

**Meeting of the
Greater Madison MPO (Metropolitan Planning Organization)¹**

December 2, 2020

Virtual Meeting via Zoom

6:30 p.m.

This meeting is being held virtually to help protect our communities from the COVID-19 pandemic.

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

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

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

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/clerk/meeting-schedule/watch-meetings-online>
4. **Listen to the Meeting by Phone:** You can call in to the **Greater Madison MPO** using the following number and meeting ID:
 - (877) 853-5257 (Toll Free)
Meeting ID: 943 2818 1764

If you need an interpreter, materials in alternate formats, or other accommodations to access this meeting, contact the Madison Planning Dept. at (608) 266-4635 or TTY/TEXTNET (866) 704-2318.
Please do so at least 72 hours prior to the meeting so that proper arrangements can be made.

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

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

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

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

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

AGENDA

1. Roll Call
2. Approval of November 4, 2020 Meeting Minutes

¹ Formerly named the Madison Area Transportation Planning Board – An MPO

3. Communications
4. Public Comment (for items **not** on MPO Agenda)
5. Presentation on East-West Bus Rapid Transit (BRT) Project and Proposed Refinements (Mike Cechvala, City of Madison Dept. of Transportation)
6. Brief Update on Beltline (USH 12/14/18/151) Dynamic Part-Time Shoulder Use Project
7. Presentation on Analysis of Impacts of COVID-19 on Traffic and VMT
8. Review and Discussion of MPO Rebrand Marketing
9. Discussion Regarding Local Match Funding for MPO's Budget
10. Status Report on Capital Area RPC Activities
11. Announcements and Schedule of Future Meetings
12. Adjournment

Next MPO Board Meeting:

Wednesday, January 6, 2021 at 6:30 p.m.
Virtual Meeting

Greater Madison Metropolitan Planning Organization (MPO)¹
November 4, 2020 Meeting Minutes

Virtual Meeting hosted via Zoom

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

1. Roll Call

Members present: Paul Esser, Steve Flottmeyer, Grant Foster, Patrick Heck, Dorothy Krause, Tom Lynch, Jerry Mandli, Ed Minihan, Mark Opitz, Mike Tierney, Doug Wood, Yogesh Chawla

Members absent: Samba Baldeh, Margaret Bergamini

MPO staff present: Bill Schaefer, Colleen Hoesly

Others present in an official capacity: Diane Paoni

2. Approval of October 7, 2020 Meeting Minutes

Krause moved, Esser seconded, to approve October 7, 2020 meeting minutes. Motion carried.

3. Communications

- Memo from WisDOT and FHWA approving 2020 work program amendment
- Email from citizen urging MPO to ask WisDOT to delay the Beltline hard shoulder running project until further analysis is done on long-term impacts of COVID-19 on traffic. Foster asked about the status of the project. Schaefer replied that it was still moving ahead, but said he would get more information for the next board meeting
- Letter of support from MPO staff for the City of Madison's Transit-Oriented Development (TOD) Planning grant application to the FTA

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

None

5. MPO 2020 Resolution No. 4 Adopting Annual Federal Highway Safety Improvement Program Performance Measure Targets

Schaefer explained that federal transportation legislation has established a transportation system performance management framework that requires state DOTs and MPOs to track federal performance measures related to federal goals and set targets for them. DOTs must set targets, while MPOs can set their own targets or choose to support the state targets. Safety is one of the performance measure categories with five different measures established. In addition to setting targets, MPOs must analyze the TIP and long-range regional transportation plan when they are updated, indicating how the projects and policies in those documents will help achieve the targets.

The targets for the safety performance measures must be established annually. Earlier this year staff discussed with the board whether the MPO should set its own safety targets or continue to support the State safety targets. The consensus seemed to be to continue to support the State safety targets while

¹ Formerly named Madison Area Transportation Planning Board

focusing on things the MPO can do to make progress in improving safety. Hoesly noted that since WisDOT did not meet their safety targets, WisDOT was currently working on a local roads safety improvement plan, to help identify roads that are not part of the state roadway network, which could be candidates for HSIP funding. Lynch asked if the state failure to meet the targets had funding consequences such as increasing available HSIP funding. Schaefer noted that funding levels don't not change as a result of not making the targets, however it does require that WisDOT spend 100% of HSIP funding on safety improvement projects, and document how those projects would be helping to meet the safety targets. WisDOT has indicated they have been using all of their HSIP funding so there wouldn't be more funding available.

Chawla moved, Wood seconded, to approve MPO 2020 Resolution No. 4 Adopting Annual Federal HSIP Performance Measure Targets. Motion carried.

6. MPO 2020 Resolution No. 5 Adopting Annual Transit Asset Management and Public Transit Agency Safety Plan Performance Measure Targets

Schaefer explained that transit asset management (TAM) performance targets and transit safety targets must be set every year. These are part of the same performance management framework. He noted that a presentation about Metro's safety plan was made to the board in September. Staff recommends that the MPO adopt Metro's TAM and transit safety targets.

Esser moved, Krause seconded, to approve MPO 2020 Resolution No. 5 Adopting annual transit asset management and public transit agency safety plan performance measures targets. Motion carried.

7. MPO 2020 Resolution No. 6 Amending the 2021-2025 Transportation Improvement Program for the Madison Metropolitan Area & Dane County to Revise Attachment E to Incorporate Reference to 2021 Federal Performance Measure Targets

Schaefer explained that Attachment E of the 2021-2025 TIP, approved by the board at the October meeting, included an analysis of how programmed projects in the TIP would help achieve the federal performance measures targets. However, the new Public Transit Agency Safety Plan, 2021 annual transit asset management (TAM), and 2021 annual traffic safety measure targets were not included as the MPO had not yet adopted them. The MPO was waiting for VMT data for the traffic safety measure targets and county performance data and for Metro Transit to update its annual TAM targets. The amendment revises the attachment to include the newly adopted targets.

Mandli moved, Wood seconded, to approve MPO 2020 Resolution No. 6. Motion carried.

8. Presentation on Annual Transportation Performance Measures Report and Approval to Release

Hoesly presented the 2019 Performance Measures report. She explained that in the future the intention is to produce the report as an online interactive dashboard. Schaefer noted that a report would likely not be prepared next year due to the impacts of COVID on many of the measures as well as the need to devote more time to the RTP update.

9. MPO 2020 Resolution No. 7 Approving the 2021 MPO Unified Planning Work Program

Schaefer noted that a change and revision sheet was included in the meeting packet, and he had sent out an email about an additional change as well. He highlighted that additions to the draft UPWP included adding activities to assist with a NHTSA grant application to improve the Dane County Traffic Safety Commission outreach model; contract with the UW TOPS Lab to conduct a second phase of the intersection safety analysis; and supporting the City of Madison's TOD planning project should the grant application be successful.

Krause moved, Wood seconded, to approve MPO 2020 Resolution No. 7 Approving the 2021 MPO Unified Planning Work Program. Motion carried.

10. Appointment of MPO Representative to the Policy Advisory Committees for WisDOT's Beltline (USH 14 to CTH N) Planning & Environmental Linkages Study and Stoughton Road/USH 51 (STH 19 to Beltline) EIS Study

Schaefer explained that WisDOT would be restarting work on the Beltline PEL and Stoughton Road environmental studies, and would be re-engaging the technical and policy advisory committees for each study. Staff will serve on the technical committee, but board representation is desired on the policy advisory committees (PAC). Krause, who was on the Beltline PEL PAC previously as a Fitchburg representative, volunteered to serve as the MPO representative. Foster volunteered to be on the Stoughton Road Study PAC.

Wood moved, Chawla seconded, to support the two PAC appointments. Motion carried.

11. MPO 2020 Resolution No. 8 Authorizing the City of Madison to Enter into an Agreement with Dane County for MPO to Provide Specialized Transportation Coordination Services to Dane County in 2021

Schaefer explained that it is proposed the MPO continue to provide staff assistance to Dane County for specialized transportation planning and coordination services as provided in previous years. The agreement also includes the county's support for Metro Transit transit promotion activities since the City of Madison is the contracting agent for both the MPO and Metro.

Krause moved, Chawla seconded, to approve MPO 2020 Resolution No. 8 Authorizing the City of Madison to Enter into an Agreement with Dane County for MPO to Provide Specialized Transportation Coordination Services to Dane County in 2021. Motion carried.

12. MPO 2020 Resolution No. 9 Authorizing the City of Madison to Enter into an Agreement with the Capital Area Regional Planning Commission (CARPC) for MPO to Provide Transportation Planning Work Activities to CARPC in 2021

Schaefer noted that it is proposed the MPO continue to provide transportation planning activities to CARPC as has been done in previous years. This includes primarily preparing transportation impact analyses of proposed sewer service area amendments. CARPC uses federal funding from WisDOT for this and uses half of the funding for coordination of its land use planning with the MPO's transportation planning.

Esser moved, Minihan seconded, to approve MPO 2020 Resolution No. 9 Authorizing the City of Madison to Enter into an Agreement with the Capital Area Regional Planning Commission (CARPC) for MPO to Provide Transportation Planning Work Activities to CARPC in 2021. Motion carried.

13. Review of Draft Updated MPO Public Participation Plan and Approval to Release for Public Review and Comment

Hoesly provided a brief presentation on the draft MPO Public Participation Plan. The federally required plan is updated every five years, and outlines public participation goals, stakeholders, and public engagement methods, as well as outlining MPO public participation policies and procedures.

Krause noted that local access television stations should be added to the contact list. Chawla asked if staff was familiar with EngageDane; Hoesly responded she was not, but would investigate it more. Krause and Foster encouraged having the MPO Board meetings recorded and published in the future. Schaefer replied that there were some IT restrictions that may make that difficult, but that staff would investigate it further.

Krause moved, Minihan seconded, to approve release of the draft Public Participation Plan for public comment. Motion carried.

14. Status Report on Capital Area RPC Activities

Minihan reported that CARPC helped to establish a monitoring station on Swan Creek.

15. Announcements and Schedule of Future Meetings

Schaefer stated that staff would be presenting on an analysis done of COVID impacts on VMT and travel at the next meeting, among other items.

16. Adjournment

Esser moved, Chawla seconded, to adjourn meeting. Motion carried. Meeting was adjourned at 7:56 p.m .

**MPO Agenda Cover Sheet
December 2, 2020**

Item No. 5

<p>Re: Presentation on East-West Bus Rapid Transit (BRT) Project and Proposed Refinements</p>
<p>Staff Comments on Item:</p> <p>Project development for the East-West BRT project has been underway following the adoption of the “locally preferred alternative” (LPA) back in March of this year and the approval by the Federal Transit Administration (FTA) of the project’s entry into the Small Starts program for work to eventually prepare a grant application. Refinements have been developed to the project since last spring, most notably the proposal to go to center-running versus side-running for major parts of the corridor. The proposed refinements have been presented at several community meetings, including a project design kick-off meeting on October 22. The slides from the presentation at that meeting are attached. Mike Cechvala from City of Madison Transportation will provide an update on the BRT project, highlighting the major proposed refinements, schedule, and future opportunities for input.</p> <p>For more information, the BRT project webpage is at this link: https://www.cityofmadison.com/metro/routes-schedules/bus-rapid-transit</p>
<p>Materials Presented on Item:</p> <ol style="list-style-type: none">1. BRT project presentation from the 10/22/20
<p>Staff Recommendation/Rationale: For information and discussion purposes only.</p>

Madison East-West Bus Rapid Transit (BRT) Project Development

Project Development Kick Off

Virtual | October 22, 2020 | 6:00-8:00 PM



Tonight's Agenda

- + Welcome from Mayor Satya Rhodes-Conway
- + Introductions
- + Review Locally Preferred Alternative (LPA)
- + Overview Project Development
- + Refinements to LPA
- + Questions?
- + Wrap Up



Introductions | City Staff

- + Tom Lynch, Director of Transportation, City of Madison
- + Justin Stuehrenberg, General Manager, Metro Transit
- + David Trowbridge, City of Madison
- + Mike Cechvala, City of Madison
- + Mick Rusch, Metro Transit

Introductions | Consultants

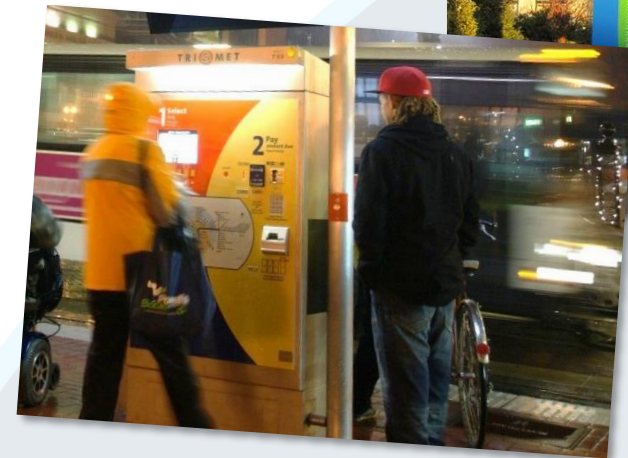
- + AECOM – Project Lead
- + Strand – Engineering
- + Urban Assets – Community Engagement
- + CTG – Operations
- + Toole Design – Multi-Modal Transportation
- + SRF Consulting – Environmental
- + Commonwealth Heritage Group – Historic Preservation
- + ZebraDog – Branding



Locally Preferred Alternative Review

Bus Rapid Transit – Reminder

- + Direct routes and fewer stops
- + Frequent, all-day service (every 10-15 minutes)
- + Bus-only lanes where feasible
- + Transit signal priority
- + Off-board fare payment
- + Branded stations and buses



Benefits of BRT

- + Improved mobility
- + Future growth and development
- + Improved access to employment and education
- + Increased quality of life
- + More sustainable community

7 Basics of Bus Rapid Transit (BRT)

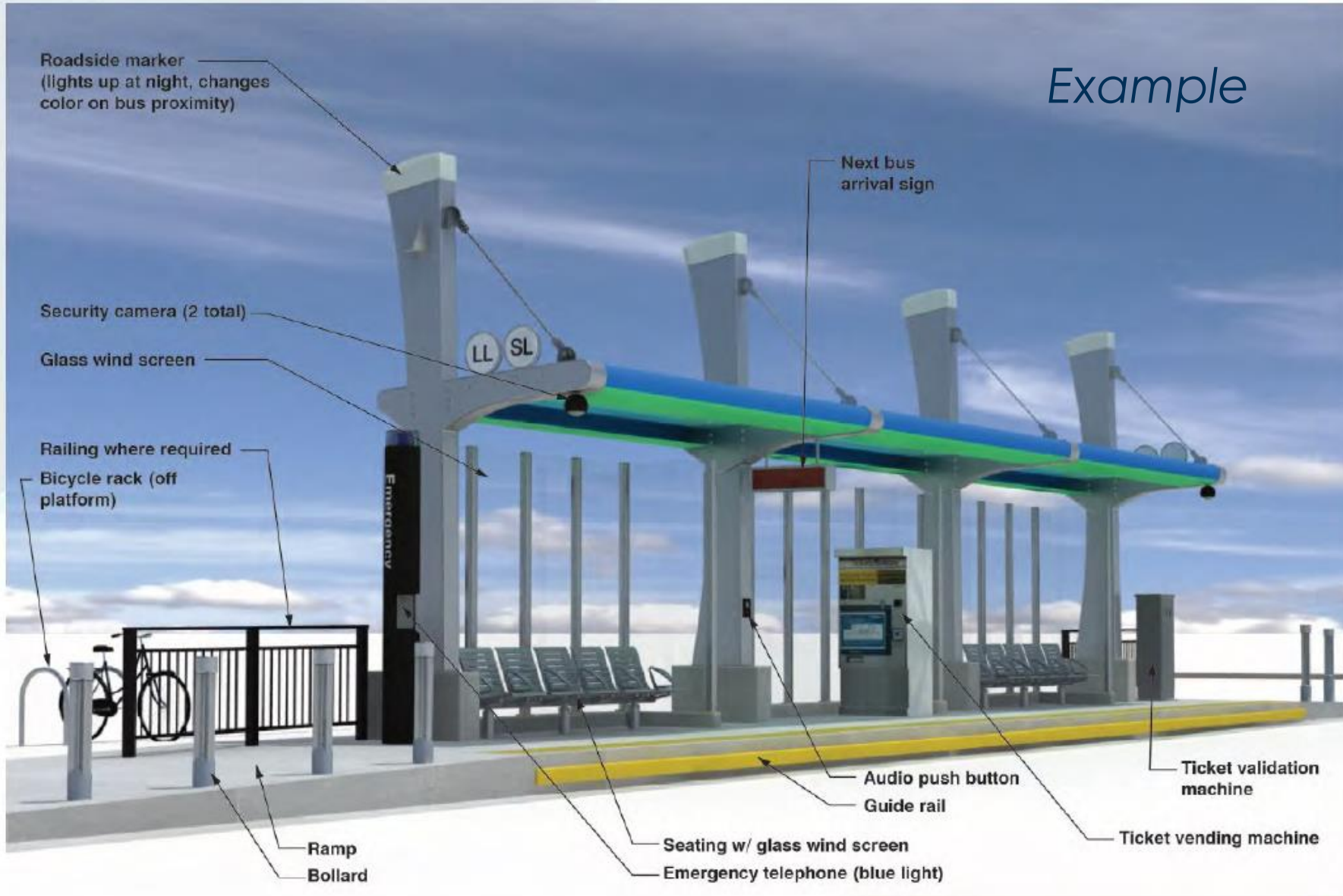
Madison East-West BRT Planning Study
Transportation Efficiency • Economic Development • Safety Improvements • Environmental Sustainability
www.madisonbrt.com

- 1. DEDICATED LANES**
Options range from BRT in mixed traffic to dedicated side or center lane.
Security and safety will be increased through lighting or monitoring features.
Dedicated lanes give buses uninterrupted travel.
Streetscaping, pedestrian amenities, and bicycle facilities promote healthy lifestyles.
- 2. STATIONS**
Stations will include fare ticketing machines, covered-waiting areas, level boarding, and real-time transit information.
Cashless and automated systems eliminate on-board fare collection, reducing boarding times.
- 3. VEHICLES**
BRT vehicles may be 40' or 60' long to accommodate more riders, and include features like multi-door boarding and interior bike storage.
Making the shift to BRT buses helps reduce vehicle emissions and pollutants. Options for alternative fuel buses can also increase environmental sustainability.
- 4. FARE COLLECTION**
Fare payment will occur at BRT stations.
- 5. INTELLIGENT TRANSPORTATION SYSTEM**
Technology is used to help improve system operation and passenger experience, including transit priority at intersections, real-time arrival information, and safety enhancements.
Sophisticated traffic signal management can minimize delays by extending green signals for buses approaching an intersection.
High-frequency bus service minimizes passenger wait-time.
- 6. SERVICE AND OPERATION PLAN**
BRT routes are designed to efficiently connect riders with their destinations by optimizing routes, station locations, and service schedules to meet rider demand.
BRT systems generate permanent jobs in operations.
- 7. BRANDING**
Unique name, color scheme, logo or other visual identifiers to differentiate BRT service from existing bus service.
Transit improvements can have a positive impact on property, by increasing property value and supporting diverse types of development.
Level boarding platforms and wider and additional doorways provide greater accessibility.

Madison East-West BRT Planning Study
The City of Madison is exploring options for a new East-West Bus Rapid Transit line to make our city's transit system work faster and smarter. Madison's BRT will complement existing Madison Metro routes and be our city's next big step toward a sustainable local transit system.

