WisDOT, FHWA, and other MPO directors and staff to discuss planning, policy, financial, and technical issues and concerns. Staff also meet with WisDOT and USDOT staff for the mid-year review in May/June and for the fall draft work program review in September.

See the 2024 MPO meeting calendar on page 2-6, which shows the scheduled dates of the MPO Policy Board and Technical Coordinating Committee.

Greater Madison MPO

Organizational Chart Showing Structure



Key:



MPO Advisory
Committee



Other Advisory
Committee/Commission

Greater Madison MPO Policy Board


Name	Representing or Appointed By	Local Government Office and Other Affiliations
Richelle Andrae	Dane County Executive	Dane County Board Supervisor
Phil Caravello	Small Cities and Villages	City of Stoughton Alder
John Duncan	City of Madison Mayor	City of Madison Alder
Pam Dunphy	Dane County Executive	Dane County Dept. of Public Works, Highway & Transportation Interim Director
Paul Esser	Dane County Executive	City of Sun Prairie Mayor
Derek Field	City of Madison Mayo	City of Madison Alder
Steve Flottmeyer	Wisconsin Department of Transportation Secretary	Planning Manager, WisDOT Southwest Region
Barbara Harrington-McKinney	City of Madison Mayor	City of Madison Alder -City of Madison Transportation Commission
Tom Lynch	City of Madison Mayor (Transit Agency Representative)	City of Madison Department of Transportation Director
Charles Myadze	City of Madison Mayor	City of Madison Alder
Mark Opitz	Small City Mayors and Village Board Presidents in the MPO Planning Area	City of Middleton Assistant Planning Director
Kristi Williams	Town Chairs in the MPO Planning Area	Supervisor, Town of Cottage Grove
Doug Wood	Small Cities and Villages	City of Monona Alderperson and Council President
Liz Callin	City of Madison Mayor	City of Madison Transportation Planner

Greater Madison MPO

Technical Coordinating Committee

Name	Title	Employed By
Alexander Brown	Transportation Coordinator	City of Sun Prairie
Pam Dunphy	Assistant Commissioner	Dane County Public Works and Transportation Department
Greg Hall	Public Works Project Coordinator	Village of DeForest
Sara Husen	Transportation Planner	WisDOT Bureau of Planning & Economic Dev.
Lee Igl	Public Works Director	Village of McFarland
Ross Kahler	City Engineer	City of Fitchburg
Tom Koprowski	Transportation Planner	WisDOT Southwest Region
Connor Mountford	Planning Manager	Metro Transit
Chris Petykowski	Principal Engineer	City of Madison Engineering Department
Shawn Stauske	Public Works Director	City of Middleton
Daniel Stephany	Public Works Director	City of Monona
Heather Stouder	Planning Director	City of Madison Planning Division
Yang Tao	Traffic Engineer	City of Madison Traffic Engineering Division
Todd Violante	Planning Director	Dane County Planning & Development
Tim Semmann (Alternate 1)	Community Development Dir.	Village of Waunakee
Katherine Holt (Alternate 2)	Planning & Development Dir.	City of Verona
Rodney Scheel (Alternate 3)	Planning Director	City of Stoughton
Davis Clark (Alternate 4)	Public Works Director	Village of Windsor
JJ Larson (Alternate 5)	Public Works Director	Village of Cottage Grove
Elise Cruz (Alternate 6)	Planning Director	Village of Oregon
Mary Forlenza (non-voting)	PL & Program Dev. Leader	Federal Highway Administration
Bill Wheeler (non-voting)	Transp. Program Specialist	Federal Transit Administration, Region V

2024 MEETING CALENDAR - GREATER MADISON MPO (METROPOLITAN PLANNING ORGANIZATION)

 Policy Board meeting

 Technical Committee meeting

2024

JANUARY						
SU	M	T	W	TH	F	SA
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
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28	29	30	31			

FEBRUARY						
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MARCH						
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31						

APRIL						
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30						

JULY						
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AUGUST						
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SEPTEMBER						
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29	30					

OCTOBER						
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27	28	29	30	31		

NOVEMBER						
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER						
SU	M	T	W	TH	F	SA
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22	23	24	25	26	27	28
29	30	31				

Madison Area Transportation Planning and Programming Structure and History

Area wide transportation planning in the Madison metropolitan area has been officially in progress since 1961 under the original title “Madison Area Transportation Study (MATS).” In 1970, the Madison Area Transportation Plan was approved by each of the participating governmental units, and the Transportation Study entered the “continuing phase” and reorganized to be part of the Dane County Regional Planning Commission (DCRPC), under the title of the Dane County Transportation Study (DCTS). In November 1999, following a reorganization of the DCRPC, the Governor redesignated the Metropolitan Planning Organization for the Madison urbanized area by agreement with the City of Madison. The redesignation established a new Madison Area Metropolitan Planning Organization (MPO) to conduct transportation planning and programming for the metropolitan area, transferring this function from the DCRPC to this newly created entity. The Madison Area MPO went through another redesignation in May 2007 to bring the structure and membership into compliance with Federal regulations. The name of the MPO was changed to the Madison Area Transportation Planning Board (MATPB). The name of the MPO was subsequently changed again to Greater Madison MPO in 2020.