BRT Station Components

Example



BRT Project - Current Status

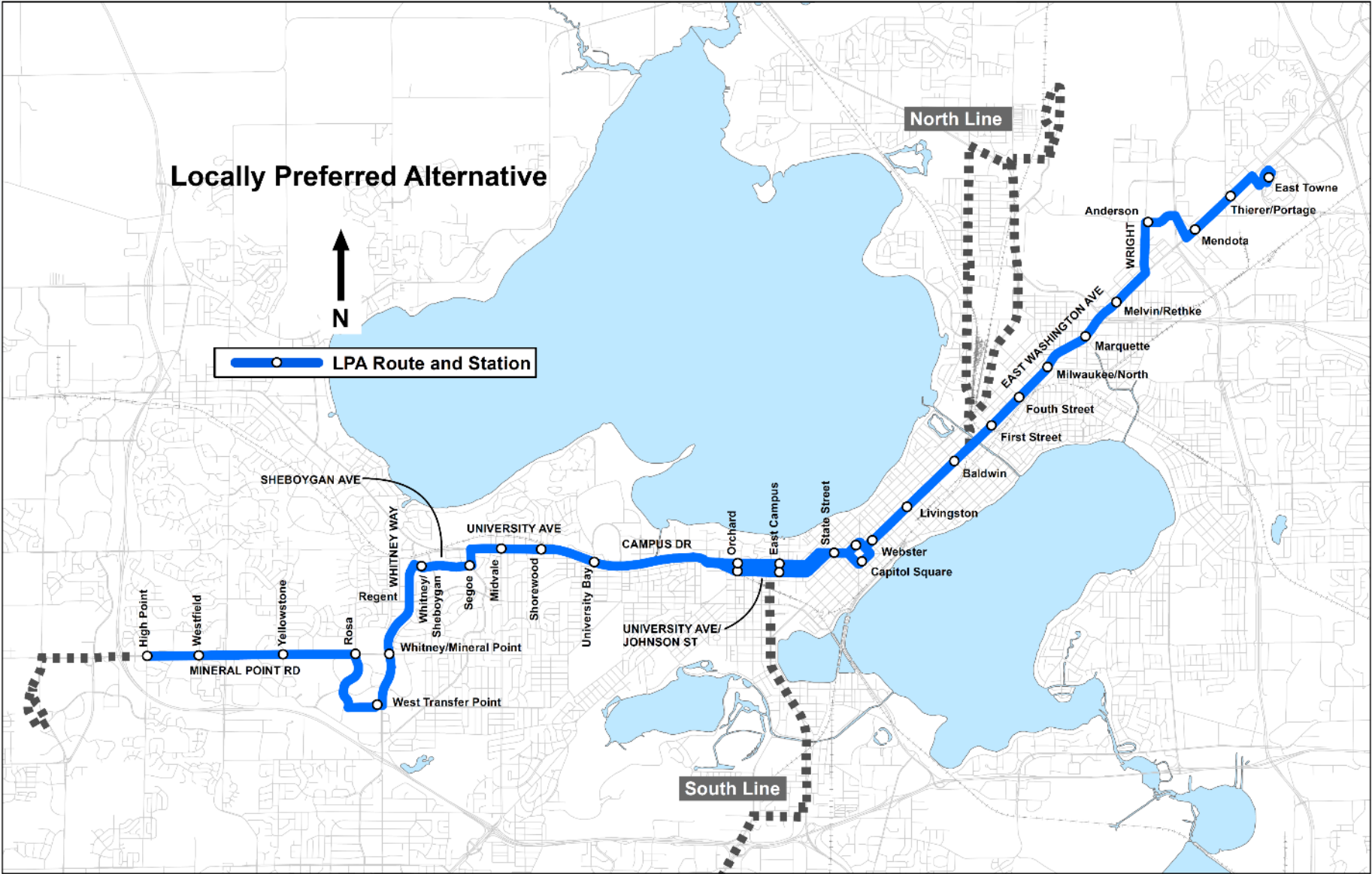
- LPA Adopted by Greater Madison Area Metropolitan Planning Organization (MPO) and the Common Council in March 2020.
- Federal Transit Administration approval for entry into the Small Starts program for Project Development in August 2020.

LPA Report can be found on www.madisonbrt.com

Adopted LPA - System Overview

- + 15.5 Miles
- + 27 stations
- + Service from 5 am to 12 am weekdays and 7 am – 11 pm weekends
- + A bus every 5 to 15 minutes weekdays and 15 to 30 minutes weekends
- + Approximately 83,000 residents within a half-mile of the station areas
- + Approximately 110,000 jobs within a half-mile of station areas

Adopted LPA Routes and Station Locations



The slide features a white background with two large, curved, light blue decorative shapes. One shape is in the top-left corner, and the other is in the bottom-right corner. The text is centered in the middle of the slide.

Project Development Overview

Since the LPA Adoption

+ New Metro General Manager, Justin Stuehrenberg

- IndyGo BRT, Indianapolis
- Fresh set of eyes

+ COVID 19 Impact

- Traffic
- Transit use
- City budget

+ Community Concerns

- Bike lanes and biking experience
- Loss of parking

+ Additional Information

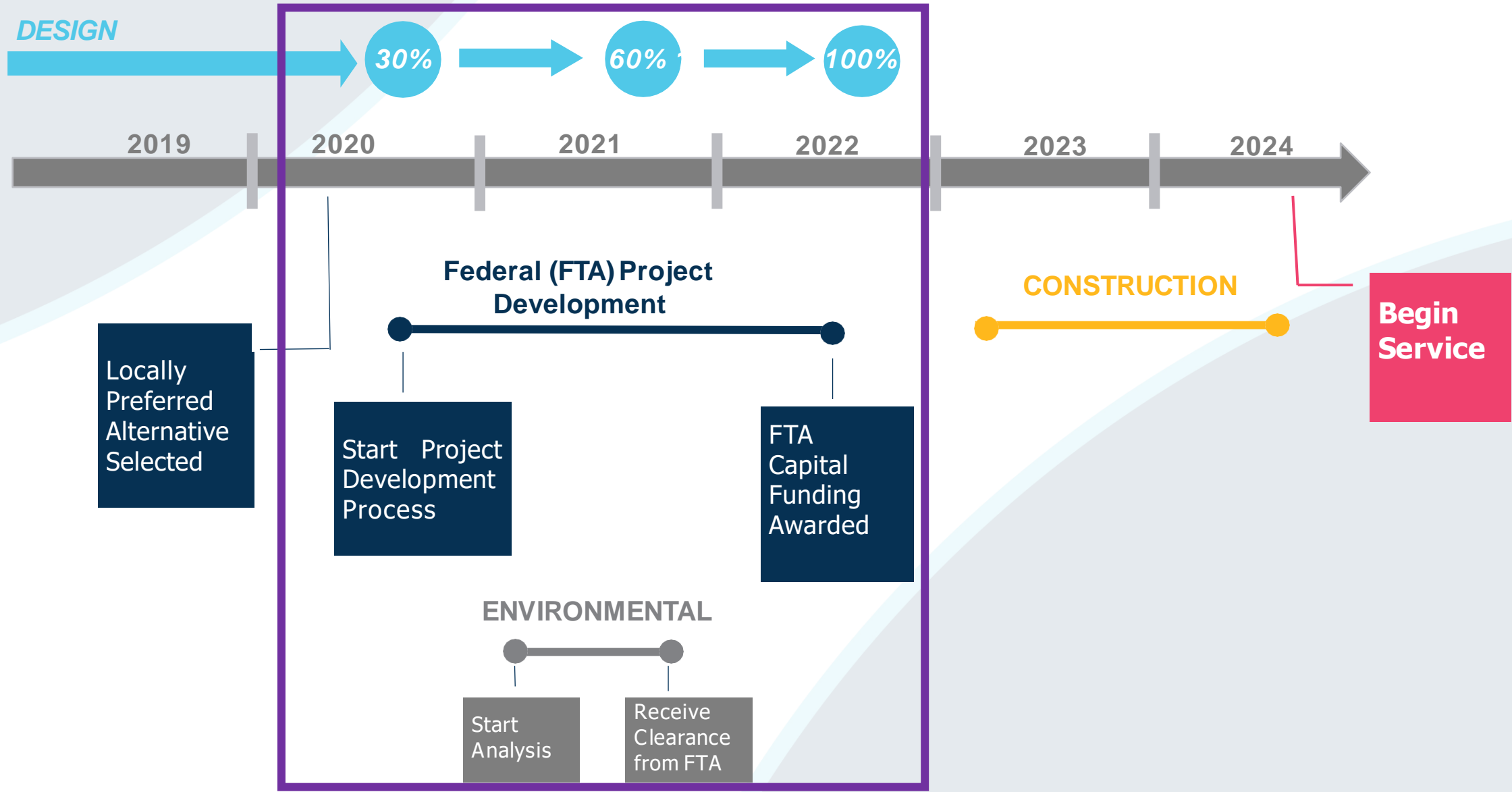
- FTA local share
- Utility locations
- ROW requirements
- Travel time impacts

+ Metro Transit Network Plan

- Study of Metro's existing routes
- Starting this Fall

BRT Timeline

Project Development

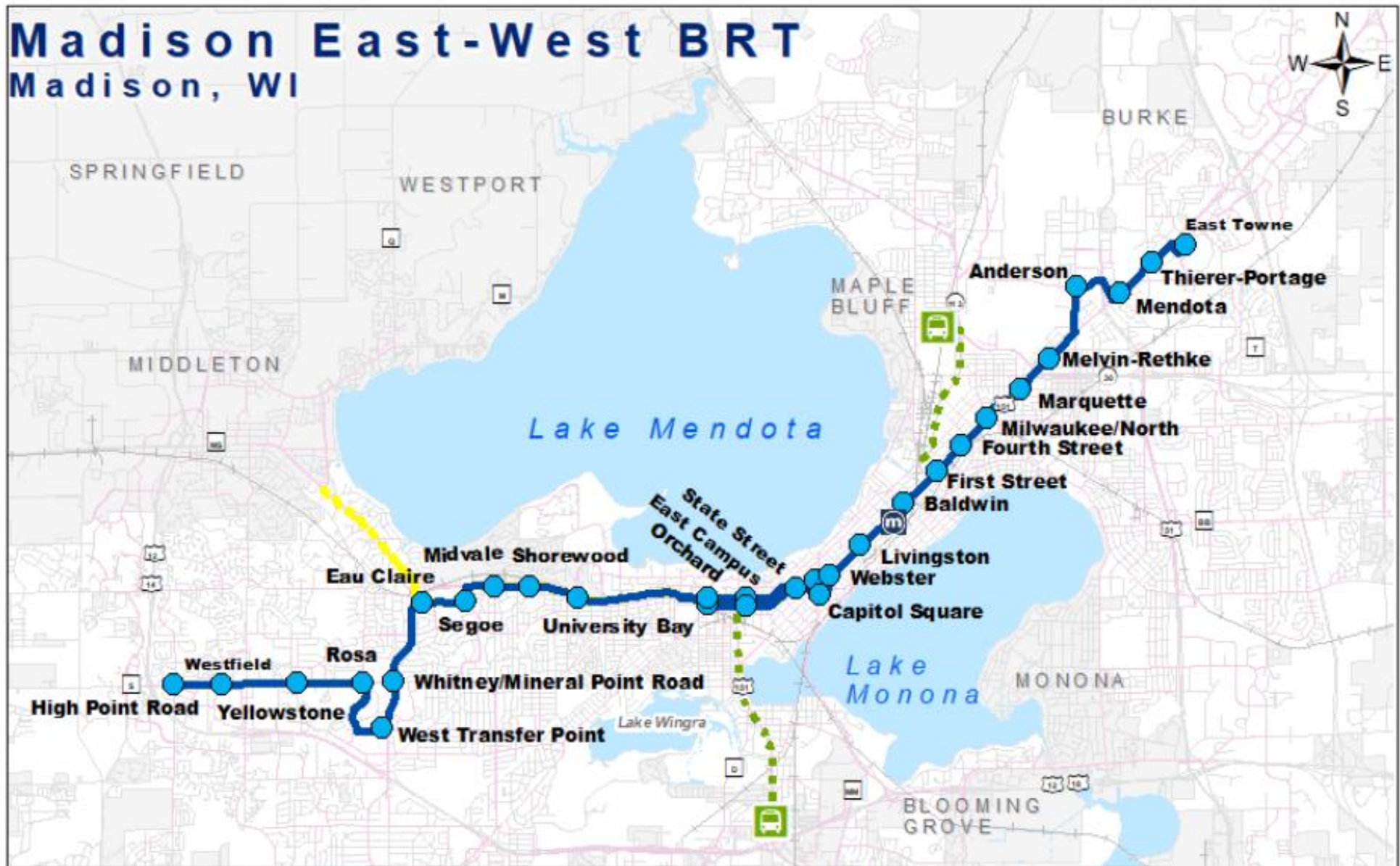


Goals of Project Development

- + Refine routes and station locations
- + Detailed design and engineering for routes and stations
- + Complete the environmental review process (NEPA)
- + Work with the community and build support
- + Secure third party agreements and right of way
- + Finalize local funding sources
- + Secure FTA Small Starts funding

Madison East-West BRT

Madison, WI



Legend	
	City of Madison
	Surrounding Communities
	Transfer Points
	Madison East-West BRT Stations
	Existing Metro Transit Facility
	BRT B
	BRT C
	East-West BRT Route (BRT A)
	Metro Transit Routes Intersecting BRT
	Railroads



Impact of BRT on Transit Service

- + North and South transfer points service improved from every 30 minutes to every 15 minutes
- + Improve system capacity by providing 5 minute service in Downtown
- + System primed for future North South BRT implementation

Leveraging Federal and Local Funds

CIP	Total	Federal	Local Borrowing
2020 BRT, Bus Replacement, Maintenance Facility	\$176 million	\$108 million	\$68 million
2021 BRT	\$160 million	\$107 million	\$53 million

Shifted **\$26 million** in existing Federal funding for bus replacements and maintenance facility improvements to BRT Project

Leveraging Federal and Local Funds - Impact

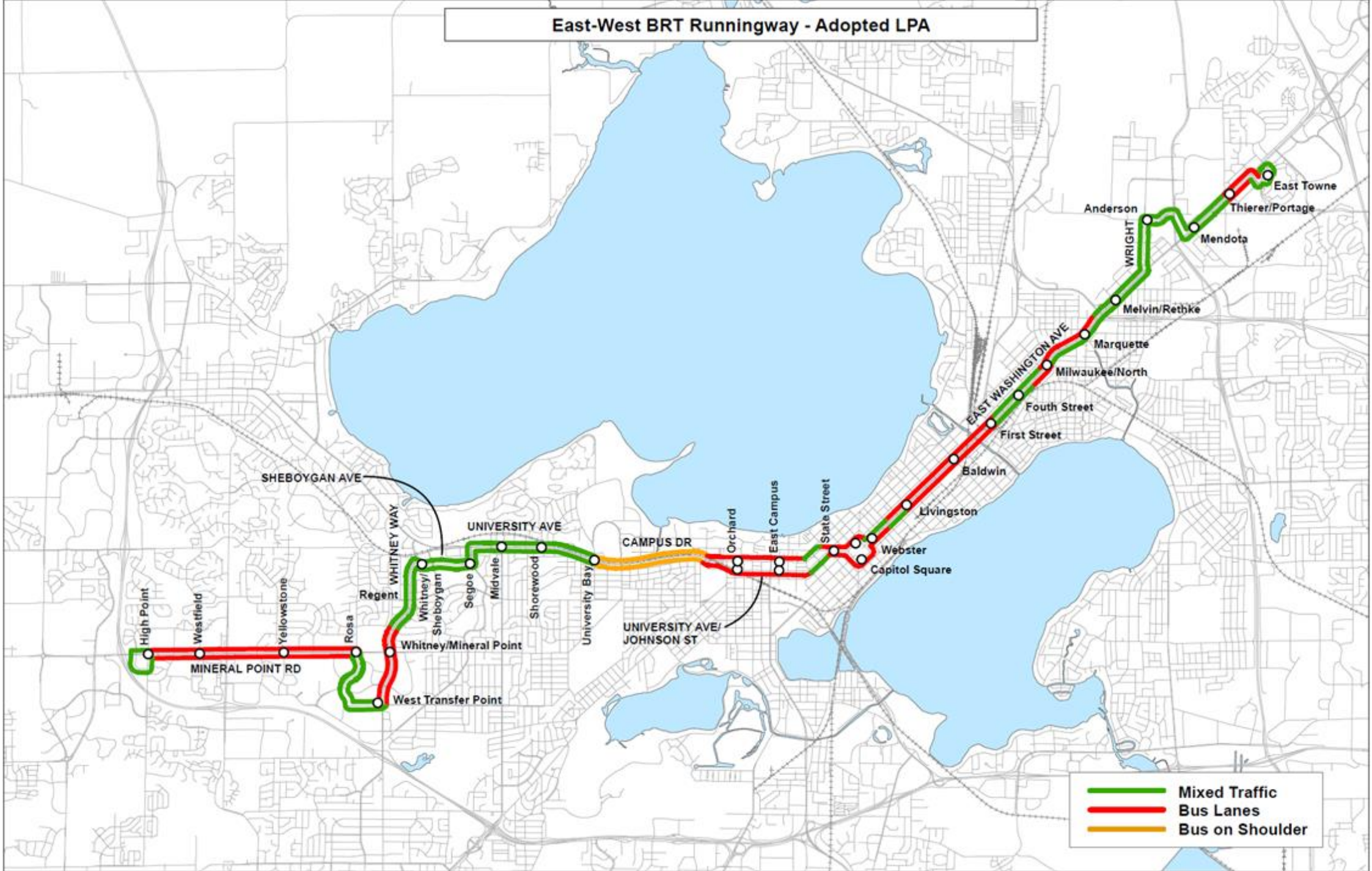
- Overall project costs **reduced by \$16 million**
- Local borrowing **reduced by \$15 million**
- Increased likelihood of successful Small Starts award



Proposed LPA Refinements

Routes, Station Locations

East-West BRT Runningway - Adopted LPA



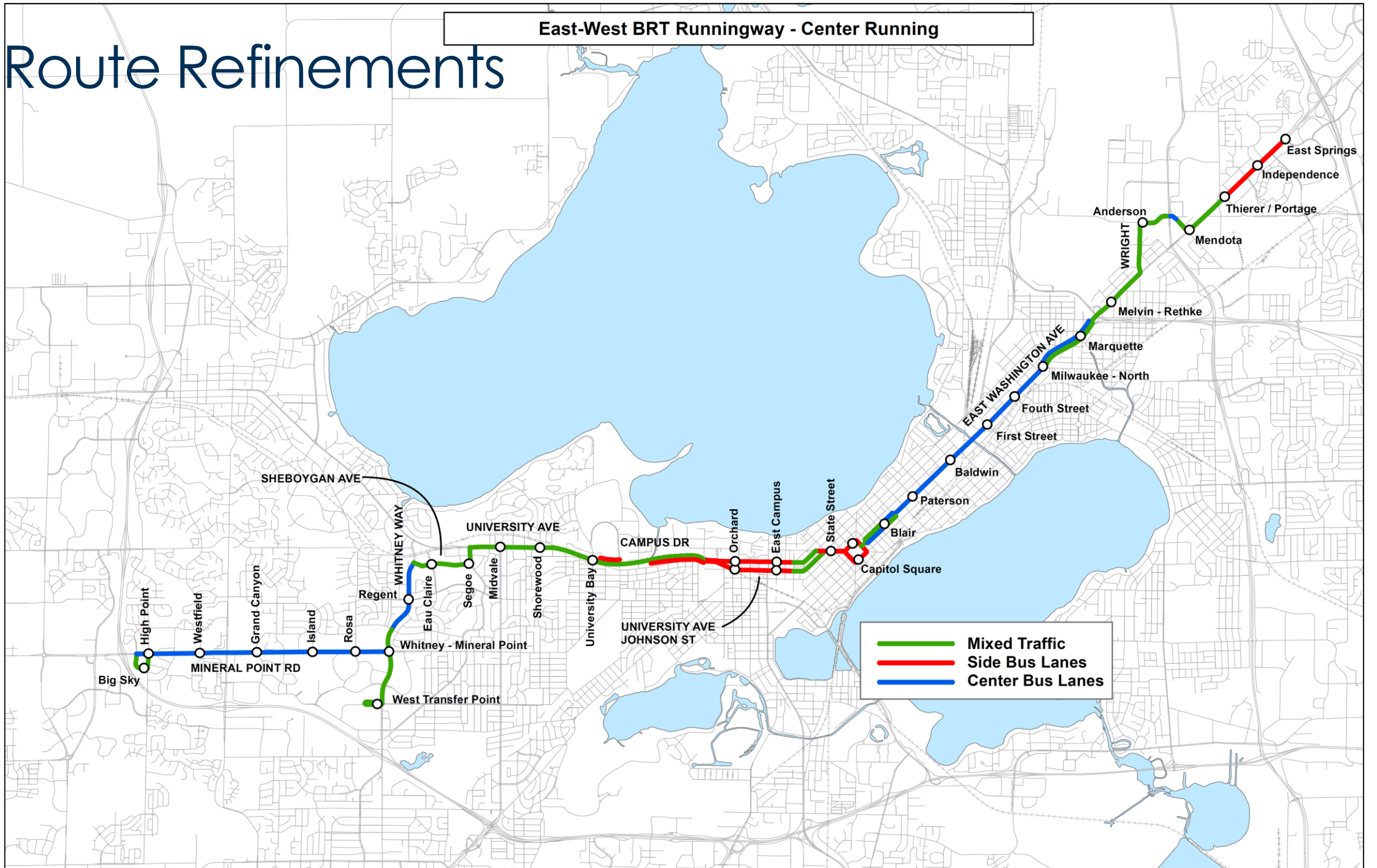
- Mixed Traffic
- Bus Lanes
- Bus on Shoulder

Proposed LPA Refinements

1. Center running
2. Rosa Road extension
3. Mendota Street cutoff
4. Revised East Terminal
5. Revised station locations

Route Refinements

East-West BRT Runningway - Center Running



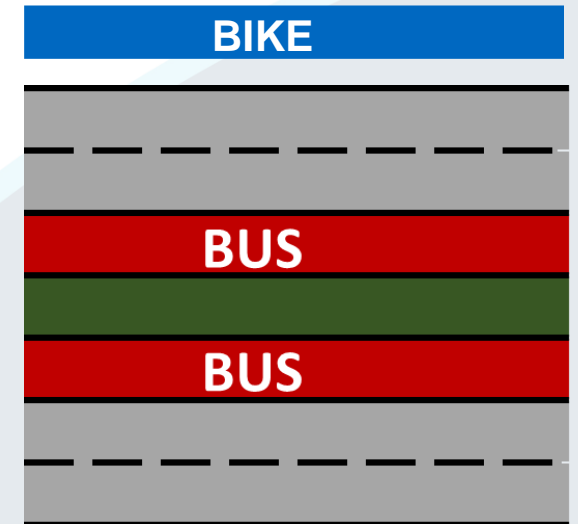
Benefits of Center Running

- More consistent travel times
- Little to no conflicts with turning vehicles
- Little to no conflicts with bikes
- Bus lane is not blocked by delivery vehicles
- Potential cost savings due to one two-sided station instead of two stations required for side running
- Fewer right-of-way and utility issues
- Better look and feel for passengers

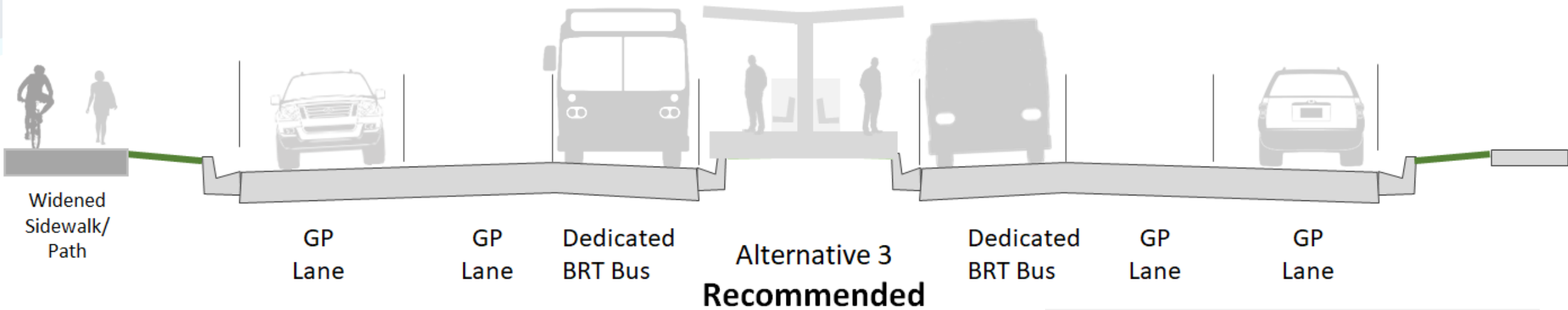
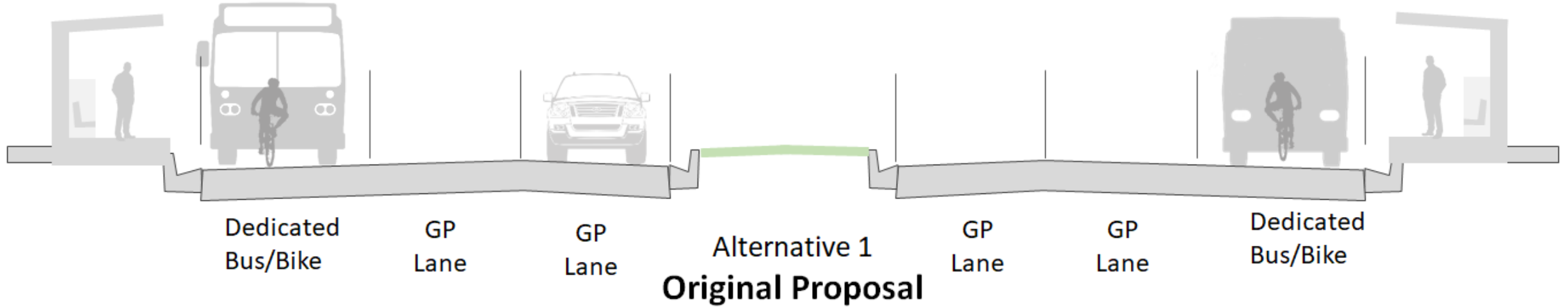


Center Running - Mineral Point Road

- Median lanes converted from general purpose to bus only
- Curb lanes converted from bus, bike and right turn to general purpose
- Left turns merge through bus lanes, some left turn restrictions
- Center stations with left-side doors
- North sidewalk widened to accommodate a protected bike facility

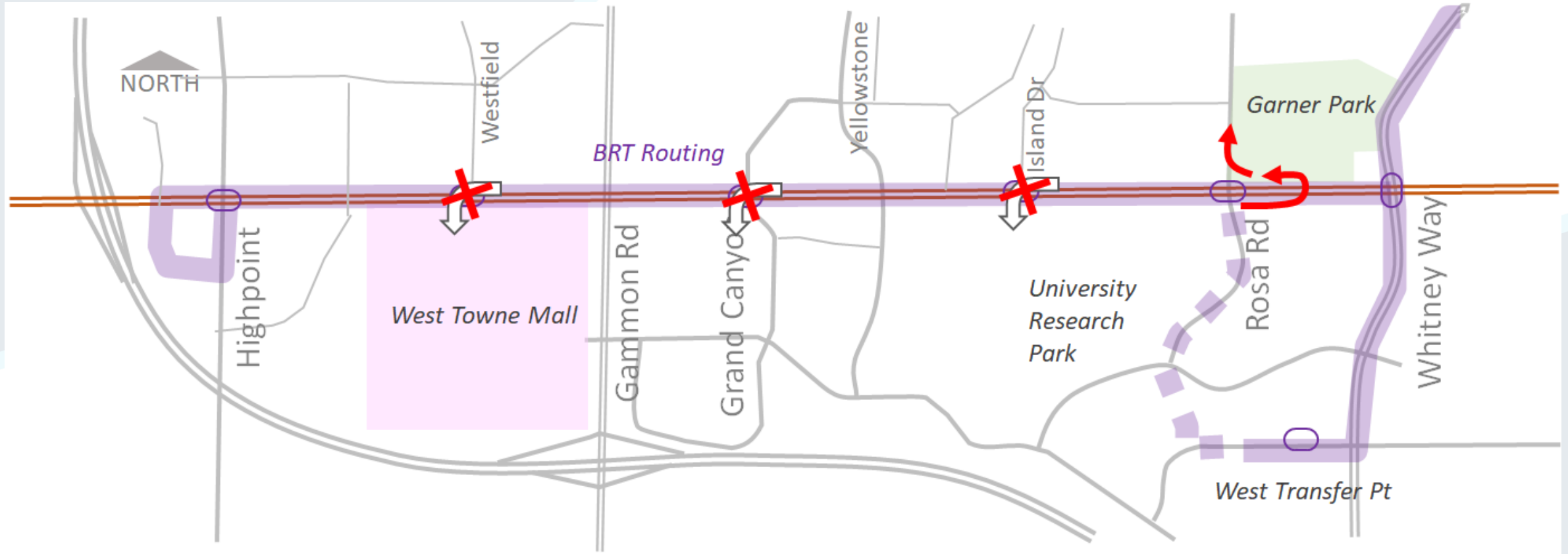


Mineral Point Road



- Provides Better BRT Operations
- Provides Protected Shared Path

Potential Left Turn Restrictions – Mineral Point Road



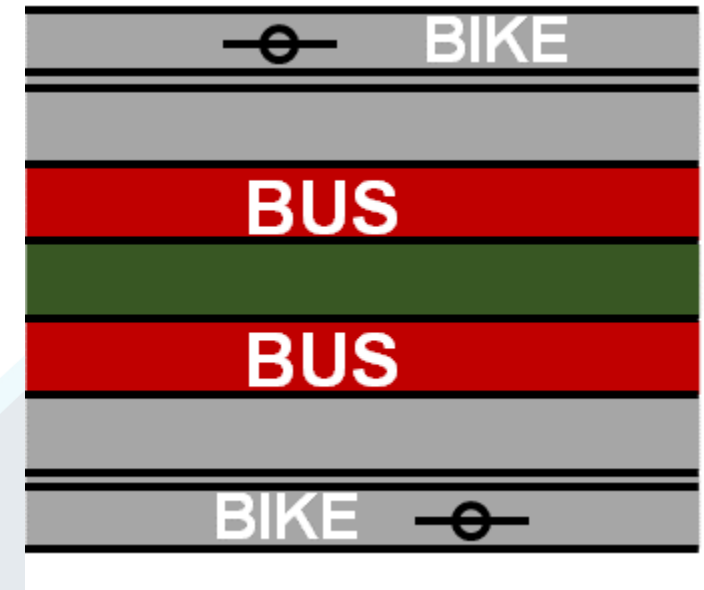
MADISON DEPARTMENT



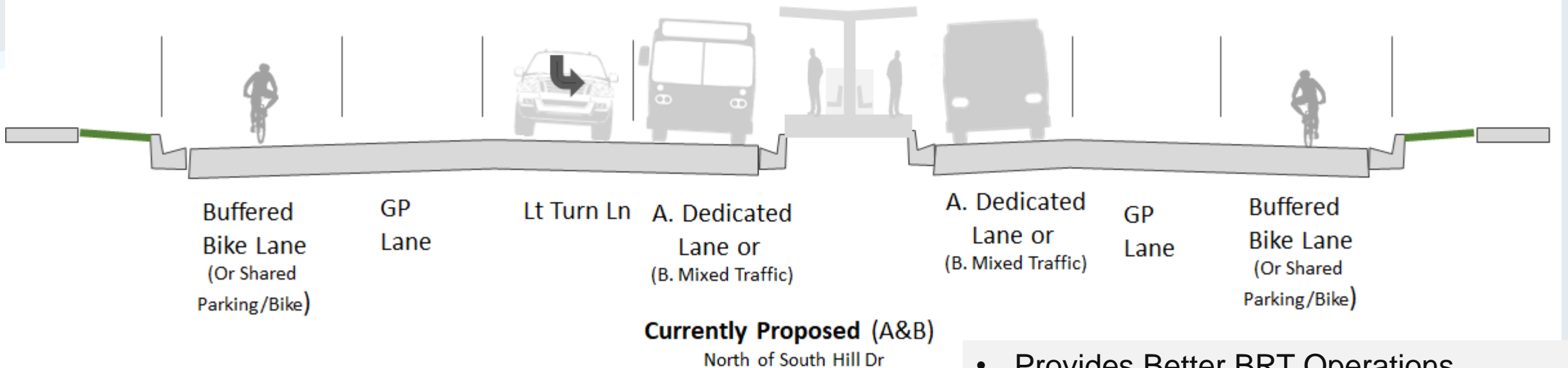
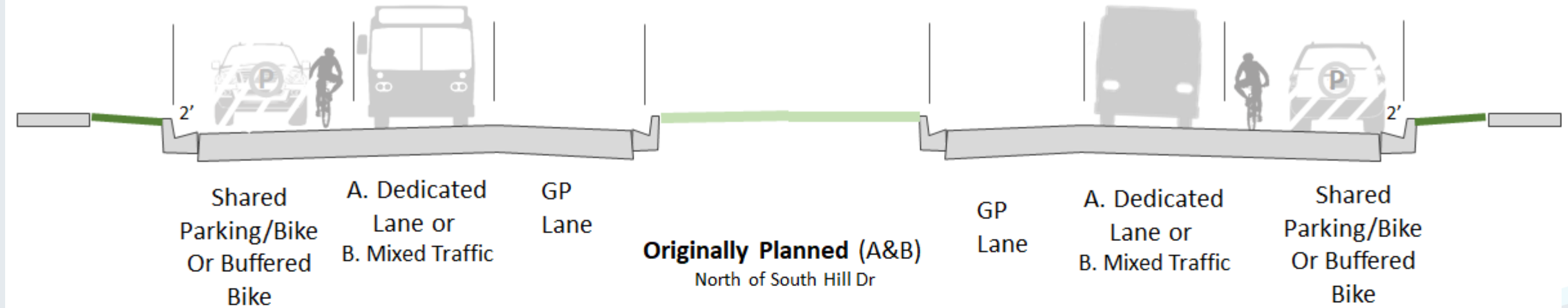
OF TRANSPORTATION

Center Running - Whitney Way

- Median lane converted to bus only (Sheboygan to South Hill Drive) and shared bus/general purpose (South Hill Drive to Tokay Blvd.)
- Curb lanes converted from shared parking/bike to buffered bike lane.
- Center stations with left-side doors.
- With wide medians, left turns can be preserved at stations.

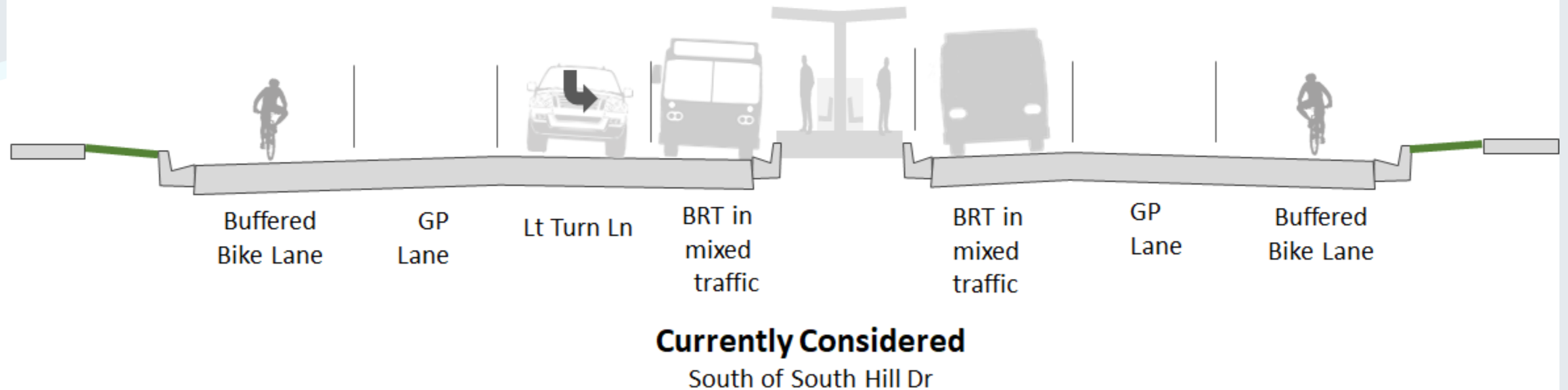
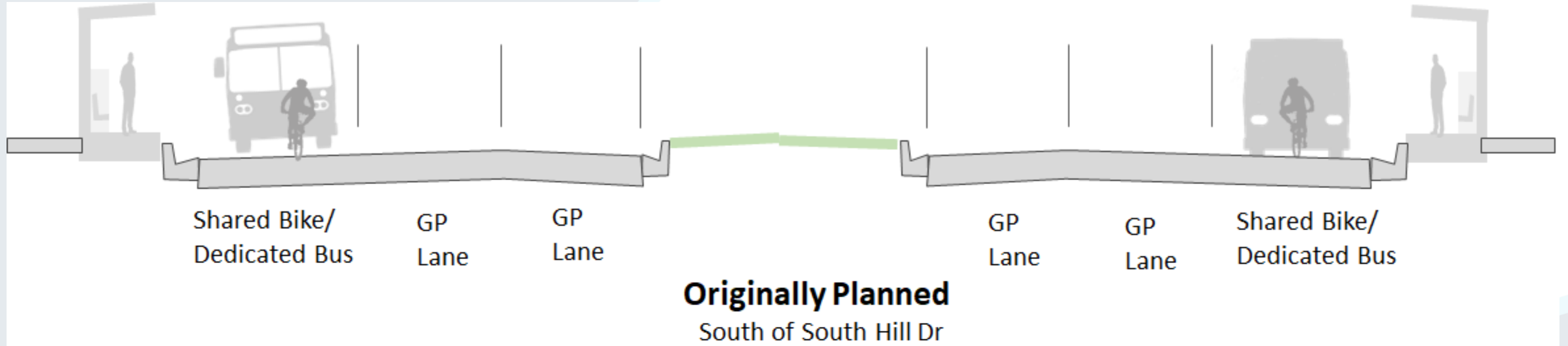


Whitney Way – Sheboygan to South Hill Drive



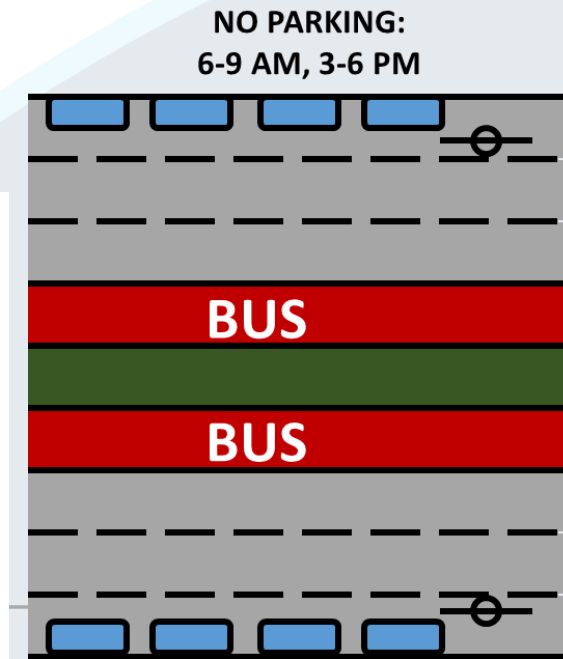
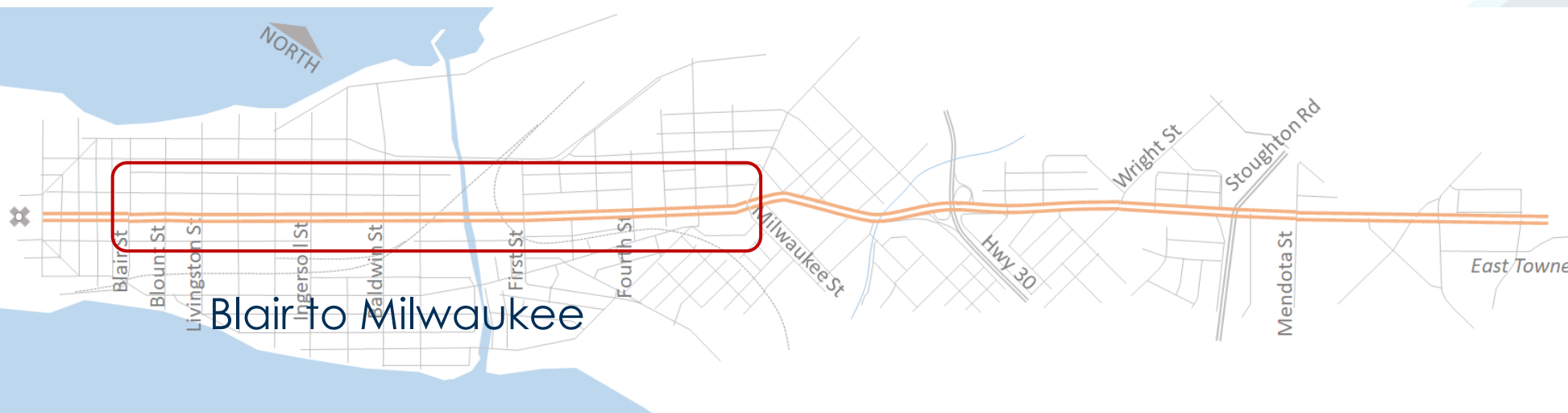
- Provides Better BRT Operations
- Provides Better Cycling Accommodations