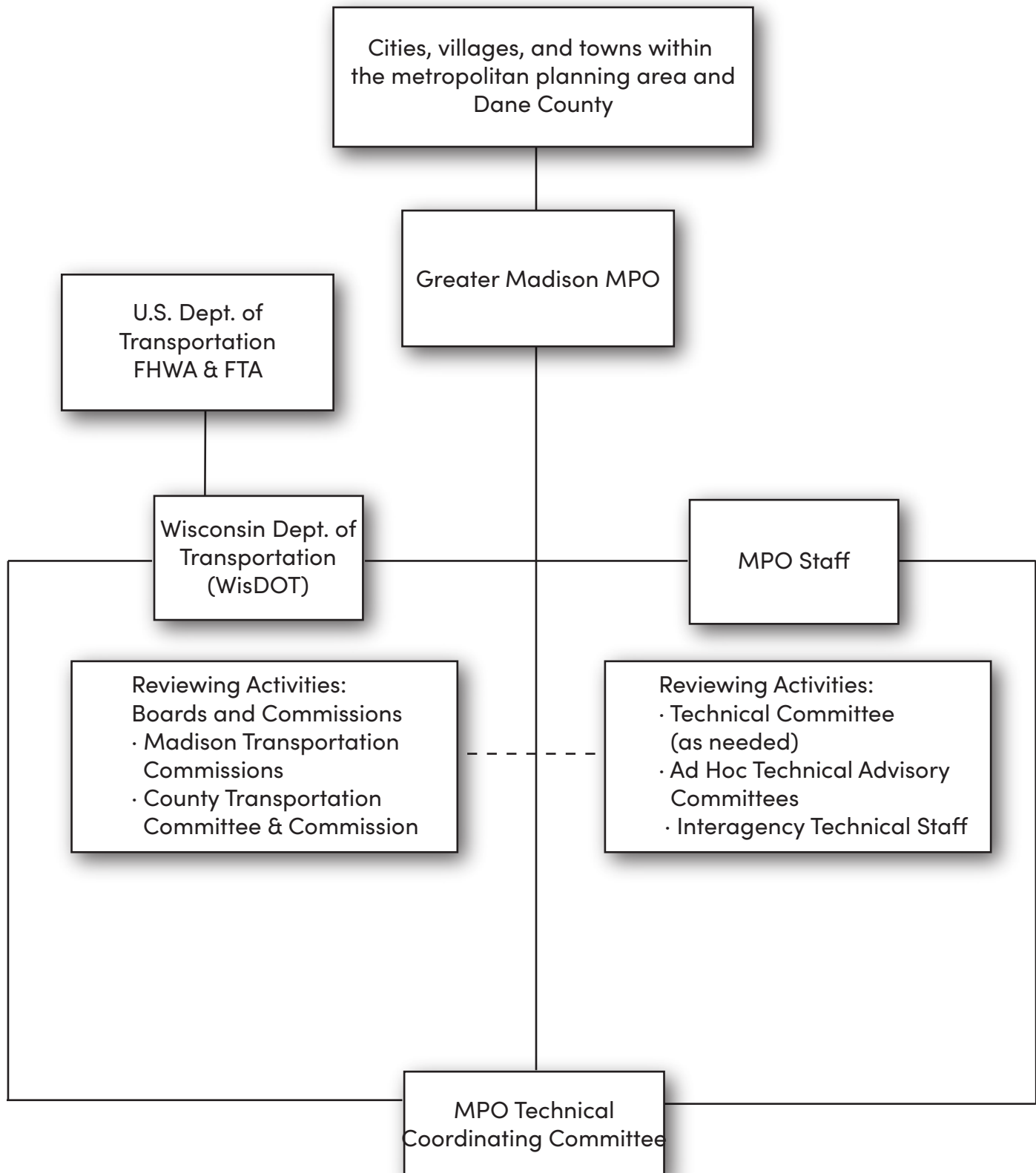
Madison metropolitan area transportation planning and programming now has an organizational structure that provides for the Greater Madison MPO to serve as the policy body (see Structure Chart). The MPO Technical Coordinating Committee (TCC) advises the MPO on transportation planning issues. Various other ad hoc project or study committees assist with particular transportation planning studies. The September 2022 memberships of the MPO Board and MPO TCC are included on pages 3-6 and 3-7.

The overall management structure of the planning work program activities is that of a Director/Planning Manager and Transportation Planning staff members, in carrying out the policy directions of the MPO. Transportation planning staff is provided by the City of Madison, and located in the City’s Planning Division within the Planning & Community & Economic Development Department (see Attachment 5). The necessary interagency and intergovernmental coordination of planning work program activities is coordinated by planning staff contacts with appropriate agencies and by the input of the MPO Technical Coordinating Committee.

The management of the existing transportation system is vested with the governing bodies of each local unit of government within the metropolitan area, and WisDOT. Coordination efforts are achieved through the Madison Area Transportation Planning and Programming organizational structure, through the annually prepared Transportation Improvement Program (TIP), and other means. Coordination in the City of Madison is through its Transportation Policy and Planning Board and Transportation Commission, which have responsibility for roadways, transit, parking, bicycle and pedestrian facilities, traffic engineering activities, and long-range city transportation planning. Coordination in the 3rd/4th class cities within the metropolitan planning area is by their appropriate city committees, such as planning commissions, public works committees, and transportation committees. Coordination within the governmental structure of Dane County is through the County Public Works and Transportation Committee, which in turn coordinates many of the town government transportation improvements.

The transportation planning agreement to this Unified Planning Work Program, updated to reflect current federal transportation planning regulations, is available on the MPO’s website at: <https://www.greatermadisonmpo.org/about/documents/msnmposignedcoopagreement.pdf>. It is a three-party Cooperative Agreement for Continuing Transportation Planning between WisDOT, the Madison Area Transportation Planning Board (now called Greater Madison MPO), and the City of Madison (as the transit operator) as executed on July 11, 2017.