Whitney Way – South Hill Drive to Tokay

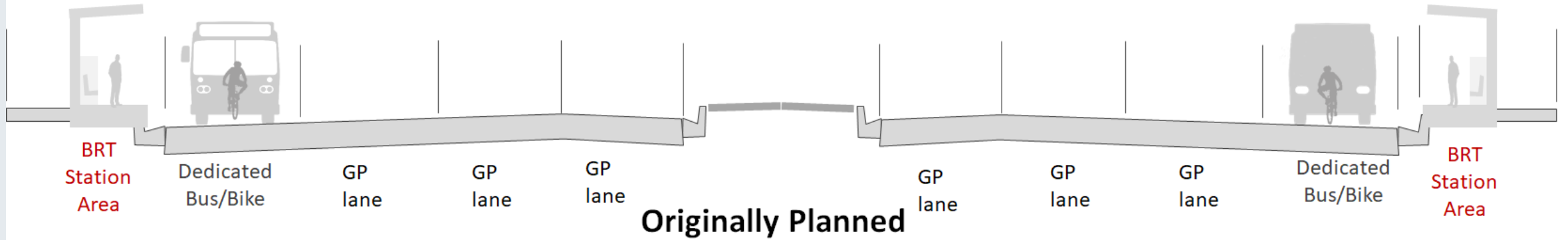


Center Running - East Washington

- Median lanes converted from general purpose to bus only
- Parking restricted peak periods
 - 3 lanes, no parking or bike facilities peak periods
 - 2 lanes with parking and bike lanes off peak
- Left turns merge through bus lanes, some left turn restrictions
- Center stations with left-side doors

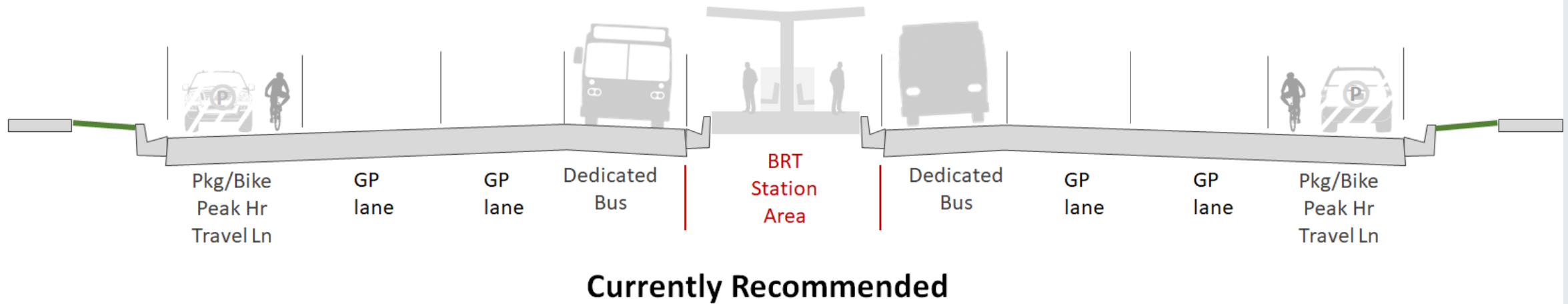


East Washington – Blair to Milwaukee



(Parking removed)

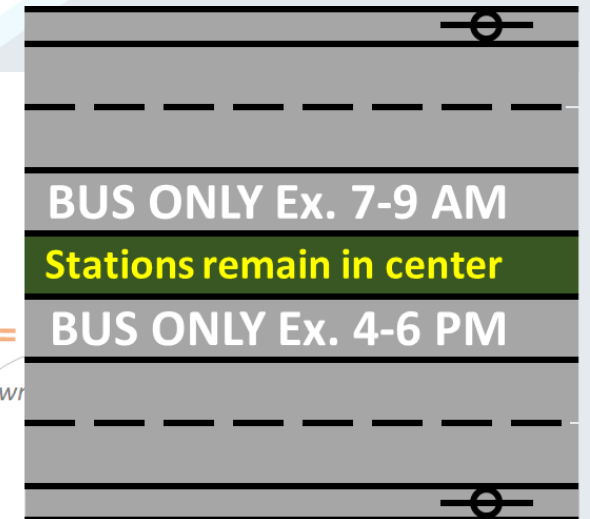
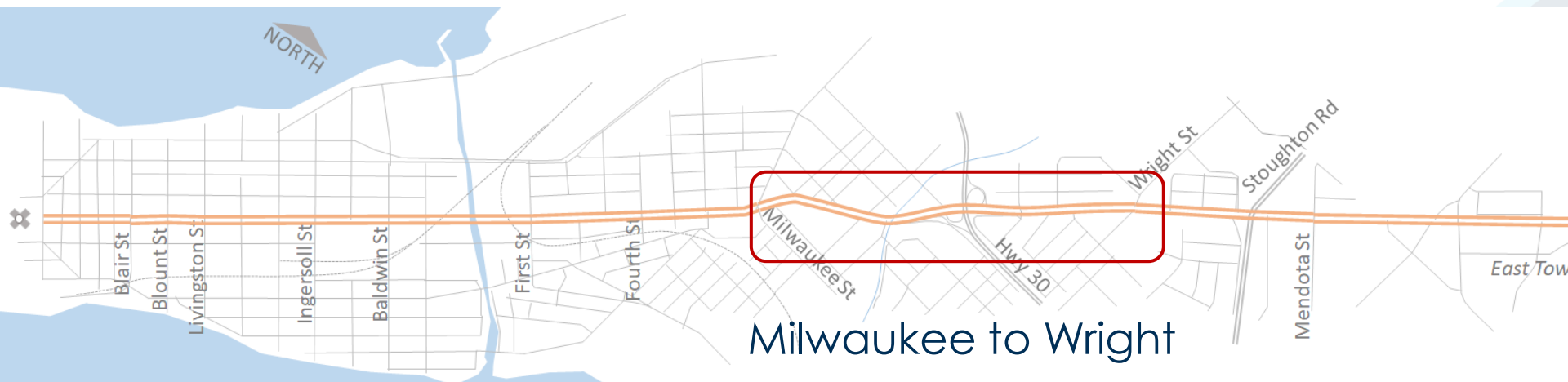
(Parking removed)



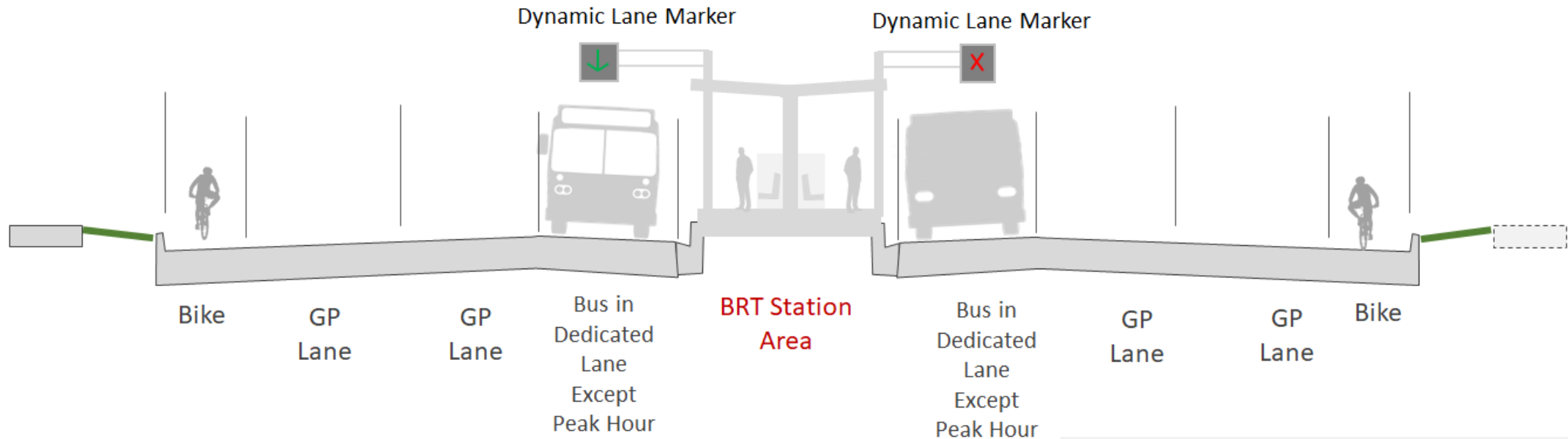
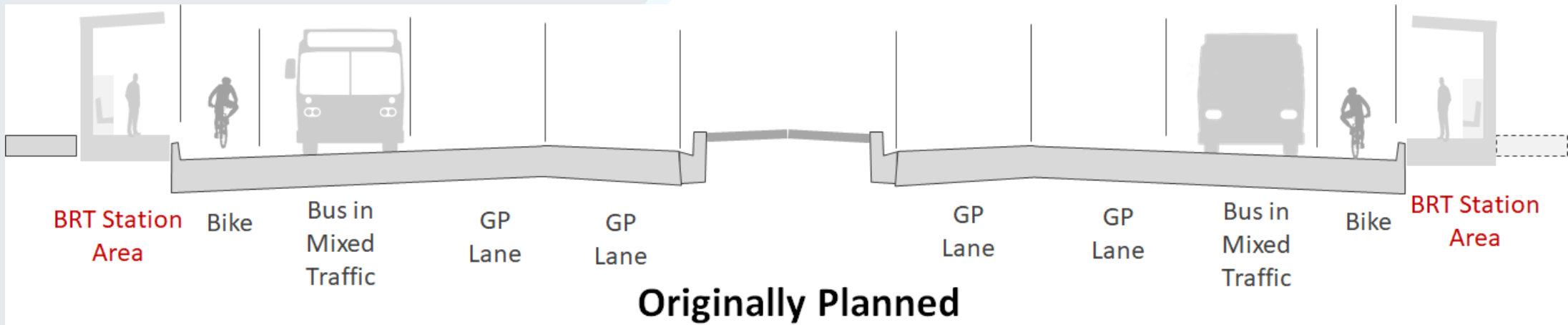
- Provides Better BRT Operations
- Preserves Parking for Much of the Day
- Preserves Bike Lane Except During Peak Hours

Center Running – East Washington

- Median lanes converted from general purpose to bus only off peak
- Two general-purpose travel lanes each way off peak, three general-purpose lanes peak periods
- Center stations with left-side doors

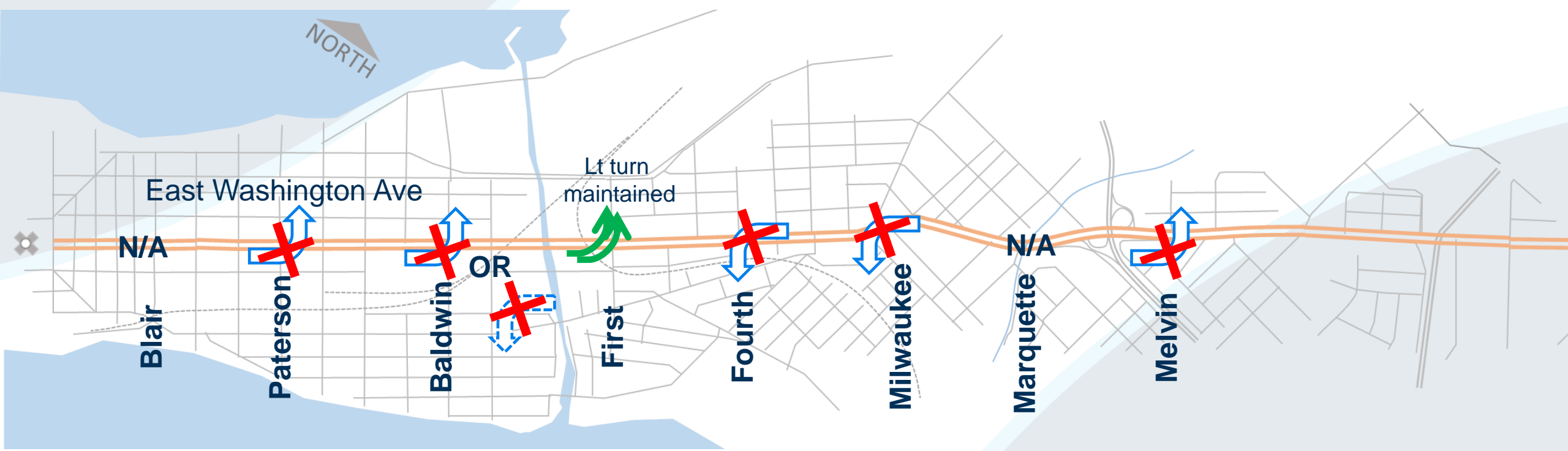


East Washington – Milwaukee to Wright St



- Provides Better BRT Operations
- Complements Section to the West

Possible Left Turn Restrictions



MADISON DEPARTMENT



OF TRANSPORTATION

Proposed Rosa Road Extension



MADISON DEPARTMENT

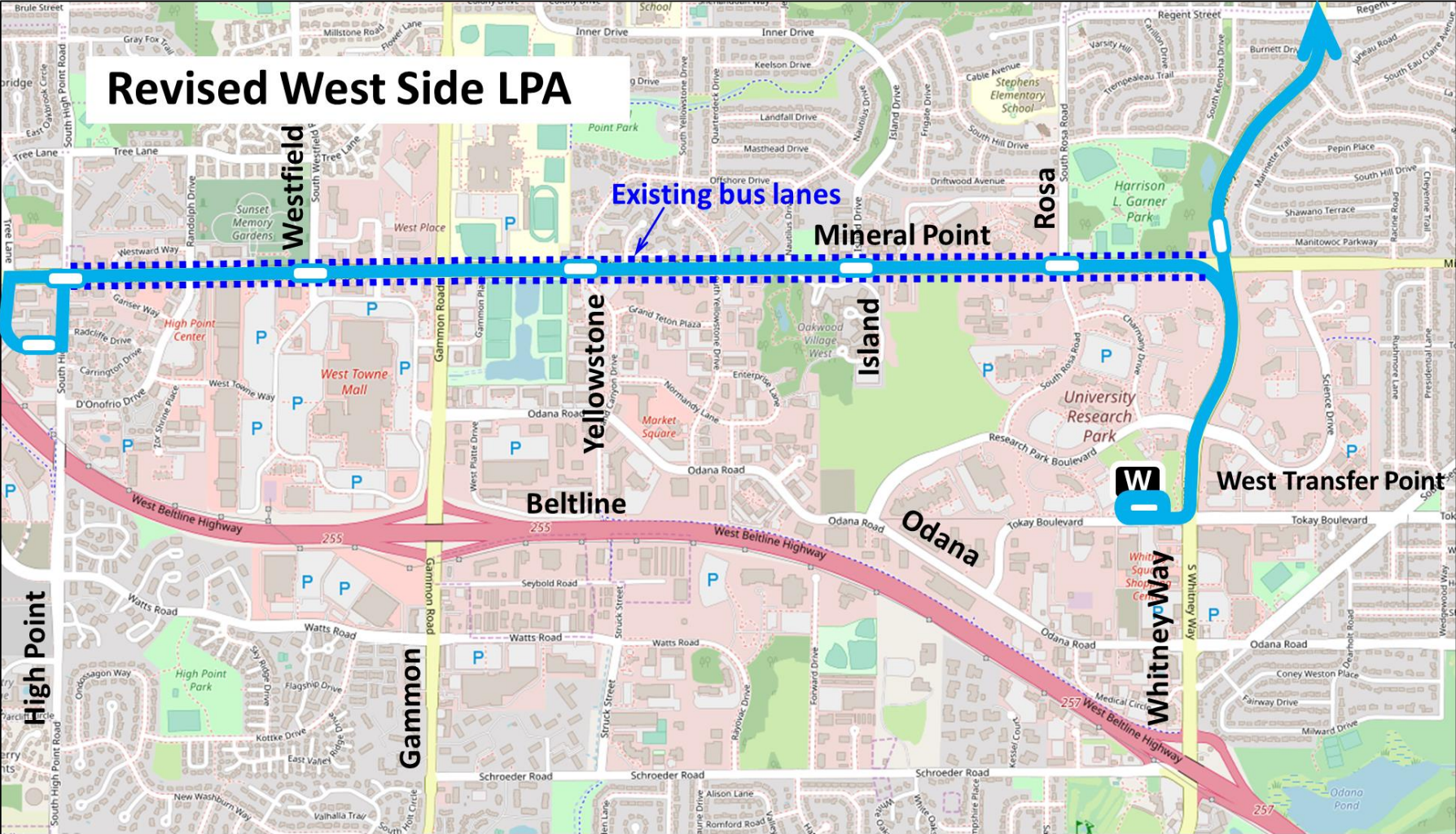


OF TRANSPORTATION

Proposed Rosa Road Extension

PRO	CON
Saves time (1-2 minutes)	Estimated \$5-7 million additional costs due to right-of-way, roadway, stormwater mitigation, etc.
Less confusing for passengers	Cost exceeds benefits gained