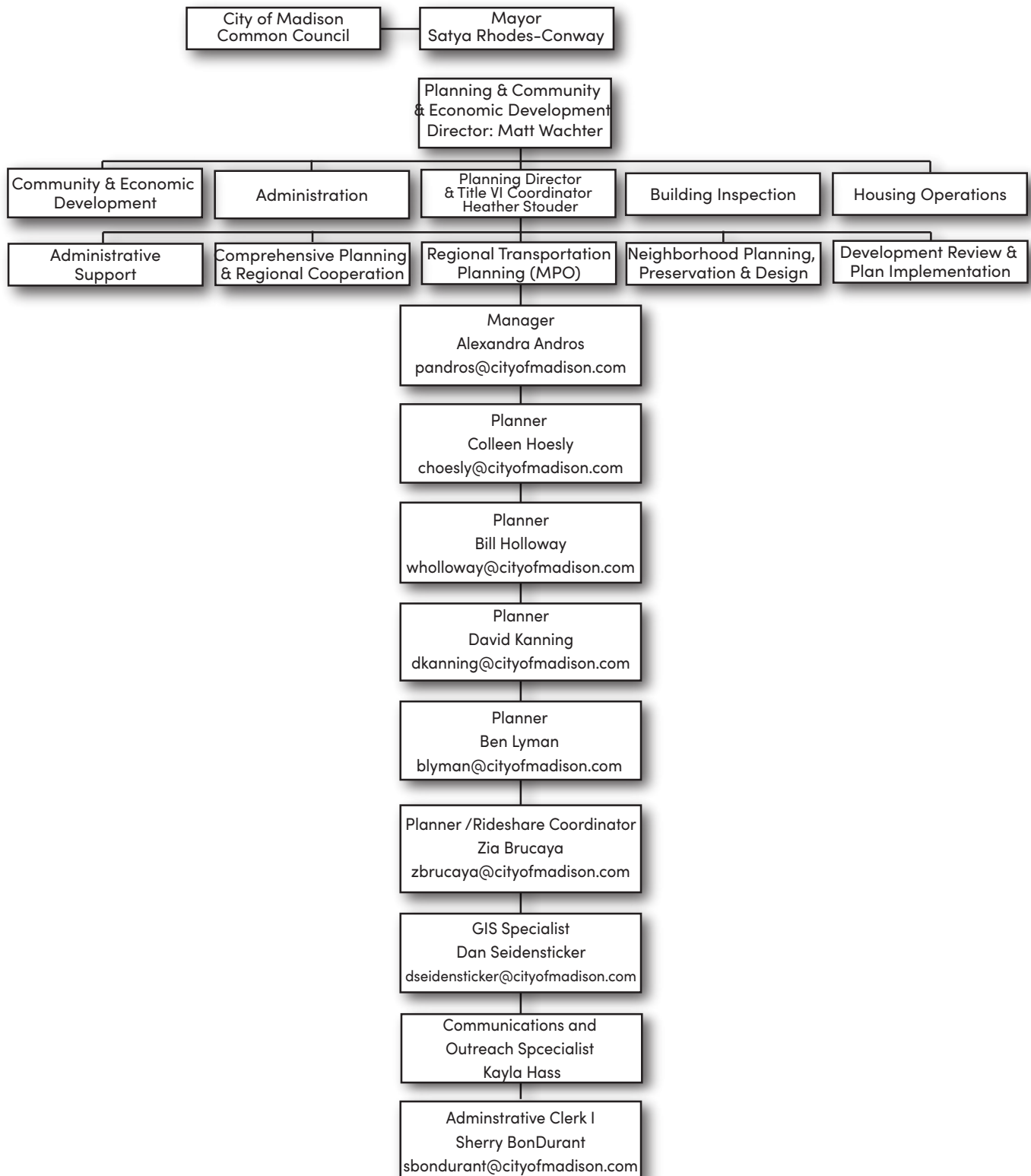
Madison Area Transportation Planning and Programming Organizational Structure



Greater Madison MPO

Partial City of Madison

Organizational Chart Showing MPO Staff Positions



Greater Madison MPO UPWP Self-Certification Summary

The Greater Madison MPO (Metropolitan Planning Organization), the MPO for the Madison Metropolitan Area, is charged with implementing the metropolitan transportation planning process in accordance with applicable requirements of federal laws, including federal transportation legislation, Clean Air Act, Civil Rights Act, and Americans with Disabilities Act. All agencies involved in the transportation planning process must also be held accountable to these federal requirements.

By federal law, agencies providing transportation services and/or receiving federal money must adhere to the requirements as listed in the MPO's adopted self-certification resolution. Concurrent with submittal of the proposed Transportation Improvement Program (TIP) and Unified Planning Work Program (UPWP) to the Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) MPOs are required to certify that the metropolitan transportation planning process is being carried out in accordance with all federal requirements.

The nine (9) requirements for self-certification and MPO activities to comply are summarized below.

(1) *23 U.S.C. 134, 49 U.S.C. 5303, and this subpart.*

These citations summarize the metropolitan planning requirements, which include a compliant planning process; current approved Transportation Improvement Program, Long-Range Transportation Plan, Unified Planning Work Program, Public Participation Plan, and Congestion Management Process; current interagency agreements; approved metropolitan area boundaries; and annual listing of obligated projects using federal funds. As a large TMA MPO, the Greater Madison MPO also needs a current certification from USDOT, FHWA and FTA.

MPO Documentation of Compliance:

Transportation Plan	<i>Connect Greater Madison: 2050 Regional Transportation Plan</i> , adopted May 11, 2022
TIP	2023-2027 Transportation Improvement Program for the Madison Metro Area and Dane County, approved October 5, 2022
UPWP	2024 Unified Planning Work Program for the Greater Madison MPO, anticipated adoption November 1, 2023, approval by FHWA-FTA pending
PPP	MPO Public Participation Plan, adopted January 6, 2021
CMP (TMA)	Congestion Management Process, adopted May 11, 2022 in conjunction with RTP 2050 (see Appendix F)
MPO Cooperative Agreement	Executed July 11, 2017
Metropolitan Planning Area Boundary	Approved by MPO on April 3, 2013 and by WisDOT on July 30, 2013
Annual Listing of Obligated Projects	2022 annual listing of projects posted on TIP page of the MPO website
FHWA-FTA Certification (TMA)	March 2022 certification of planning process

All of these documents can be found on the MPO's website. The MPO will have met 11 times during 2023.

(2) Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d-1) and 49 CFR Part 21.

Title VI prohibits exclusion from participation in, denial of benefits of, and discrimination under federally assisted programs on the grounds of race, color, or national origin.

MPO Documentation of Compliance:

The MPO complies with this requirement through the policies and actions identified in the MPO's Title VI Non-Discrimination Program/Language Assistance Plan that was approved by the MPO Policy Board on October 6, 2020. An update to this plan was approved in November 2023.. Activities include conducting Environmental Justice (EJ) analyses of the existing transportation system and projects proposed in the RTP (including elements of the RTP such as the Bicycle Transportation Plan and Transit Development Plan) and TIPs, as well as analyses for studies such as Bus Rapid Transit. The MPO Public Participation Plan includes outreach strategies to traditionally underserved and limited-English populations (LEP), which is periodically evaluated for effectiveness. EJ populations outreach strategies include use of minority-focused media, seeking representation on advisory committees, use of focus groups, making translators available upon request, and utilizing available resources such as neighborhood and minority organizations. The MPO also conducted a household travel survey in 2016-'17 that over-sampled areas with EJ population concentrations to better understand their travel patterns and needs. The MPO has also purchased a subscription to StreetLight Data, a travel analytics platform, that has provided origin/destination and other data to further analyze travel patterns and identify needs of EJ populations.

(3) 49 U.S.C. 5332, prohibiting discrimination on the basis of race, color, creed, national origin, sex, or age in employment or business opportunity.

MPO Documentation of Compliance:

The MPO complies with this requirement through the policies and actions identified in the MPO's Title VI Non-Discrimination Program/Language Assistance Plan that was approved by the MPO Policy Board on October 7, 2020. The current Title VI Non-Discrimination Agreement between WisDOT and the MPO, as a WisDOT sub-recipient, was executed on September 18, 2023.

(4) Section 1101(b) of the MAP-21 (Pub. L. 112-141) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises (DBEs) in USDOT-funded projects.

The DBE program ensures equal opportunity in transportation contracting markets, and in the statute Congress established a national goal that 10% of federal funds go to certified DBE firms.

MPO Documentation of Compliance:

The MPO has and will continue to follow WisDOT's federally approved DBE program when soliciting contractors to complete MPO planning projects using federal planning funds.

(5) 23 CFR Part 230, regarding the implementation of an equal employment opportunity program on federal and federal-aid highway construction contracts.

MPO Documentation of Compliance:

This requirement does not directly apply to the MPO because it is not involved in federal or federal-aid highway construction contracts. However, the MPO follows and makes use of the City of Madison's Affirmative Action Policies and Program for Equal Employment Opportunities.

(6) The provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 et seq.) and 49 CFR parts 27, 37, and 38.

Programs and activities funded with federal dollars are prohibited from discrimination based on disability.

MPO Documentation of Compliance:

The MPO complies with this requirement through the policies and actions identified in MPO's Title VI Non-Discrimination Program/Language Assistance Plan that was approved by the MPO Policy Board on October 7, 2020, and an update to the plan was approved November 2023. The MPO's offices and all public meeting locations are ADA compliant and most meeting locations are transit accessible. The MPO's RTP includes recommendations to provide pedestrian facilities that facilitate safe, efficient, and accessible pedestrian travel, including addressing gaps in the pedestrian network through connections to regional off-street bicycle paths, transit, and major destinations. The plan recommends that new facilities be constructed in accordance with ADA and its implementing regulations and that local communities prepare and implement ADA compliance plans to retrofit non-conforming facilities to ADA standards. The plan also recommends that accessible pedestrian signal systems and other ADA accessibility treatments be installed where necessary. The MPO has developed a detailed pedestrian facility geodatabase and network to allow analysis of pedestrian accessibility, including ADA accessibility to bus stops and key destinations. The database with an interactive map has been posted online and the MPO has offered assistance to local communities in development of their ADA transition plans.

- (7)** *The Older Americans Act, as amended (42 U.S.C. 6101), prohibiting discrimination on the basis of age in programs or activities receiving federal financial assistance.*

MPO Documentation of Compliance:

The MPO complies with this requirement through the policies identified in the MPO's Title VI Non-Discrimination Program/Language Assistance Plan that was approved by the MPO Policy Board on October 7, 2020 and updated November 2023 and Title VI Non-Discrimination Agreement executed September 18, 2023. The MPO also follows the City of Madison's nondiscrimination policies because the MPO staff are housed within the city's Planning Department and the city is the MPO's administrative and fiscal agent. The MPO's public involvement activities target elderly populations and organizations advocating for their interests, including having representatives on advisory committees.

- (8)** *Section 324 of title 23 U.S.C. regarding the prohibition of discrimination based on gender.*

MPO Documentation of Compliance:

The MPO complies with this requirement through the policies identified in the MPO's Title VI Non-Discrimination Program/Language Assistance Plan that was approved by the MPO Policy Board on October 7, 2020 and updated November 2023, and Title VI Non-Discrimination Agreement executed September 18, 2023. The MPO also follows the City of Madison's nondiscrimination policies because the MPO staff are housed within the city's Planning Department and the city is the MPO's administrative and fiscal agent. For the Bicycle Transportation Plan, an analysis was conducted and recommendations made to address the gender gap in people bicycling.