Whitney Way Both Directions

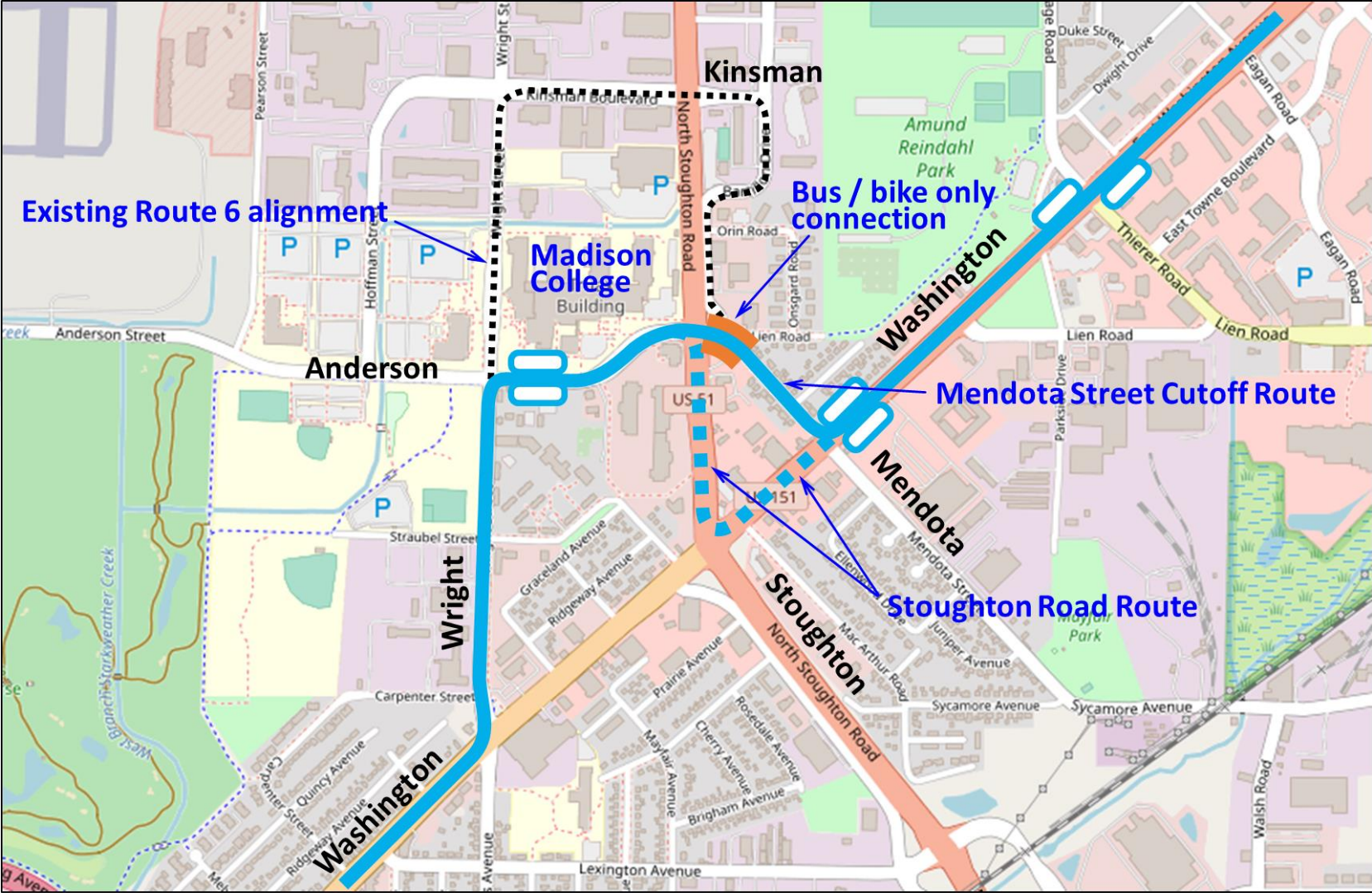


MADISON DEPARTMENT



OF TRANSPORTATION

Proposed Mendota Street Cutoff



MADISON DEPARTMENT

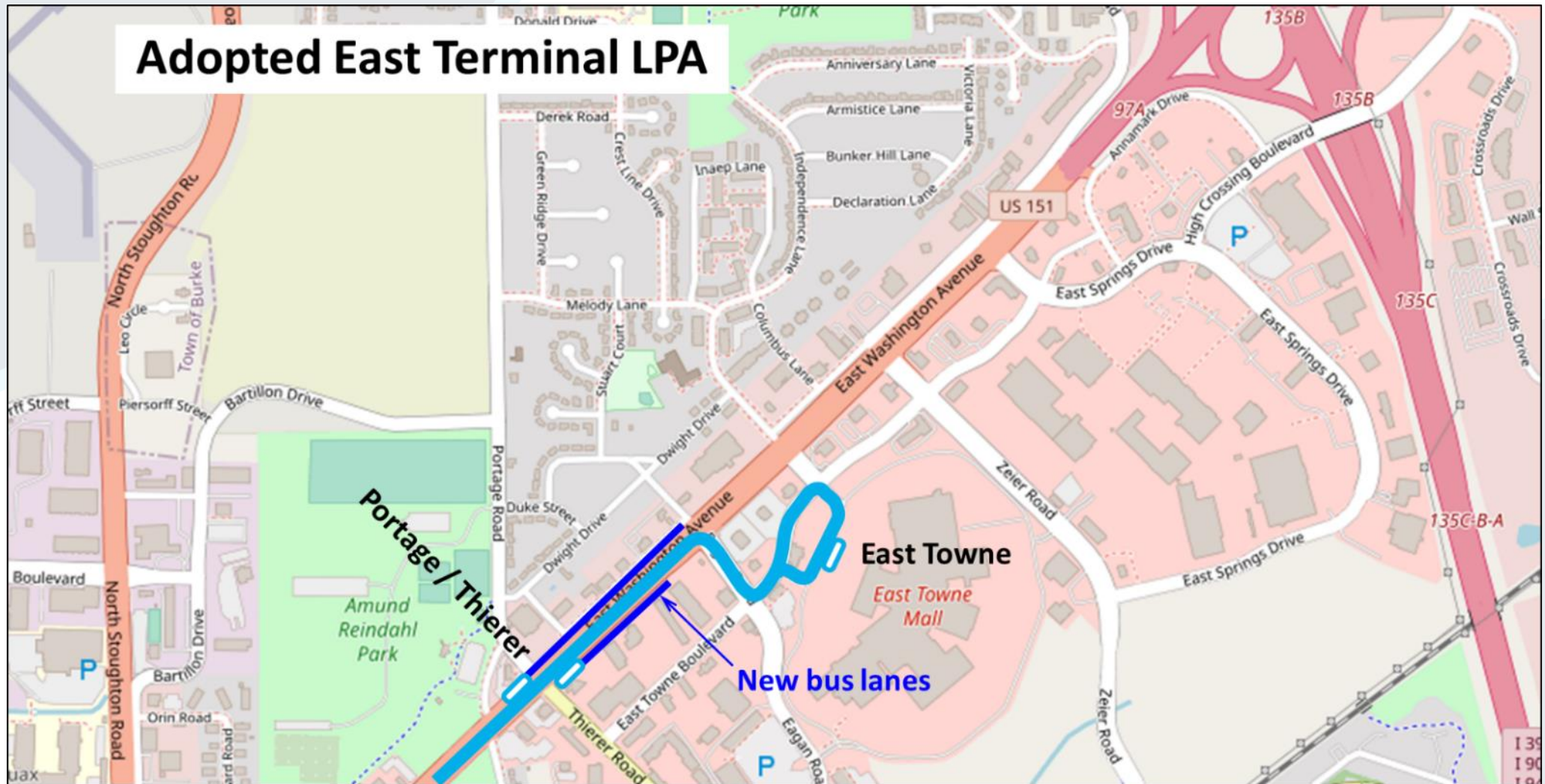


OF TRANSPORTATION

Proposed Mendota Street Cutoff

PRO	CON
Reduces travel times by several minutes	Potential impacts to neighborhood with new bus traffic (electric buses are quieter and cleaner)
Eliminates reliability problems with highly congested intersection	

Adopted East Terminal



MADISON DEPARTMENT

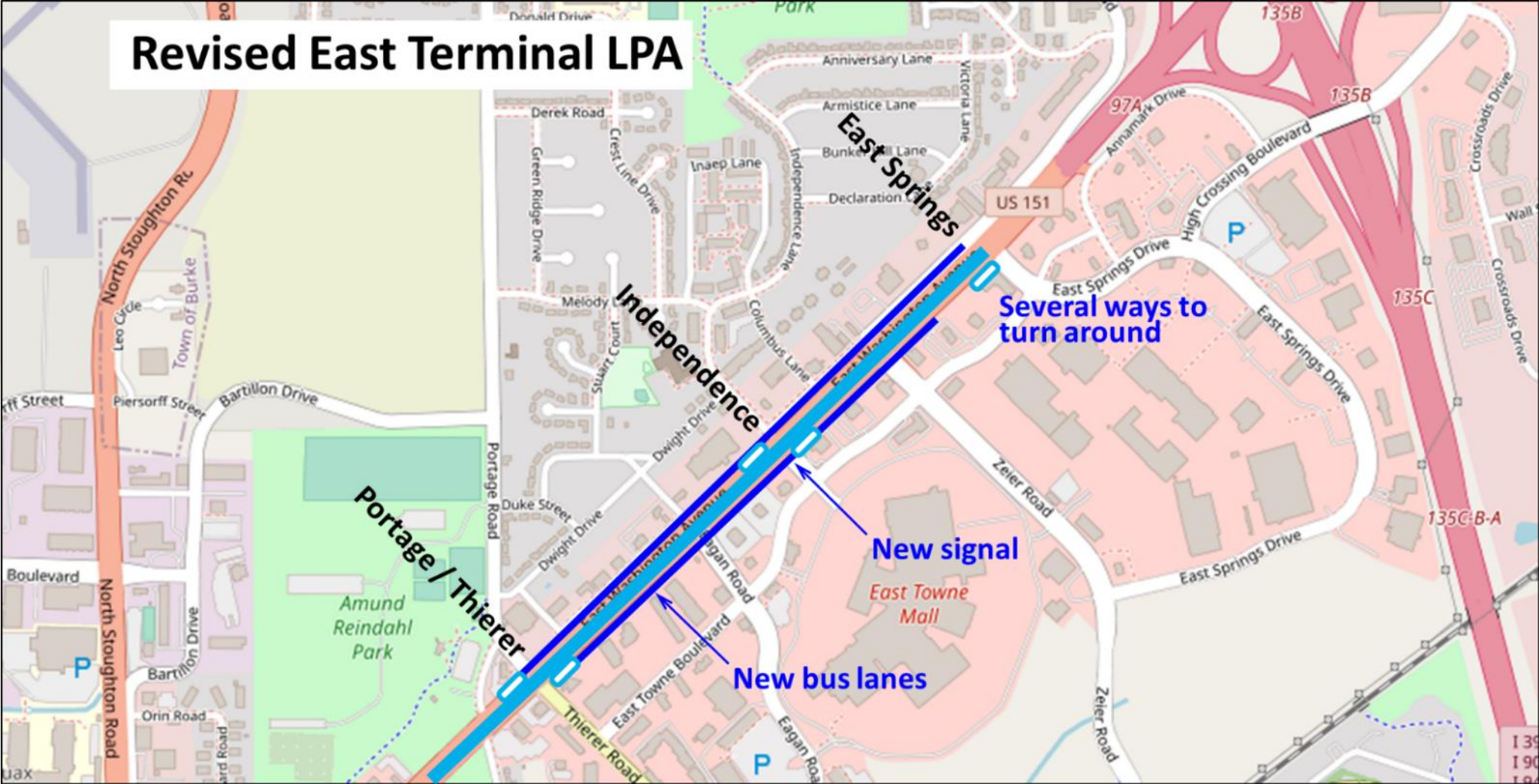


OF TRANSPORTATION

Adopted East Terminal - Considerations

- Station, routing, and charging on private property
- Risk that area could be redeveloped with a modified street network
- Retail areas east of the terminal unserved
- Residential areas north of East Washington unserved
- Slow, unreliable operations on East Towne Boulevard

Proposed East Terminal



MADISON DEPARTMENT



OF TRANSPORTATION

Proposed East Terminal - Outcome

- Service to residential areas north of East Washington
- Service to retail areas east of the mall
- New signalized crossing at Independence
- BRT will not be affected by future changes in East Towne area
- No/fewer right-of-way acquired or easement agreements

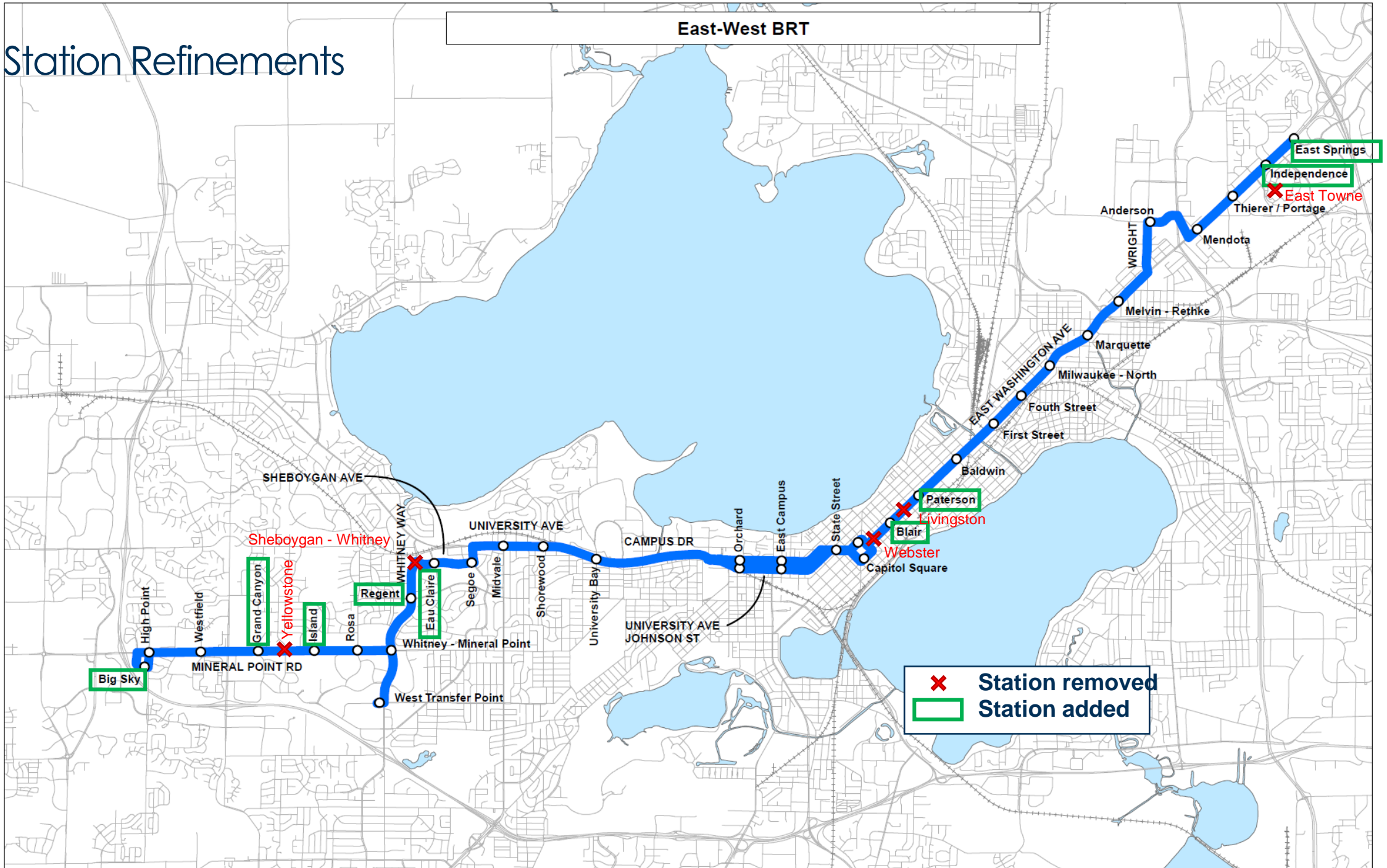
Proposed Station Location Refinements

1. Add station at Big Sky terminal if parking can be arranged
2. Yellowstone split into Grand Canyon and Island
3. Two stations at Eau Claire and Whitney / Regent
4. Webster and Livingston move to Blair and Paterson
5. Divide East Terminal into two stations

 Total station locations increase from 27 to 31

Station Refinements

East-West BRT



How to Ask a Question

Zoom - Click on Participants. Raise Hand is in the bottom left corner. Once your question is addressed, please lower hand.

Phone - Press *9 to raise hand and *9 again to lower hand.

City Channel - Send an email to urbanassetsmadison@gmail.com

Questions?



WRAP UP

Future Meetings

Public Engagement

1. Community Meetings
2. Neighborhood Meetings
3. Tabling at Community Events
4. Social Media
 - Twitter
 - Facebook
 - Instagram

Community Meetings

1. Public Kickoff Meeting – Today!
2. Branding Unveiling – Winter 2021
3. Station Design Workshop – Winter 2021
4. 30% Design & Engineering Meeting – Spring 2021
5. 60% Design & Engineer Meeting – Fall 2021
6. 90% Design & Engineering Meeting – Summer 2022

Neighborhood Meetings

1. Mendota Cut Off – October 28, 2020
2. East Washington Center Running – Winter 2020
3. Mineral Point Center Running -- Winter 2021
4. Capitol Square Station Design – Winter 2021
5. UW Madison – Spring 2021
6. West Transfer Point – Spring 2021

Other Opportunities

1. Tabling (COVID permitting)

- Transfer Stations
- Community Events

2. Project Website & Email

- www.madisonbrt.com
- brt@cityofmadison.com

3. Social Media

- Facebook
- Twitter
- Instagram

Thank You!

+ www.madisonbrt.com

+ @cityofmadison

+ @mymetrobus

+ Project Contacts:

- David Trowbridge, (608) 267-1148
- Melissa Huggins, (608) 345-0996
- brt@cityofmadison.com



MPO Agenda Cover Sheet
December 2, 2020

Item No. 6

<p>Re:</p> <p>Brief Update on Beltline (USH 12/14/18/151) Dynamic Part-Time Shoulder Use Project</p>
<p>Staff Comments on Item:</p> <p>The board asked for an update on the Beltline hard shoulder running project at the last meeting in response to a citizen comment about the project. I spoke with Brandon Lamers, Major Studies Supervisor at WisDOT SW Region. He confirmed that the environmental document was signed late last spring and the project is moving forward with a let date of December 8. A public announcement about the project is planned for release by mid-December. WisDOT will be reaching out to stakeholders in the coming months to provide information on the project and begin to make the public aware of the project.</p> <p>Construction is scheduled for next year with operation of the hard shoulder running beginning in either late 2021 or early 2020 following testing of the system.</p> <p>In response to the issue of project timing, Lamers acknowledged there is less of an immediate need for the project given the reduced traffic volumes on the Beltline currently with COVID-19. However, he said it was the right time to move forward with the project in conjunction with the resurfacing and other maintenance work needed next year. The shoulder running project was designed to address the short- and mid-term peak period capacity need on the Beltline. With the short-term reduction in traffic and potential longer term impact, the project might end up addressing the need on the Beltline for longer than the 10-15 years originally anticipated. Even with the impact on the economy and potential increased teleworking moving forward, volumes are likely to increase to pre-COVID levels within a few years as the economy rebounds and growth continues to occur. Even if not needed on a regular basis initially, the hard shoulder running will still be helpful to address congestion from incidents.</p> <p>WisDOT SW Region staff will attend a future board meeting early next year to provide an update on all of the major studies and projects, including the Beltline PEL, Stoughton Road, and the USH 51 project.</p>
<p>Materials Presented on Item:</p> <p>None</p>
<p>Staff Recommendation/Rationale:</p> <p>For information and discussion purposes only.</p>

MPO Agenda Cover Sheet
December 2, 2020

Item No. 7

<p>Re:</p> <p>Presentation on Analysis of Impacts of COVID-19 on Traffic and VMT</p>
<p>Staff Comments on Item:</p> <p>MPO staff looked at the impact of COVID-19 on traffic volumes and bike trips using StreetLight Data for an e-newsletter article earlier this fall. The analysis showed that traffic volumes had returned to 80-95% of pre-COVID levels. The level of peak period traffic congestion didn't seem commensurate with the volumes, leading to conclusion that traffic had changed both temporally and spatially. This was confirmed by subsequent analysis. The weekday AM peak in traffic in particular has decreased with trips spread out more throughout the day, presumably from so many people telecommuting. There is also less travel to downtown/campus area, resulting in less congestion in the central area. MPO staff will present on the results of the analysis.</p>
<p>Materials Presented on Item:</p> <ol style="list-style-type: none">1. Presentation slides on analysis
<p>Staff Recommendation/Rationale:</p> <p>For information and discussion purposes only.</p>



Analysis of COVID-19 Impacts on Traffic and VMT

Outline

Using StreetLight Data:

- Show COVID-19's impact on the hourly weekday distribution of traffic volumes for selected roadways in Dane County.
 - Compare Sept. '19 with Sept. '20
- Show COVID-19's impact on weekday VMT:
 - Countywide level
 - Census tract level
 - HH VMT (i.e., VMT generated by residents of each tract)
 - Total VMT (i.e., VMT generated by all drivers who start or end their trip in each tract)
 - For both VMT analyses:
 - Compare April '19 with April '20
 - Compare Sept. '19 with Sept. '20



Background

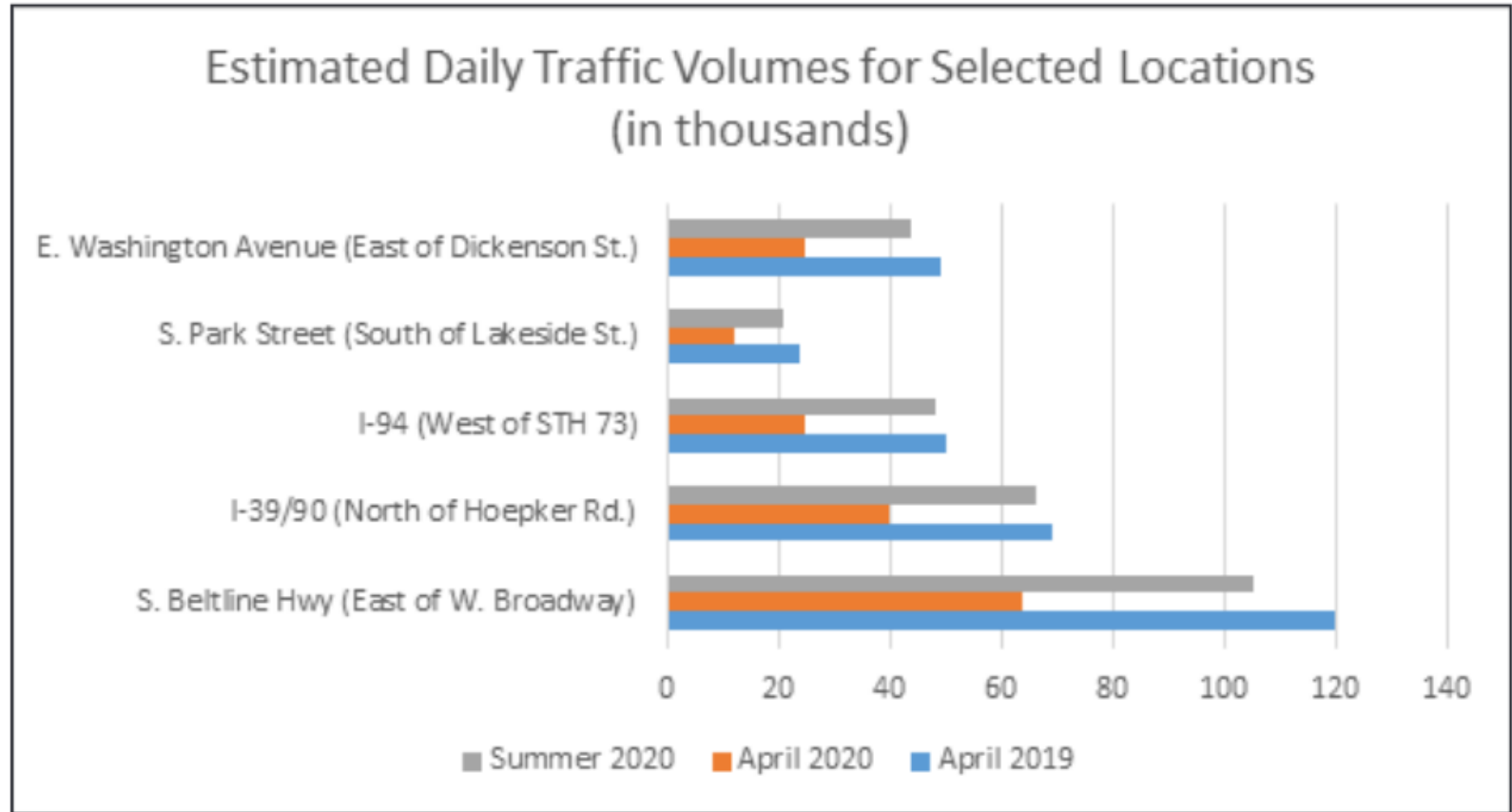
COVID-19 Impacts on Traffic Volumes

- Dramatic drop in daily traffic volumes earlier this year during state-at-home order.
- Volumes had recovered to 80-95% of pre-COVID levels at five locations we looked at as of this summer.



Background

- Peak period travel does not seem to have rebounded by the same amount, so wanted to look at that.



April 2020 average weekday daily traffic (AWDT) volumes in Dane County generally decreased 40–60% on roadways that had an AWDT volume of 10,000 or greater pre-pandemic, compared to the same period in 2019.



New StreetLight Data Volume Analysis

COVID-19 Impacts on Weekday Hourly Traffic Volumes

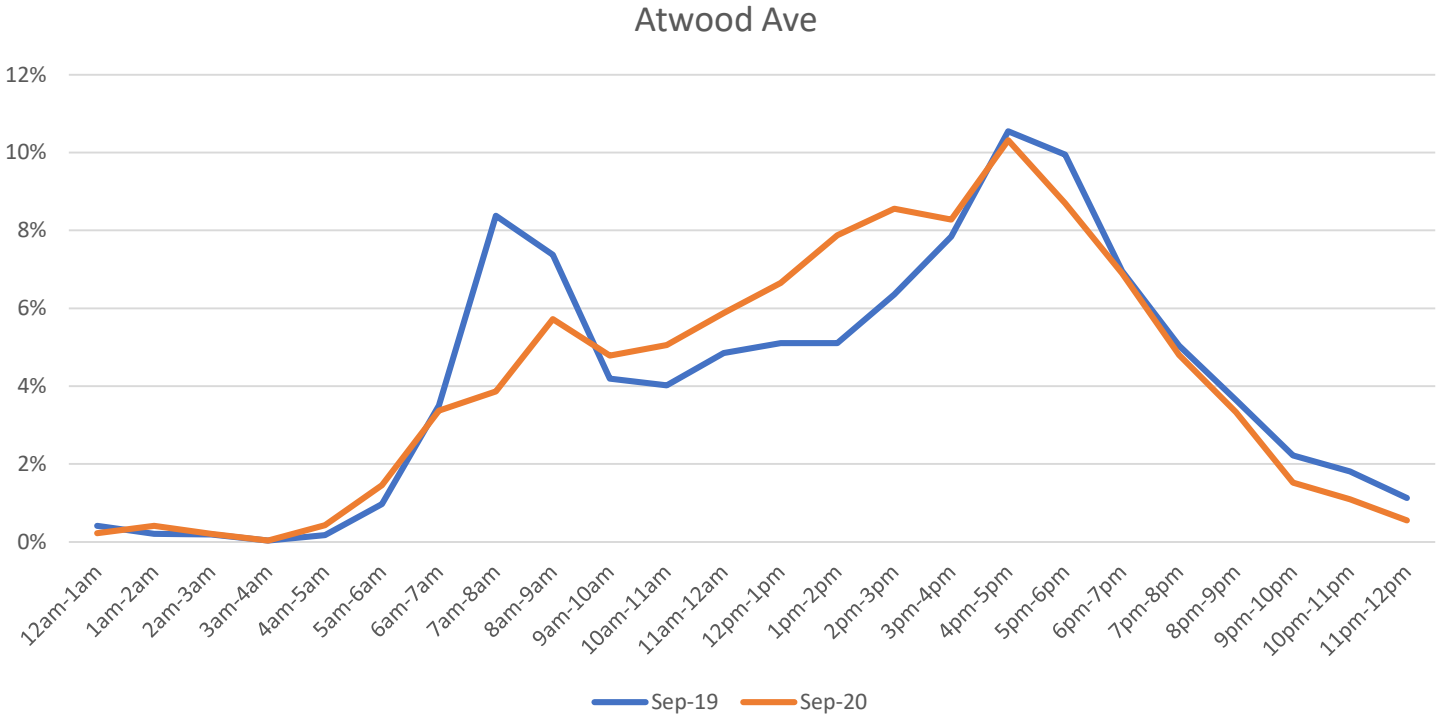
- Ran a new StreetLight analysis that generated Sept. '19 and Sept. '20 weekday hourly volumes.
- Downloaded the data and created several graphs that compare the hourly weekday distribution of traffic for these two time periods.
- Compared the StreetLight data with continuous counts from WisDOT and Madison Traffic Engineering.



StreetLight Data Weekday Hourly Vol. Analysis

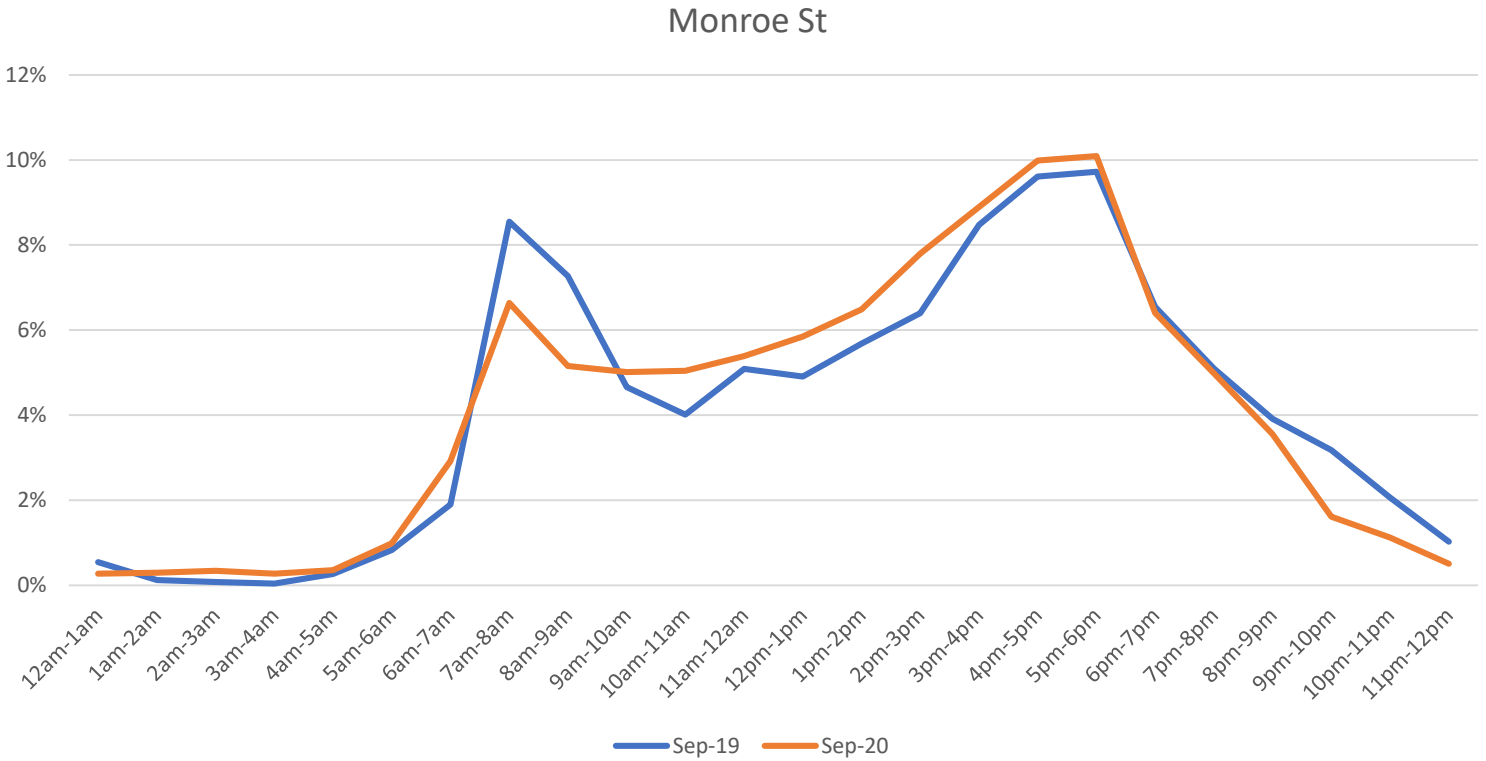
Atwood Ave.

Estimated Weekday Hourly Distribution of Traffic (SL Data)



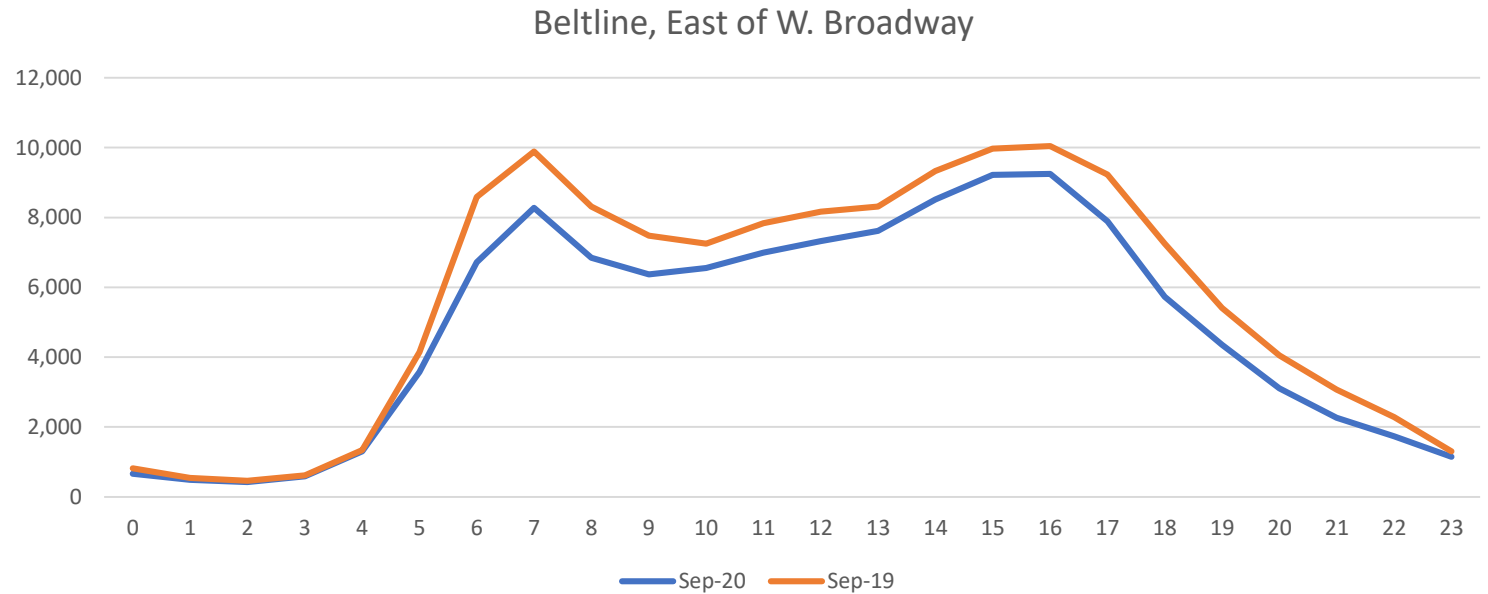
StreetLight Data Weekday Hourly Vol. Analysis Monroe St.

Estimated Weekday Hourly Distribution of Traffic (SL Data)



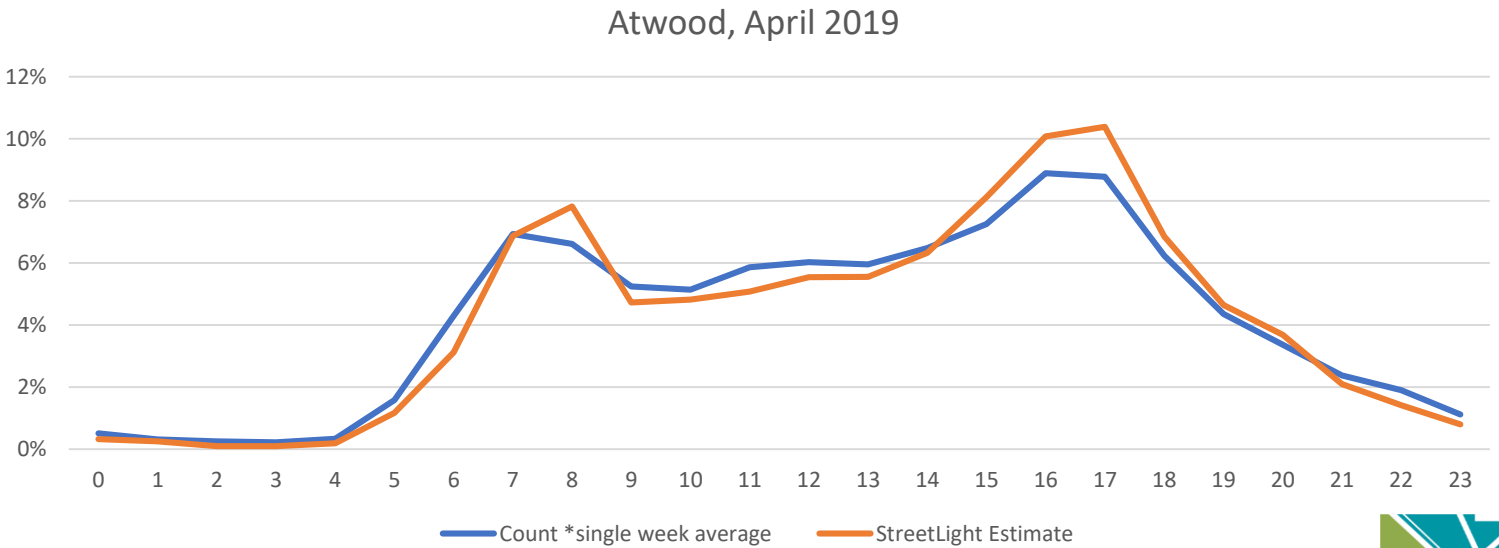
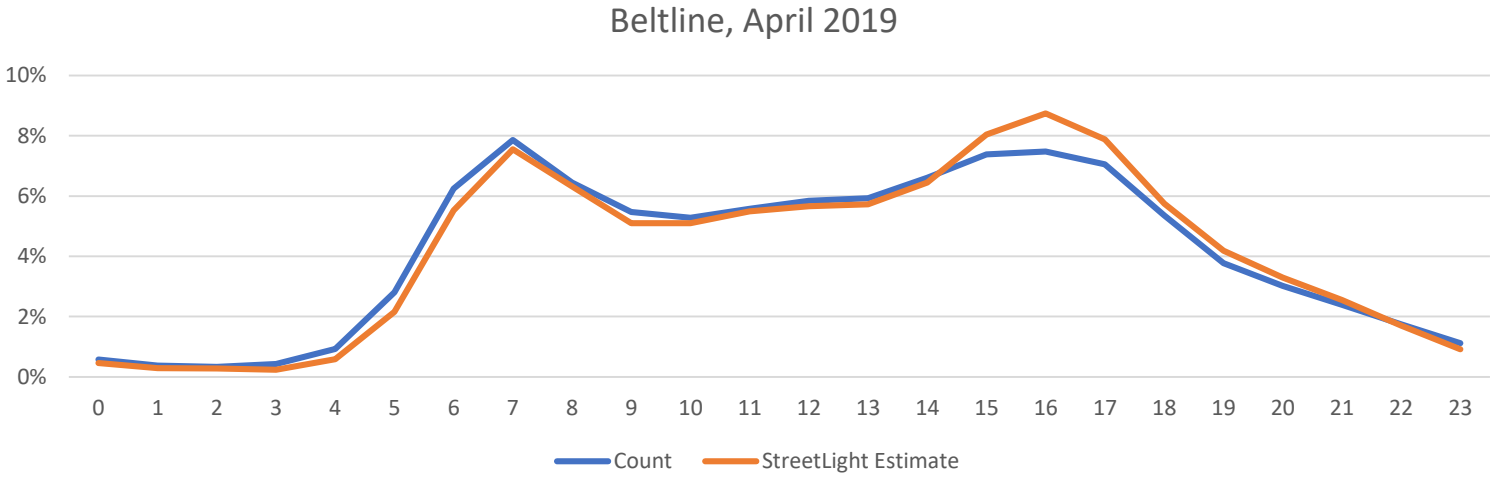
WisDOT Cont. Counter Weekday Hourly Data Beltline Hwy.

Weekday Hourly Distribution of Traffic (WisDOT Cont. Count Data)



StreetLight Data Vs. Cont. Counter Data

How Accurate is StreetLight Data?