- (9)** *Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and 49 CFR Part 27 regarding discrimination against individuals with disabilities.*

MPO Documentation of Compliance:

The MPO complies with this requirement through the policies identified in the MPO's Title VI Non-Discrimination Program/Language Assistance Plan that was approved by the MPO Policy Board on October 7, 2020 and updated November 2023, and Title VI Non-Discrimination Agreement executed September 18, 2023. Other activities are addressed in #6 above.

Title VI Initiatives

Title 49, CFR part 21 (U.S. Department of Transportation (USDOT) Regulations for the implementation of Title VI of the Civil Rights Act of 1964) requires assurances from States that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the recipient receives Federal assistance from the USDOT, including the FHWA and the FTA. Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d) provides that: “No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” The scope of Title VI was expanded by the Civil Rights Restoration Act of 1987 (P.L. 100-209) to include all of a recipient’s and contractor’s programs or activities whether federally assisted or not.

President Clinton’s 1994 Executive Order 12898 on Environment Justice adds low-income to minority and requires that disproportionately high and adverse impacts must be identified and addressed. Environmental justice applies to all programs, policies and activities of the transportation program. Environmental justice is consistent with Title VI of the Civil Rights Act of 1964. EO 12898 requires involving the public and requires that transportation agencies ensure there is no exclusion from participation, no denial of benefits and no discrimination.

In 2021, President Biden issued Executive Order 13985, which established a “whole of government” approach to advancing equity and opportunity. This order was followed by Executive Order 14008, which established the “goal that 40 percent of the overall benefits of certain federal investments flow to disadvantaged communities that are marginalized, underserved, and overburdened by pollution.”

To address the increased federal emphasis on environmental justice, the Federal Highway Administration (FHWA) and the Wisconsin Department of Transportation (WisDOT) recommend MPOs include work program activities to:

- Identify how the current transportation system services minority, low-income, elderly and disabled populations;
- Continue developing improved strategies for engaging minority, low-income, elderly and disabled populations through public involvement;
- Continue developing or enhancing analytical capability for assessing the impacts of transportation programs, policies, and activities established in the transportation plan and the TIP on EJ populations compared to all other residents; and
- Continue to evaluate the overall effectiveness of existing public involvement processes.

Previous Work

Evaluating the environmental justice (EJ) impacts of transportation infrastructure and policies is a critical part of the Greater Madison MPO’s planning activities. Mapping EJ populations in relation to existing and planned transportation infrastructure, jobs, and other destinations is one of the primary screening tools that planning agencies use to assess whether the transportation needs of EJ residents are being adequately served, and whether the costs and benefits of transportation projects and policies are fairly distributed. However, because EJ populations include a wide variety of potentially vulnerable groups—racial and ethnic minorities, people with low incomes, people with disabilities or other health-related challenges, zero-car households, etc.—they can be difficult to map. Data about these populations can be unreliable or unavailable, and different data types and sources makes them difficult to combine.

Planning agencies often display different EJ population data separately, either by showing available race, income, and other measures overlaid on a single map or individually across a series of maps. This is how

the MPO had mapped EJ populations in relation to planned and programmed projects in the past. It is difficult, however, for readers to discern the highest priority EJ areas when viewing several different types of demographic information. In order to simplify EJ analysis, the MPO defined two tiers of EJ Priority Areas based on the concentration of low-income and racial/ethnic minority residents. While these two measures do not encompass the full range of potential EJ populations, they include the largest EJ categories, and data about minority and low-income populations is widely available and relatively reliable. Furthermore, there is a high degree of correlation between minority and low-income populations and other EJ indicators, including Limited English Proficient (LEP) and zero-car households, so the EJ Priority Areas correspond to concentrations of those populations as well.

The MPO's Tier 1 EJ Priority Areas were first identified based on their concentration of minority (non-White and/or Hispanic) and low-income residents (those with household incomes below 150% of the federal poverty level). Each 2010 block group in the MPO area received an EJ index score of up to 8 points; block groups could receive up to 4 points each for their concentration of minority and low-income residents, according to the scoring system below.

Minority Score: Points were awarded based on percentage of minority (Hispanic and/or non-white) residents in 2010 Census block group. 23.5%-31% (1.5-2x MPO Average) = 2 pts; 31-38.75% (2-2.5x MPO Average) = 3 pts; 38.75%+ (>2.5x MPO Average) = 4 pts.

Poverty score: Points were awarded based on the percentage of residents with household incomes below 150% of poverty level based on American Community Survey (ACS) 2013-2017 block group data. 28.5%-38% (1.5-2x MPO Average) = 2 pts; 38-47.5% (2-2.5x MPO Average) = 3 pts; 47.5%+ (>2.5x MPO Average) = 4 pts.

Because of the large margin of error in the ACS household income data, some block groups were awarded additional points to correct what MPO staff believed to be underestimates of their low-income population. Adjustments were only made to zones that initially scored below six - the minimum threshold for designation as an EJ Priority Area - in cases where a higher estimate within the margin of error would result in a score of at least six. Additional points were only awarded to zones with a high proportion of students eligible for free and reduced price school lunch. Zones receiving additional points in their adjusted index score were awarded the minimum number of points to reach a score of six. No scores were adjusted downward. Because of the imprecision inherent in the estimates and adjustments used to define Tier 1 EJ Priority Areas, it is advised that they not be compared to one another based on their index scores.

Tier 2 EJ Priority Areas have at least 1.5 x the MPO area average percentage of minority (non-White and/or Hispanic) residents based on the 2010 Census (>23.5%) and/or at least 1.5 x the MPO area average percentage of low-income (household income less than 150% of the federal poverty level) residents based on 2013-2017 5-year ACS data (>28.5%), and which have not been identified as Tier 1 Areas. Tier 2 Areas are based on US Census block group geographies but have been adjusted to exclude non-residential uses where practicable.