StreetLight Data Weekday VMT Analysis

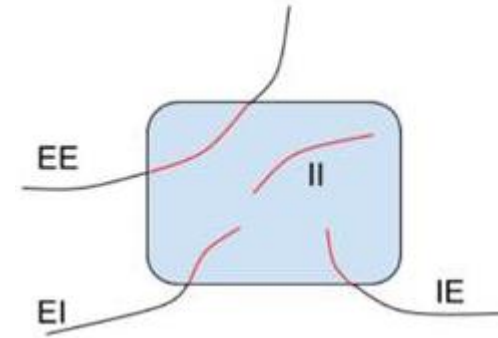
- County VMT (All drivers)
- Census Tract VMT
 - All Drivers
 - Households



Avg. Weekday VMT Analysis – County

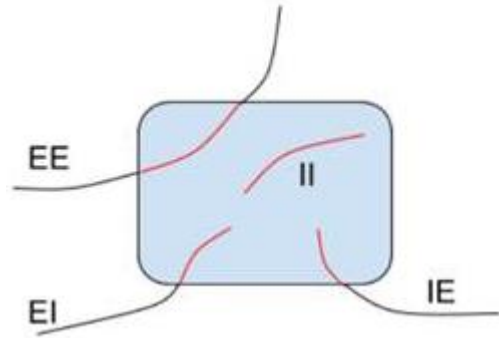
COVID-19 Impacts on County VMT

- Ran a O-D Analysis in StreetLight
- Calculated VMT for the following trip categories:
 - II, IE, EI, and EE
- Calculated change in weekday VMT, comparing:
 - April '19 to April '20
 - Sept. '19 to Sept. '20



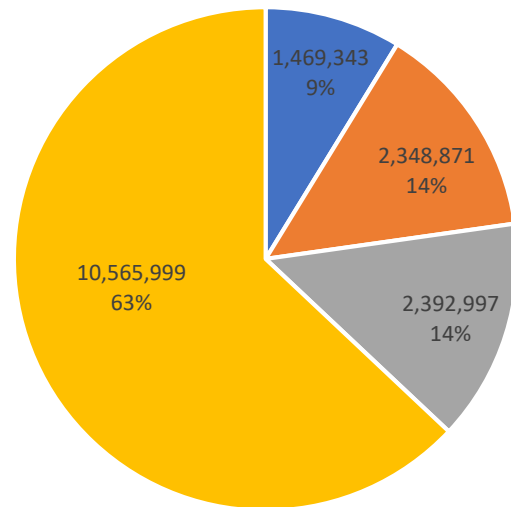
Weekday VMT Analysis – Countywide

COVID-19 Impacts on VMT



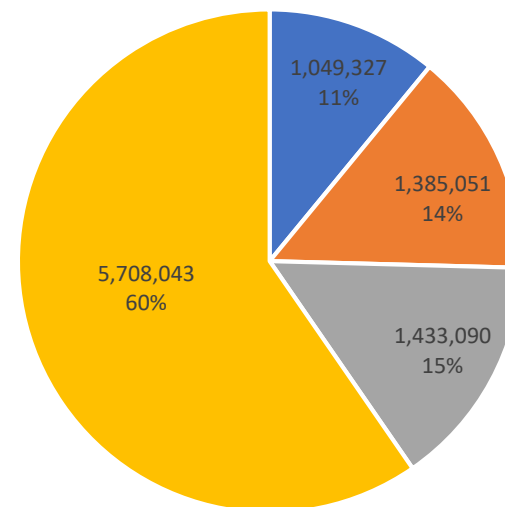
Trip Type	April 2019 VMT	April 2020 VMT	Absolute Change	Percent Change
EE	1,469,343	1,049,327	-420,016	-28.59%
EI	2,348,871	1,385,051	-963,820	-41.03%
IE	2,392,997	1,433,090	-959,907	-40.11%
II	10,565,999	5,708,043	-4,857,956	-45.98%
Total	16,777,210	9,575,511	-7,201,699	-42.93%

April 2019 VMT



■ EE ■ EI ■ IE ■ II

April 2020 VMT

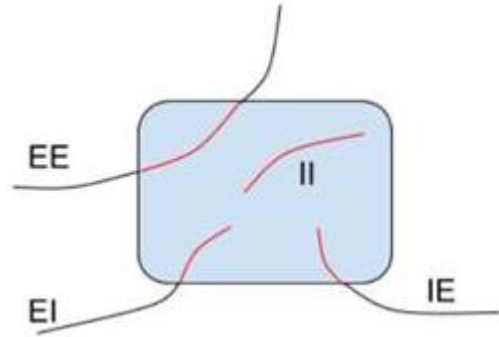


■ EE ■ EI ■ IE ■ II



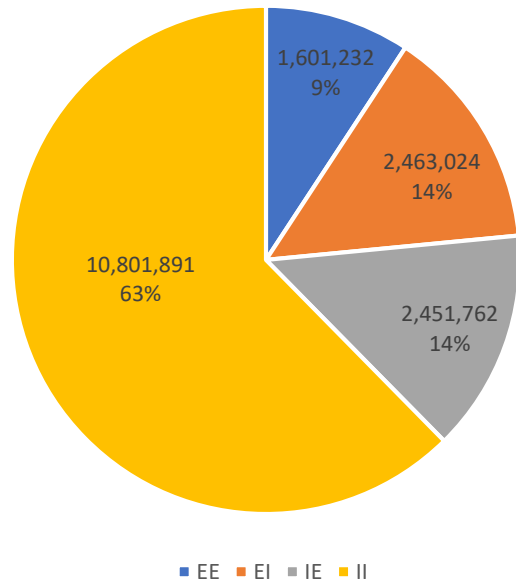
Weekday VMT Analysis – Countywide

COVID-19 Impacts on VMT

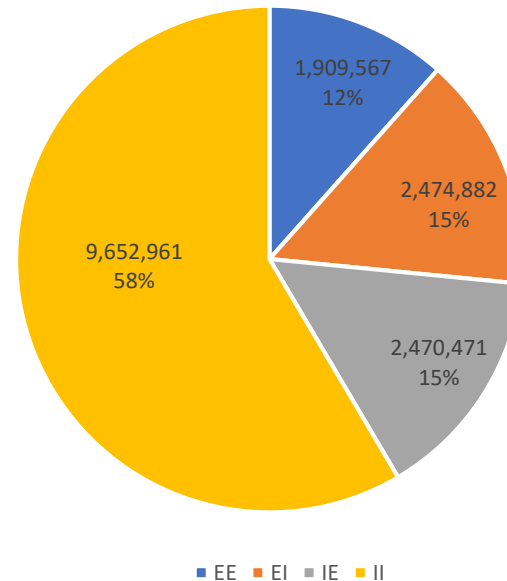


Trip Type	Sept 2019 VMT	Sept 2020 VMT	Absolute Change	Percent Change
EE	1,601,232	1,909,567	308,335	19.26%
EI	2,463,024	2,474,882	11,858	0.48%
IE	2,451,762	2,470,471	18,709	0.76%
II	10,801,891	9,652,961	-1,148,930	-10.64%
Total	17,317,908	16,507,881	-810,028	-4.68%

Sept 2019 VMT



Sept 2020 VMT



Avg. Weekday VMT Analysis – Census Tracts

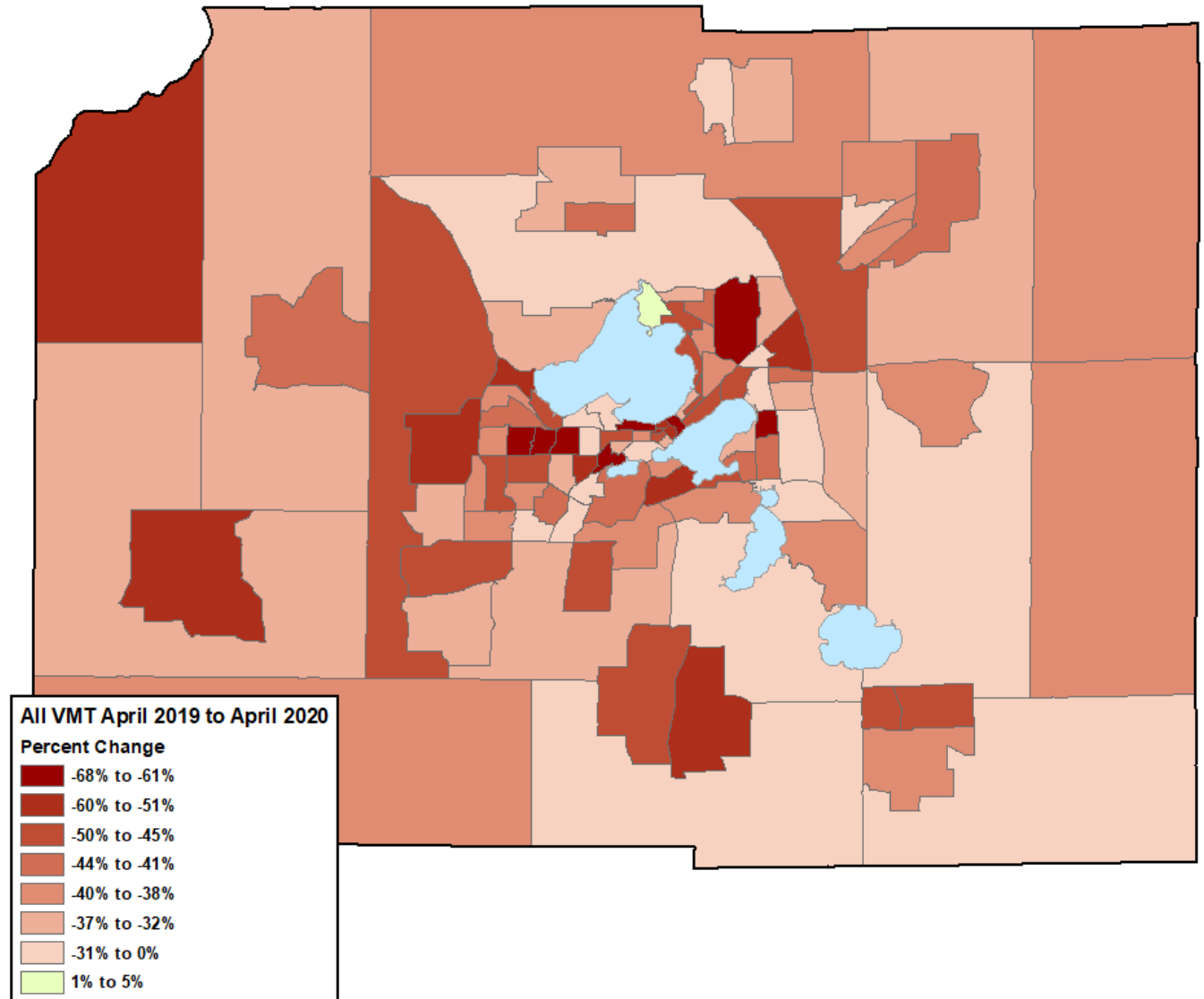
COVID-19 Impacts on CT VMT

- Ran a Zone Activity Analysis in StreetLight using CT geography.
- Analysis shows COVID-19's impact on weekday VMT at the CT level.
 - HH VMT (i.e., VMT generated by residents of each tract)
 - Total VMT (i.e., VMT generated by all drivers who start or end their trip in each tract)



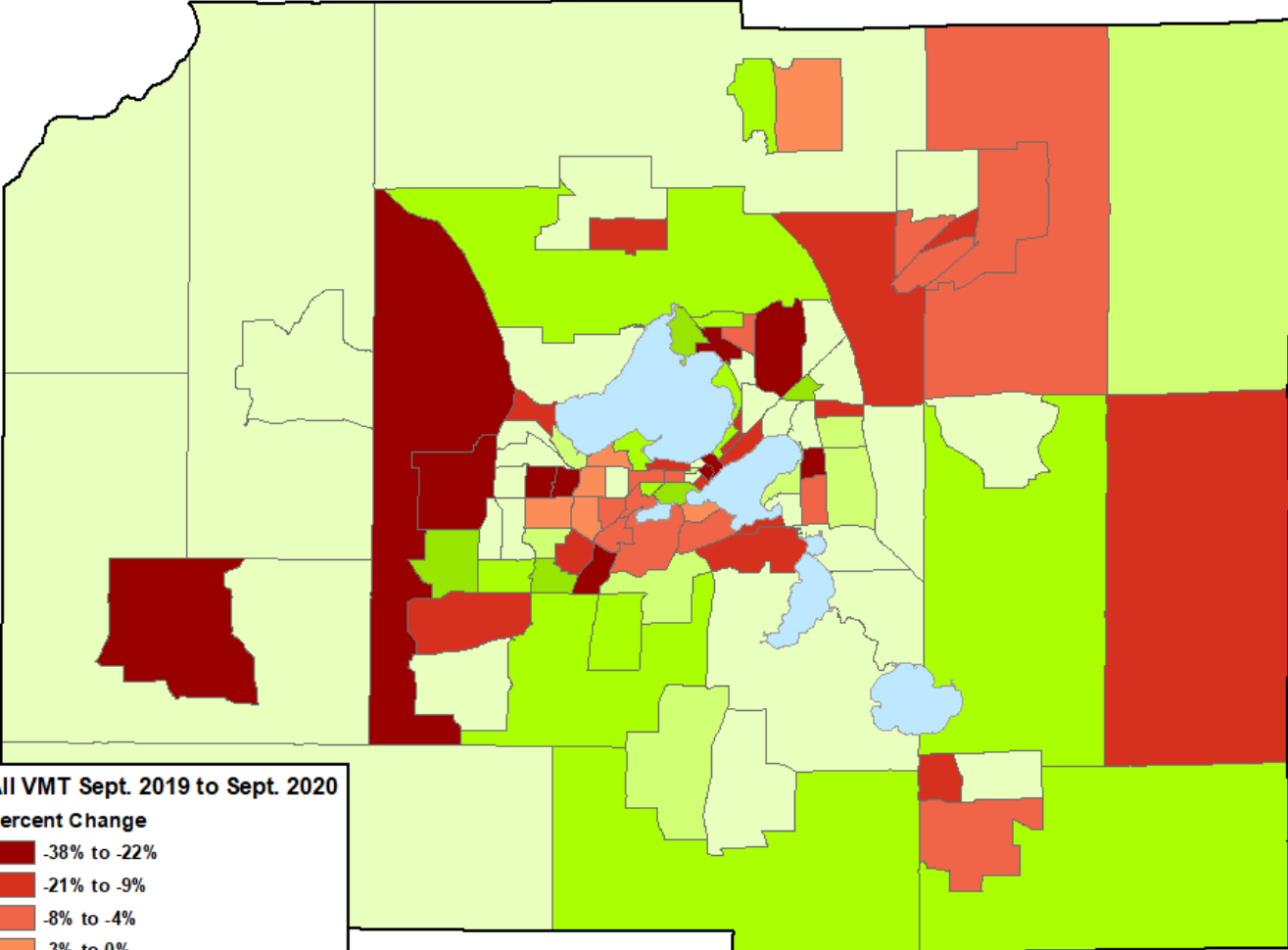
Total VMT by Census Tract

Percent Change from April '19 to April '20.



Total VMT

Percent Change from Sept. '19 to Sept. '20.



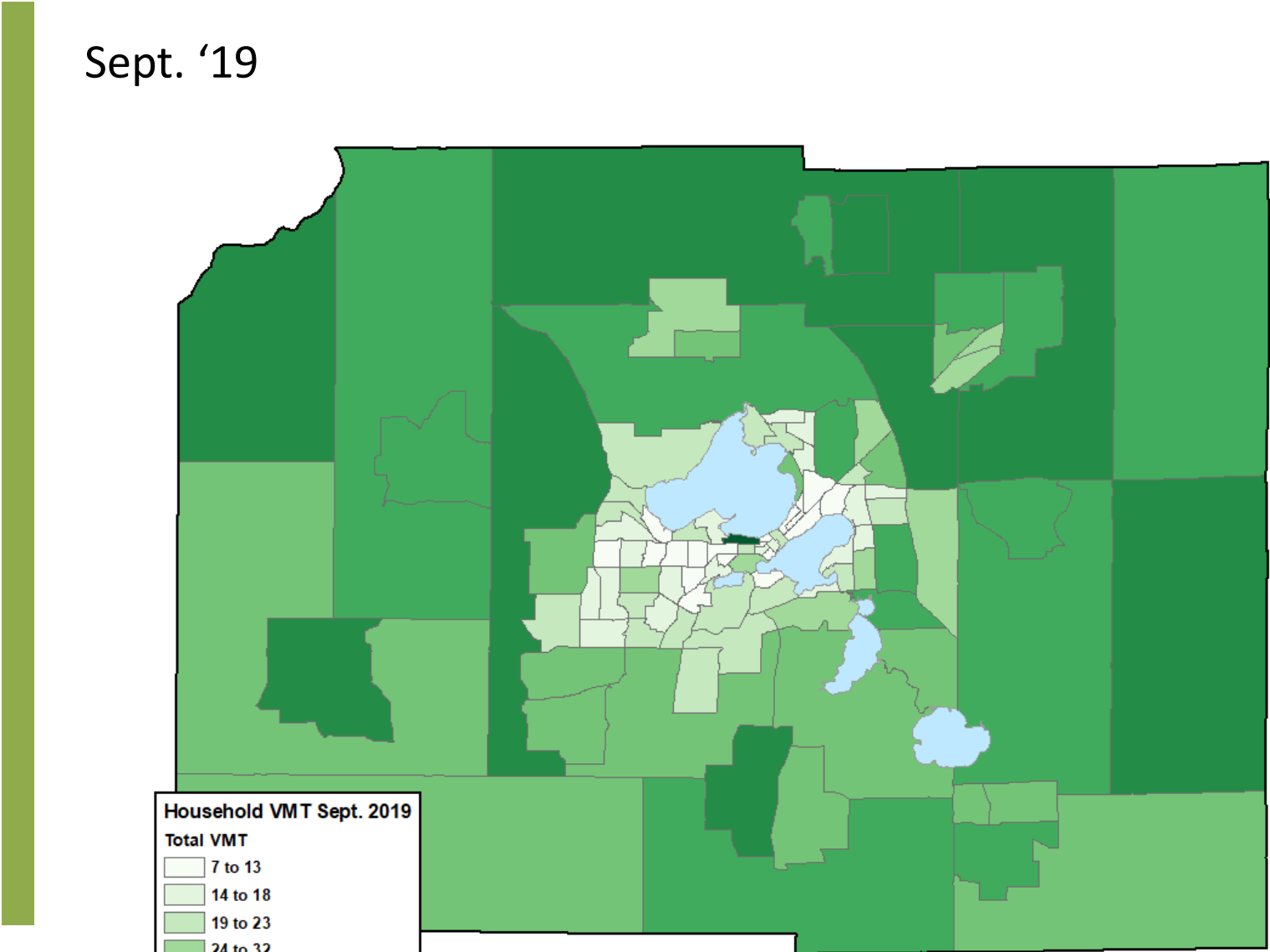
All VMT Sept. 2019 to Sept. 2020

Percent Change

Dark Red	-38% to -22%
Red	-21% to -9%
Light Red	-8% to -4%
Orange	-3% to 0%
Light Green	1% to 11%
Yellow-Green	12% to 18%
Green	19% to 36%
Dark Green	37% to 65%

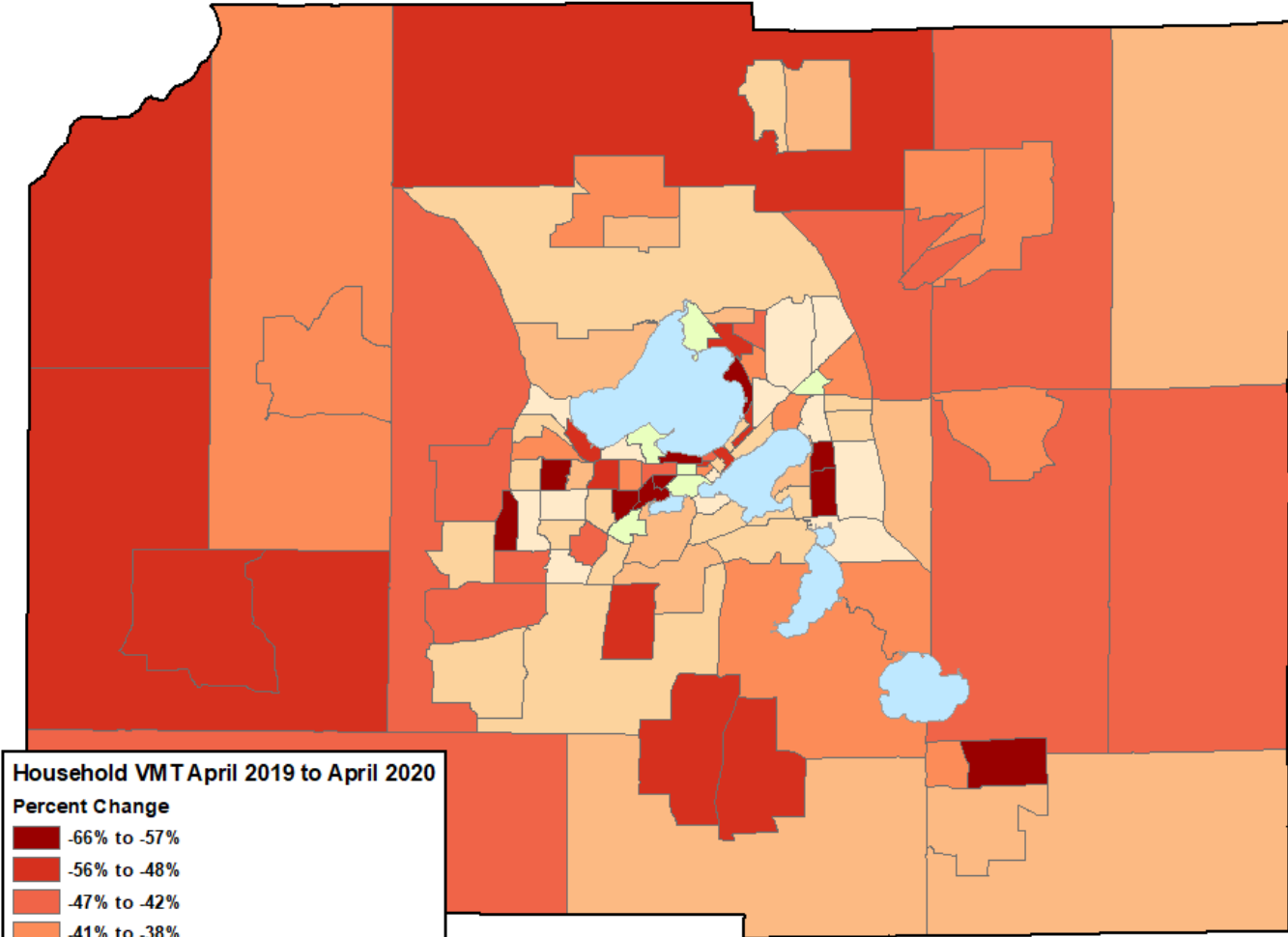
Daily Avg. Household VMT

Sept. '19



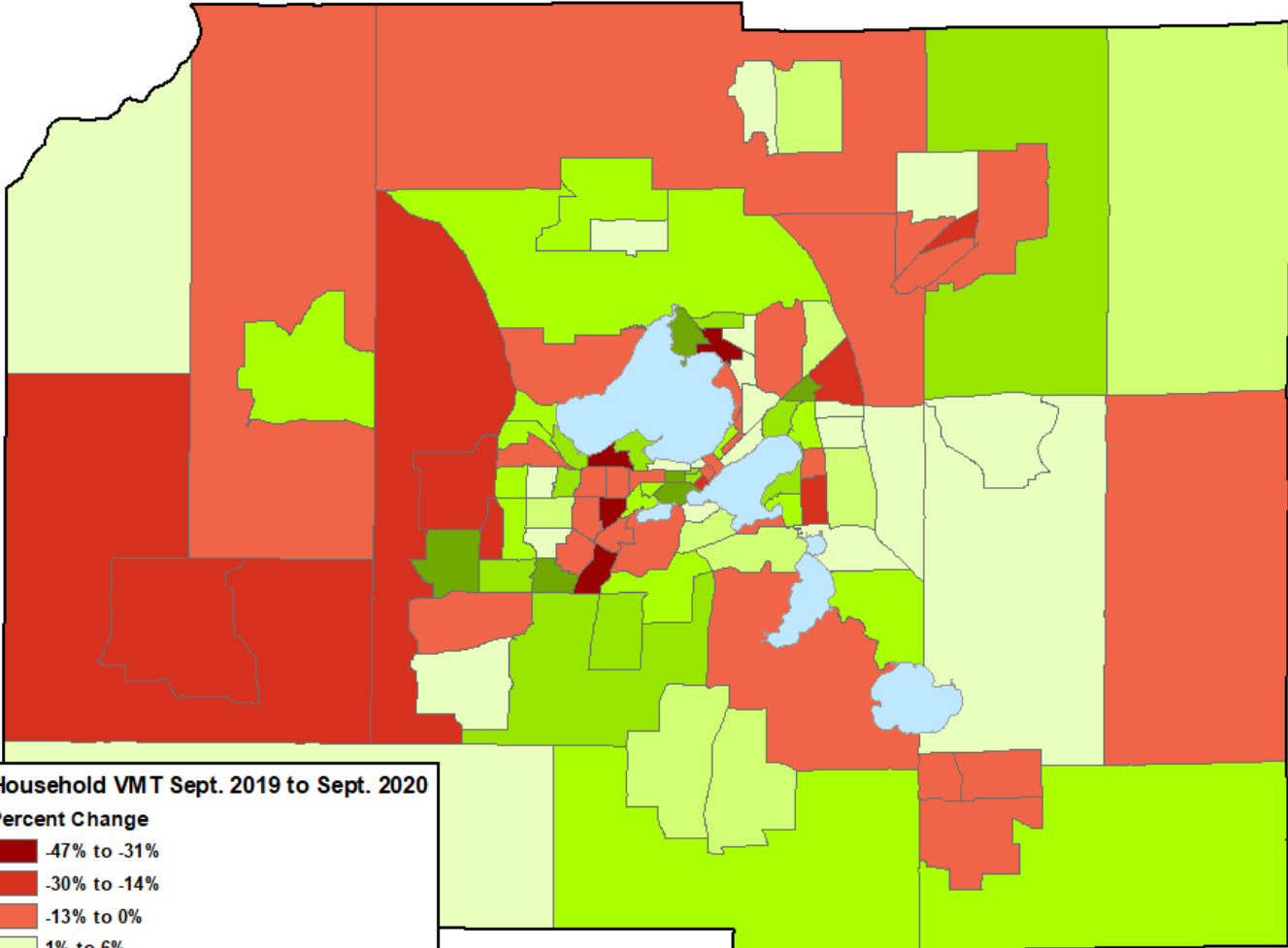
Household VMT

Percent Change from April '19 to April '20.



Household VMT

Percent Change from Sept. '19 to Sept. '20.



Household VMT Sept. 2019 to Sept. 2020

Percent Change

Dark Red	-47% to -31%
Red	-30% to -14%
Light Red	-13% to 0%
Light Green	1% to 6%
Yellow-Green	7% to 13%
Green	14% to 26%
Dark Green	27% to 48%
Very Dark Green	49% to 89%

MPO Agenda Cover Sheet
December 2, 2020

Item No. 8

<p>Re:</p> <p>Review and Discussion of MPO Rebrand Marketing</p>
<p>Staff Comments on Item:</p> <p>As part of the MPO rebrand project, the MPO’s consultant Distillery, prepared a marketing rollout plan with suggested methods or tactics to implement the rebrand strategies to:</p> <ol style="list-style-type: none">1. Leverage the rebrand to increase awareness of the MPO2. Further establish the credibility of the MPO as a useful resource for local officials and staff3. Further establish the credibility of the MPO as a useful resource for community stakeholders4. Build relationships with media outlets <p>With CARPC also undergoing a rebrand and the desire to position the agencies as “sister or partner” organizations, it was agreed it made sense to work on marketing together. An ad hoc “brand ambassador” group was created with board/commission and staff members. The group met on November 23 to review, discuss, and prioritize the marketing methods. Staff will provide a summary of the takeaways from the meeting at the board meeting and get any additional feedback from the rest of the board.</p>
<p>Materials Presented on Item:</p> <ol style="list-style-type: none">1. MPO Rebrand Marketing Plan prepared by Distillery
<p>Staff Recommendation/Rationale:</p> <p>For information and discussion purposes only.</p>

Distillery

PHASE 3

**MARKETING
ROLLOUT
GREATER
MADISON MPO**

October 2020

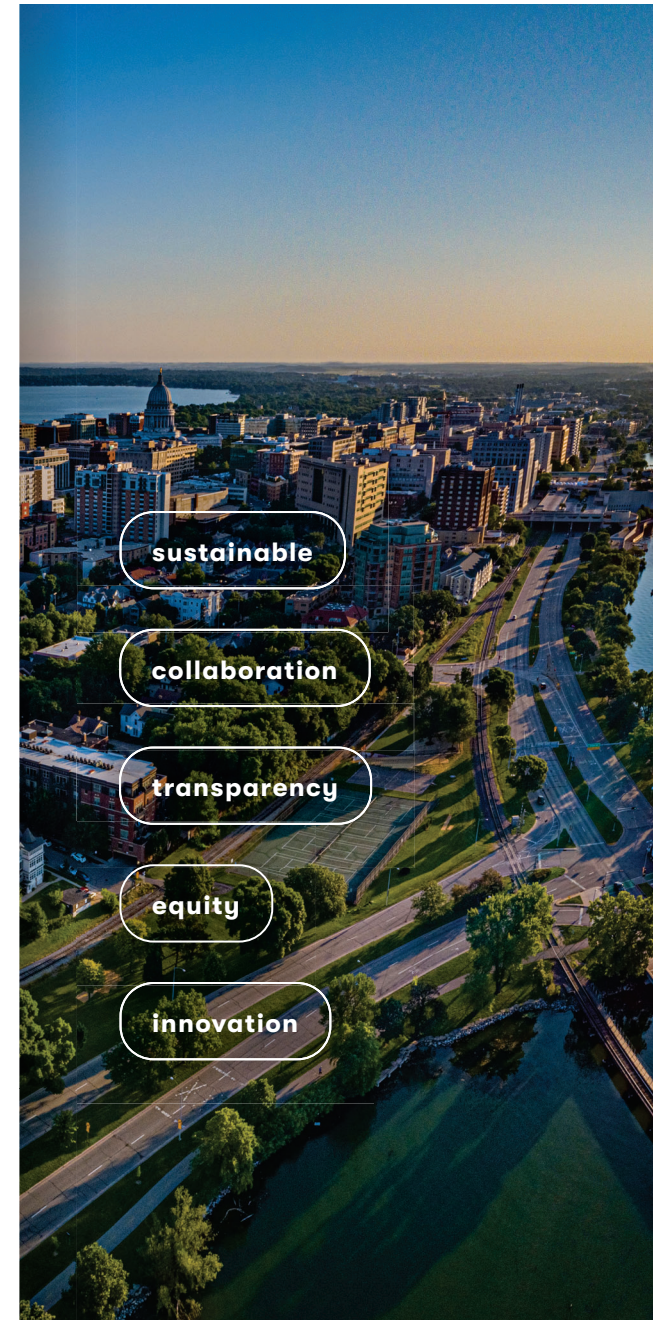
MPO POSITIONING

MISSION

Lead the collaborative planning and funding of a sustainable, equitable transportation system for the greater Madison region.

VISION

A sustainable, equitable regional transportation system that **connects people, places, and opportunities** to achieve an exceptional quality of life for all.



NEW IDENTITY

This mark is a bird's eye view of the Dane County region that doubles as a representation of the mapping and planning that the MPO provides for the region.

This option is designed to evoke connectivity, regional solution planning, and position both organizations as a forward-thinking resource.



GREATER MADISON
m p o



COMMUNICATION

KEY MESSAGES

The **Greater Madison MPO** is the leading resource for transportation planning in the greater Madison region.

The **Greater Madison MPO** is an up-to-date source of data and forecasts for regional growth and transportation.

The **Greater Madison MPO** strives to bring a sustainable, equitable transportation system to the region.

Exceptional quality of life depends on collaborative planning efforts among the **Greater Madison MPO**, Capital Area RPC, WisDOT, and regional communities.

VOICE

informative

reliable

professional

authoritative

accessible

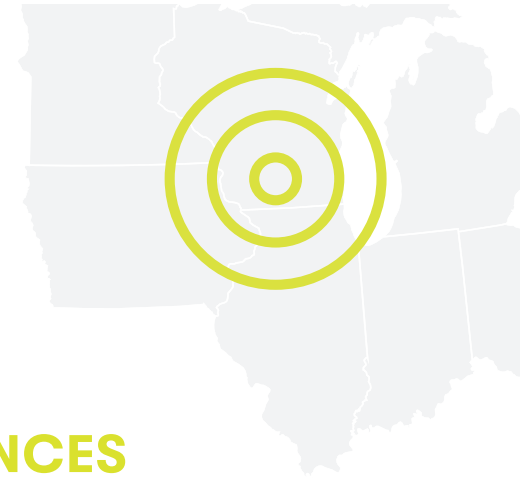
POSITIONING

GOALS

1. Increase awareness within the region among a wide range of audiences
2. Position as a reliable resource for the region
3. Strengthen and leverage CARPC partnership to reach a wider audience and establish collaborative planning measures

AUDIENCES

- » Elected officials
- » Regional agency staff
- » Community advocacy groups
- » Service providers
- » Prominent businesses
- » TDM organizations
- » Media outlets
- » General public





MARKETING STRATEGIES & TACTICS

STRATEGY 1

Announce new name and logo.
Leverage new branding to increase awareness of organization in the region.

TACTICS

- 1A. Unveil new name and logo to MPO board, Citizen Advisory Committee, and Technical Coordination Committee.
- 1B. Establish MPO board members, committee members, and staff as ambassadors of regional connection and success. Provide members with tools to champion the MPO and its efforts in their own circles.
- 1C. Announce new name and visual identity online with robust social media campaign.
- 1D. Announce new name and visual identity via e-newsletter sent to newsletter members as well as those that participated in the MPO survey and focus groups.
- 1E. Create press release announcing the name and identity change and distribute to regional media outlets.

STRATEGY 2

Establish credibility of the Greater Madison MPO as a useful resource for municipalities and elected officials.

TACTICS

- 2A. Offer member governments planning services and resources utilizing studies, regional plans, maps, and best practices.
- 2B. Regular presentations at town hall meetings and community gatherings. Designate a representative from either MPO or CARPC for each meeting that represents and can speak for both organizations.
- 2C. Annual presentation and forum with member governments to foster collaborative relationships and decrease relationships and decrease loss of recognition due to turnover. Potential opportunity to invite member communities to share transportation best practices and information.

STRATEGY 3

Establish credibility of the Greater Madison MPO as a useful resource for community stakeholders.

TACTICS

- 3A. Hold and sponsor events in partnership with development stakeholders including regular meetings, information sharing, and collaborative planning. Feedback from Economic Development focus group stressed strong desire for regular collaboration efforts.
- 3B. Bolster relations with key staff at community partner organizations. Offer resources for information on infrastructure and planning and seek their involvement and feedback on long-term plans.
- 3C. Hold and sponsor events with community organizations related to sustainability and development.
- 3D. Robust social media campaign including paid media encouraging public involvement in regional vision and development.

STRATEGY 4

Build and strengthen relationships with regional media outlets, positioning the MPO as a go-to source for regional planning and transportation information.

TACTICS

- 4A. Develop a media relations speaker for the organization. Reach out to media outlets to establish connection with speaker and offer the MPO, and speaker, as a reliable, expert resource.
- 4B. Ongoing creation and distribution of press releases.
- 4C. Offer expertise in the forms of Op-Eds, guest speaker spots, and roundtables.

MARKETING CHANNELS

CURRENT

- » Website
- » Social media
- » E-newsletter
- » Published reports and plans
- » Board and committee members (their audience and distribution)
- » CARPC
- » Elected officials in regional municipalities
- » Economic development organizations

POTENTIAL

- » Public relations with media contacts
- » Community organizations not currently in network

MARKETING TOOLS

- » Website
- » Social media content creation
- » E-newsletter
- » Presentations
- » Reports and plans
- » Introductory handouts (print and digital) that outline what the MPO is, its function, and resources.
- » Brochures, pamphlets, flyers, and other collateral
- » Press releases and supportive imagery
- » Op-Eds
- » Speaking opportunities
- » Paid media





TIMELINE

PHASE I **ANNOUNCEMENT**

Tactics: 1A-1E

PHASE II **FOUNDATION**

Tactics: 2A, 3A-3B, 4A

PHASE III **ONGOING MARKETING**

Tactics: 2B-2C, 3C-3D, 4B-4C



**THANK
YOU**

MPO Agenda Cover Sheet

December 2, 2020

Item No. 9

Re:

Discussion Regarding Local Match Funding for MPO's Budget

Staff Comments on Item:

During discussion of the MPO's 2021 budget, the board asked staff to bring back to the board information on what each communities' share of the local match funding would be if all contributed to the MPO's budget proportionate to population. As background on this issue, the original 1999 agreement redesignating the MPO (when the MPO function was separated from the RPC) and subsequent 2007 agreement – which modified the structure of the policy board, but maintained the same structure for funding and staffing of the MPO – call for the city of Madison to be ultimately responsible for the local share funding of the MPO's budget, but the agreement states that “other local units of government are strongly encouraged to make proportionate contributions [based on their population] to cover a share of the local costs in support of the MPO.”

A letter was sent out to all municipalities seeking contributions for the MPO budget when the original redesignation occurred and then at least two times following the 2007 redesignation, which brought a number of new municipalities into the MPO planning area. The most recent letter seeking contributions to the MPO budget was sent out in 2012 for the 2013 budget. The letters did not result in any additional contributions.

The following municipalities currently contribute to the MPO budget with the amount in parantheses. All but the city of Sun Prairie have been contributing for many years. The city of Middleton contributed for 2 or 3 years, but stopped a couple years ago. For the municipalities that have contributed, MPO staff has kept the amount invoiced the same for most years despite small annual increases in the budget.

Municipalities contributing to MPO Budget

City of Fitchburg (\$8,156)

City of Monona (\$2,545)

Village of McFarland (\$2,544)

City of Sun Prairie (\$2,000; to increase to \$3,000 in 2021)

Dane County also contributes \$5,000 towards the MPO budget. This is paid per agreement with the MPO for general specialized transportation planning/coordination services the MPO has historically provided. However, the MPO now uses these funds as matching local funds to its federal funds for this work.

The attached table shows what each municipalities' share of the 2021 MPO budget would be if they contributed proportionate to population (based on 1/2020 estimate). It assumes continued funding by the county of \$5,000/year. Staff invites discussion by the board on how they would like to handle this issue moving forward.

Materials Presented on Item:

1. Table showing proportionate share of local funding by municipality for MPO 2021 budget

Staff Recommendation/Rationale:

For information and discussion purposes only.

Est. 2020 Population¹ of Municipalities in the Madison Area MPO Planning Area

Municipality	2020 Population Within MPO Planning Area	% of 2020 Population Within MPO Planning Area	2021 Budget Estimated Local Participation
C. Madison	257,197	53.0%	\$88,557
C. Fitchburg	30,391	6.3%	\$10,464
C. Middleton	21,050	4.3%	\$7,248
C. Monona	7,920	1.6%	\$2,727
C. Stoughton	12,954	2.7%	\$4,460
C. Sun Prairie	35,895	7.4%	\$12,359
C. Verona	12,737	2.6%	\$4,386
Small Cities Total	120,947	24.9%	41,644
V. Cottage Grove	6,716	1.4%	\$2,312
V. Cross Plains	4,010	0.8%	\$1,381
V. DeForest	10,624	2.2%	\$3,658
V. Maple Bluff	1,285	0.3%	\$442
V. McFarland	8,952	1.8%	\$3,082
V. Oregon	10,270	2.1%	\$3,536
V. Shorewood Hills	2,363	0.5%	\$814
V. Waunakee	12,097	2.5%	\$4,165
V. Windsor (part) (76.5%)	6,304	1.3%	\$2,171
Villages Total	62,621	12.9%	\$21,561
T. Berry (part) (24.9%)	290	0.1%	\$100
T. Blooming Grove	1,616	0.3%	\$556
T. Bristol (part) (72.4%)	3,147	0.6%	\$1,084
T. Burke	3,303	0.7%	\$1,137
T. Cottage Grove (part) (81.9%)	3,185	0.7%	\$1,097
T. Cross Plains (part) (30.9%)	1,239	0.3%	\$427
T. Dunkirk (part) (65.1%)	1,243	0.3%	\$428
T. Dunn (part) (89.8%)	4,357	0.9%	\$1,500
T. Madison	6,228	1.3%	\$2,144
T. Middleton	6,614	1.4%	\$2,277
T. Oregon (part) (45.2%)	1,464	0.3%	\$504
T. Pleasant Springs (part) (65.1%)	2,085	0.4%	\$718
T. Rutland (part) (36.2%)	728	0.1%	\$251
T. Springfield (part) (50.5%)	1,482	0.3%	\$510
T. Sun Prairie (part) (66.9%)	1,594	0.3%	\$549
T. Verona (part) (80.8%)	1,334	0.3%	\$459
T. Vienna (part) (67.7%)	1,042	0.2%	\$359
T. Westport	4,038	0.8%	\$1,390
Towns Total	44,699	9.2%	15,390
Total for MPO Planning Area	485,464		\$167,152

¹ January 1, 2020 Estimate by WisDOA, Demographic Services Center