After the EJ Priority Areas were identified, block group geographies were adjusted to generally exclude non-residential land uses, with the exception of some schools and parks. EJ Priority Areas do not necessarily encompass all residential portions of their 2010 census block group. In one case, the residential portion of a block group has been divided between two separate EJ Priority Areas. In other cases, where higher income residential areas are located within the same block group but are not contiguous with lower income areas, EJ Priority Areas include only the lower income areas.

The EJ Priority Areas are superimposed on maps showing the proposed roadways and bicycle facilities in the Transportation Improvement Program (TIP) to determine if there are disproportionate impacts to persons in these areas, as well as to evaluate the potential impacts of transit service area changes. These Priority Areas are also used to review the locations of proposed Transportation Alternatives-funded and STBG-U-funded projects, the scoring metrics for which consider whether projects serve EJ Priority Areas. The 2013-2017 Transit Development Plan (TDP) analyzed the socioeconomic and demographic aspects of

transit dependent populations within the Madison urban area and examined current and future transit service to these populations and to future growth areas. The 2020 TDP update was postponed due to a high degree of redundancy with the Metro Transit Network Redesign project. The analysis in the TDP highlights Metro's current fixed-route service standards, service quality/policies, fare equity policy, and equity of service and fare changes since the last plan was adopted. The policies and analysis help ensure that the level of service and location of routes, age/quality of vehicles assigned to routes, and stop and other facilities are being provided in a non-discriminatory manner, and that the fare structure is also equitable. The draft conclusions resulting from this analysis found this to be the case in 2020, and the Transit Network Redesign was conducted so as to consider and improve transit access for EJ populations. The Metro Transit Network Redesign set out to address many of the long-standing inequities of the existing system, which included longer travel times and more transfers for lower-income and minority riders than for more affluent and white riders. The *Title VI Service Equity Analysis*¹ for the Network Redesign found that:

- There is no evidence of a disproportionate impact on minority populations. People of color will benefit at similar or higher rates as White non-Hispanic people.
 - The amount of service within 1/4-mile (people-trips) of minority populations will increase by 30%, compared to a 26% increase for non-minority populations.
 - 56% of Asian residents, 52% of Hispanic residents, and 45% of Black residents will experience a significant increase in access to destinations (+10,000 jobs or better) by transit within 45 minutes, compared to 45% of White non-Hispanic residents.
 - 2% of Asian, 2% of Hispanic, and 2% of Black residents will experience a reduction in access to destinations (-1,000 jobs or worse) by transit within 45 minutes, compared to about 3% for White non-Hispanic residents.
- There is no evidence of disproportionate burden on low-income populations. Low-income residents will experience a smaller increase in service quantity (people-trips) than the average resident, but they will be far more likely to experience more useful service (improved destination access).
 - The amount of service near low-income populations will increase by 20%, compared to a 32% increase for non low-income populations. This is primarily because service near the transfer points is duplicative and double counted by the methodology.
 - Nonetheless, low-income residents are far more likely to benefit from increased frequency and directness of service in the redesigned network. 67% of low-income residents would experience a significant increase in access to destinations (+10,000 jobs or better), compared to 40% of non-low-income residents.
 - Conversely, only 2% of low-income residents will experience a reduction in access to destinations (-1,000 jobs or worse) by transit within 45 minutes, compared to about 3% of non-low-income residents.

For recent long-range plans, including the ***Connect Greater Madison: 2050 Regional Transportation Plan***, staff superimposed recommended major capacity expansion roadway projects and major studies to evaluate whether there were disproportionate adverse impacts to low-income and minority populations. Staff also superimposed roadway preservation and bicycle facility projects to evaluate the impacts of these projects, which are typically positive other than construction impacts. The transit service analysis in the most recent RTP referenced the analysis conducted for the network redesign study. The analysis also evaluated how the recommended regional transit system would benefit EJ areas.

The MPO maintains a list of minority organizations and those individuals that work with minority populations or lower income neighborhoods to send notices and information. In addition, the MPO maintains a list of neighborhood organizations throughout the City of Madison that have higher minority populations within them for providing notices and information. The notices regarding the RTP and TIP are emailed to these organizations. Similarly, the MPO maintains a current list of media sources, including minority ones. Special notices are sent to this list.

The MPO adopted its own Title VI Non-Discrimination Program/Limited English Proficiency Plan (LEP) in 2014. Prior to that, the MPO had its own Language Assistance Plan for persons with limited English proficiency, but relied on the City of Madison for its Title VI Program. The Title VI Program/LEP was updated

1 www.cityofmadison.com/metro/documents/november-publichearing/TitleVI_ServiceEquityAnalysis.pdf

in 2017 incorporating aspects of the city's Language Access Plan, and again in 2020 with the MPO's own Language Assistance Plan. The MPO's Title VI Program/LEP was updated and approved November 2023.

The MPO incorporates an equity analysis in just about all of its planning activities. For example, MPO staff conducted an equity analysis as part of a corridor feasibility analysis that identified the east-west corridor as the most suitable one to move forward for a phase 1 Bus Rapid Transit project.

Accomplishments in 2023

Identify how the current transportation system services minority, low-income, elderly and disabled populations, and develop or enhance analytical capability for assessing impact distributions of transportation programs, policies, and activities:

- Staff completed the Section 5310 (Elderly/Disabled Transportation Services) Program application process for 2024 projects. Projects awarded included continuation of the county's mobility management program and Metro's paratransit eligibility assessment program, and funding the purchase of accessible vehicles for private non-profits.
- Staff used LBS data from StreetLight to identify travel patterns to and from identified EJ areas for use in the Transit Development Plan update.
- Staff continued to conduct an annual EJ analysis of the Transportation Improvement Program (TIP). The TIP analysis includes an assessment of how Metro transit service changes have impacted EJ areas, and an analysis of the benefits and impacts of programmed major bikeway and roadway improvement projects on EJ areas.
- Staff created a new [interactive TIP project map](#) showing both MPO-identified EJ areas and the federal government's [Climate & Economic Justice Screening Tool](#) (CEJST) layers.
- Staff continued to participate in a group with city of Madison, UW Health, and non-profit organizations (JUST Bikes Coalition) to support efforts to improve active transportation access and improve health outcomes for minority populations.
- Revisions made in early 2021 to the Surface Transportation Block Grant – Urban (STBG – U) project scoring metrics increased the scoring weight for infrastructure projects serving environmental justice areas for all project types. These scoring metrics were applied to STBG-U applications received in 2023.
- The MPO organized and hosted a state-wide ADA Basics Class webinar that was led by FHWA Resource Center staff. The webinar was attended by nearly 70 local staff, advocates, and other interested parties.
- The MPO underwent a Title VI review in 2023, during which staff identified areas in which immediate improvement could be made, and proceeded to implement those improvements. These improvements included: the development of the new interactive TIP project map described above; the addition of a new Accessibility and Language Access Services section on the main [MPO web page](#); and the translation of *Connect Greater Madison 2050 RTP* Executive Summary into Spanish and its posting to the [MPO's Spanish-language web page](#).

Make special efforts to engage minority, low-income, elderly and disabled populations in the transportation planning process through public involvement strategies:

- Staff continued to maintain and update its list of minority and other EJ organizations and those individuals that work with minority populations or lower income neighborhoods. In addition, the list of contacts of city of Madison neighborhood organizations that encompass EJ areas was also updated. MPO staff have partnered with the Capital Area RPC to enhance relationships with some of these organizations, with a joint CARPC and MPO staff meeting with advocacy and neighborhoods groups representing BIPOC communities to start dialogue and better understand the needs and desires of members of these communities. Notices regarding draft TIP, RTP, and similar meetings are emailed to these organizations. Special notices continue to be sent to minority newspapers and other media sources.
- Until in-person meetings were suspended due to COVID-19, all MPO Policy Board meetings were held at the Madison Water Utility Building on Olin Avenue on the south side of Madison in close proximity of a large EJ population concentration. For both in-person meetings and after Policy Board meetings resumed virtually, meeting notices include information in Spanish, Hmong, and Traditional Chinese on how to request translation services.
- The MPO continued efforts to implement the recommendations in its Title VI Program/LEP Plan. The RTP

project web site included a Spanish page with links to vital documents and other translated documents, as well as providing links and phone numbers to request translation services for other materials and languages.

- The 2022-'23 Dane County Bicycle Map was published with both English and Spanish text, making it one of the few bi-lingual bicycle maps published for an entire U.S. county; to the knowledge of MPO staff, the 2020 edition was the first bi-lingual bicycle map published for any community or county in Wisconsin.
- Analysis of O/D data for areas with concentrations of EJ populations was completed using StreetLight Data; the data was used to identify important transit service and bicycle facility improvements to aid people residing in these areas.
- MPO staff continued to assist Metro in processing and analyzing passenger boarding and alighting, passenger loading, and on-time performance data for use in service planning and Title VI compliance.
- MPO staff will hold focus groups with minority and low-income populations in the fall of 2023; focus groups are currently scheduled through the Latino Academy of Workforce Development, and focus groups with recent immigrants are being planned with Jewish Social Services. All focus group materials will be translated into appropriate languages for each focus group, and translation services will be available during the focus groups. Organizations hosting focus groups will be provided monetary compensation for their work, and participants will receive gift cards as compensation for their time.

Work Activities for 2024

- Update the identification and mapping of EJ areas based on 2020 Census data and updated ACS data. This work is being completed in partnership with the City of Madison Data Team.
- Continue to implement the MPO's Public Participation Plan with a focus on efforts to engage EJ populations. This includes implementing marketing/outreach strategies identified as part of the MPO and TDM/Rideshare program rebranding project. The new Marketing Specialist position will facilitate and improve the MPO's ability to engage EJ populations.
- Continue to assist Metro in processing and analyzing passenger boarding and alighting, passenger loading, and on-time performance data for use in service planning and Title VI compliance.
- Lead effort to conduct Metro Transit on-board passenger survey, one of the primary purposes for which is to gather data on routes EJ populations use and destinations they frequently go, which is used for Title VI analysis.
- Provide support for the city/Metro Transit's planning study of the north-south BRT project, including an EJ analysis evaluating the impact on transit accessibility for EJ areas.
- Continue to implement the *Section 5310 (Enhanced Mobility for Elderly/Disabled Persons) Program Management and Recipient Coordination Plan*.
- Continue to serve as a representative on the Dane County Human Services (DCHS) Specialized Transportation Commission (STC).
- Continue to map and analyze impacts of major roadway and bicycle enhancement projects in the TIP on low-income and minority populations.
- Keep lists of minority organizations, contacts, and media sources up to date, and continue to provide information and notices to these organizations and contacts.
- Continue to hold MPO any in-person Policy Board or other meetings in locations in close proximity to EJ populations and/or convenient for such populations, and make special efforts to engage EJ populations.
- Continue to implement recommendations of the Title VI Program/LEP Plan, including translation of MPO documents into Spanish and enhancing the Spanish page on the MPO website. This includes providing information in Spanish on the RoundTrip program.
- Support area communities' efforts to develop or update local ADA Transition Plans.
- Conduct analysis of High Injury Network (HIN) and the pedestrian and bicycle crash study as they relate to MPO-identified Environmental Justice areas to enable prioritization of projects addressing safety concerns disproportionately impacting low-income and minority populations.
- Update and expand the [Pedestrian and Bicycle Facility Requirements, Policies, and Street Standards](#) report to include laws that create barriers to walking, biking, and e-scooter use by BIPOC people and communities, as modeled in Equitable Cities' [Arrested Mobility](#) report.
- Address any deficiencies in MPO policies, programs, or operations identified in the WisDOT Title VI Review underway in 2023.

2023 Planning Accomplishment Highlights

The Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) Planning [emphasis areas](#) are:

- (1) Tackling the climate crisis – transitioning to a clean energy, resilient future;
- (2) Equity and Justice⁴⁰ in transportation planning; and
- (3) Complete Streets.

The following highlights the 2023 planning accomplishments of the Greater Madison MPO and partner agencies in relationship to these planning emphasis areas:

- MPO staff completed the 3-year update to the Title VI and LEP Plan, utilizing WisDOT's new Title VI plan template, and the annual Title VI Assurance and Agreement was executed. Staff participated in an on-site meeting with WisDOT staff to review the MPO's Title VI process. (Planning Emphasis Area #2)
- MPO staff continued to provide support for the City of Madison's Vision Zero Action Plan, which was completed and implementation efforts begun. MPO staff also continued to support the Dane County Traffic Safety Commission, including preparing quarterly crash statistics, presenting on annual trends, and participating in working group meetings to develop priority strategies. Work was also completed to develop a regional high injury network for a Regional Safety Action Plan which includes detailed equity analyses. (Planning Emphasis Areas #2 and #3).
- The MPO finalized creating an online Performance Measures data dashboard with interactive maps to replace the former PDF report. The purpose is to make the information more accessible. The MPO Policy Board adopted PM 1 Targets for 2023, and PM 2 and 3 Targets for 2023 and 2025. (Planning Emphasis Areas #1, #2, and #3).
- A draft electric vehicle (EV) charging infrastructure plan for Dane County was finalized, with input from a diverse steering committee of industry experts. Elements from the draft plan also was included in a regional USDOT EV Charging and Fueling Infrastructure grant application in coordination with Dane County. (Planning Emphasis Area #1).
- Staff completed the Section 5310 (Elderly/Disabled Transportation Services) Program application process for 2024 projects. Projects awarded included continuation of the county's mobility management program and Metro's paratransit eligibility assessment program, and funding the purchase of accessible vehicles for private non-profits (Planning Emphasis Area #2).
- Projects were evaluated and selected for funding by the MPO under the STBG Urban, Transportation Alternatives, and Carbon Reduction programs. The MPO's project selection criteria emphasize safety, multi-modal improvements, equity, and regional significance. (Planning Emphasis Areas #1, #2, and #3).
- MPO staff continued to contract with CARPC to prepare transportation analyses for the agency as part of its overall review and action on proposed urban service area (USA) amendments. Analyses were prepared for applications by the cities of Stoughton, Middleton, Verona, Madison, and villages of Waunakee, DeForest, and Oregon. The analyses assess consistency with the RTP and make recommendations on ways to make the applications more consistent with RTP goals and policies (Planning Emphasis Areas #1, #2, and #3).

- MPO staff continued to administer the regional TDM program, including incentives, bus passes, and coordination of TDM program efforts among area agencies. Major initiatives included working with a consultant to produce an Employer TDM Toolkit, partnering with WisDOT and SEWRPC staff to select a new vendor (RideAmigos) for the statewide rideshare/trip planning platform and work with the vendor to set it up, supporting work of city of Madison to create a new TDM ordinance (Planning Emphasis Areas #1 and #2).
- An MPO Complete Streets Policy was adopted in May. The intent of this policy is four-part:
 - 1) To promote the development of complete street projects in and around the MPO's Planning Area;
 - 2) To be flexible enough to accommodate local preferences and needs, project context, and planned development;
 - 3) To prioritize projects benefiting historically disadvantaged communities, including racial and ethnic minorities, and low-income populations; and,
 - 4) To be transparent and to ensure that potential applicants for project funding subject to this policy understand the requirements of the policy.

Historical underinvestment in predominantly minority and low-income areas have resulted in disparities, including, but not limited to: access to diverse transportation options, crash rates, health outcomes, education, income, and employment opportunities; and that a comprehensive, equitable approach to transportation design and project selection can play a role in addressing these disparities. Complete streets benefit all users equitably only when they are available equitably; to this end, the MPO prioritizes complete streets projects in neighborhoods that have suffered from historical underinvestment and that lack appropriate infrastructure and facilities. (Planning Emphasis Areas #1, #2, and #3).

- MPO staff continued working on updates to the Transit Development Plan (TDP), including as well as meetings with the Ho-Chunk Nation and focus groups facilitated meetings with the Latino Academy of Workforce Development, Madison Area Chinese Community Organization, Vera Court Neighborhood Center, Wisconsin Hmong Association, and Access to Independence (Planning Emphasis Areas #1 and #2).
- MPO staff cohosted a training with FHWA Resource Center staff on incorporating ADA considerations into planning and design (Planning Emphasis Area #2).
- Staff participated in the USH 51 North Study Bicycle and Pedestrian workshop, participated in the USH 51 South Study's Local Officials Meeting, submitted comments on the Interstate study, and participated in the Indirect and Cumulative Effects expert panel for the Interstate Study and Beltline PEL Study (Planning Emphasis Areas #2 and #3).
- MPO staff participated in a City of Madison-led effort to establish a process to identify and map areas with concentrations of low-income and minority populations at a regionally-appropriate level. This effort is intended to result in a consistent set of Environmental Justice Priority Areas that will be used by all City of Madison Departments, the MPO, and the Capital Area Regional Planning Commission (Planning Emphasis Area #2).



GREATER MADISON
mpo

2024

UNIFIED PLANNING WORK
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