

**Madison Area Transportation Planning Board (an MPO)**  
**August 5, 2020 Meeting Minutes**  
Virtual Meeting hosted via Zoom

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Chair Opitz called the meeting to order at 6:32 PM.

**1. Roll Call**

**Members present:** Margaret Bergamini, Paul Esser, Patrick Heck, Grant Foster, Dorothy Krause, Jerry Mandli, Ed Minihan (joined during item #8), Mark Opitz, Doug Wood, Steve Flottmeyer

**Members absent:** Mike Tierney, Samba Baldeh, Tom Lynch

**MPO staff present:** Bill Schaefer, Ben Lyman

**Others present in an official capacity:** Diane Paoni, WisDOT; Yogesh Chawla, pending MATPB Board Member

**2. Approval of July 1, 2020 Meeting Minutes**

Esser moved, Krause seconded, to approve July 1, 2020 meeting minutes. Motion carried.

**3. Communications**

- MPO staff comment on sewer service area amendment request by the City of Fitchburg for planned residential development in the McGaw Park Neighborhood emailed to board members. Schaefer noted that staff commented on three items that would require attention as development occurs. One was to continue to plan for transit service to the area, another dealt with pedestrian and bike access to a planned school site, and the third asked about a street extension. He stated that the amendment was consistent with RTP 2050 goals and policies.
- Letter from WisDOT approving Amendment #6 to the 2020-2025 TIP.

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

None

**5. Public Hearing on Amendment to the Regional Transportation Plan 2050 to Add the East-West Bus Rapid Transit (BRT) Project to the Fiscally Constrained Plan**

Opitz opened the hearing. Schaefer referenced the materials in the packet, but said staff did not have a presentation. There were no registrants to speak. Opitz closed the hearing.

**6. Resolution TPB No. 175 Approving Amendment #2 to the Regional Transportation Plan 2050 to Add the East-West BRT Project to the Fiscally Constrained Plan**

Schaefer noted that the amendment adds the satellite bus facility as well as the East-West BRT project to the fiscally constrained plan. He said the City of Madison is still refining the BRT project costs and funding sources, but the amendment is consistent with the project budget in the Draft TIP to be considered for release for comment later in the meeting. The City is working to get the local match for federal funding up to 50% of project costs; federal rules allow purchase of vehicles and other investments to be considered part of the local match even if other federal funding is used, and the city is trying to maximize this to improve chances of the project being funded. Schaefer stated that a letter from FTA authorizing the city to enter the Project Development process was included in the packet.

Krause pointed out a typo in the 3<sup>rd</sup>-to-last Whereas clause in the Resolution where no unit was provided with a number; Schaefer confirmed that it was a typo and that it should be millions (of \$).

Bergamini asked if the MPO would need to amend the plan again if the City of Madison budget for the BRT project is revised. Schaefer stated that the figure in the resolution includes all revisions that have been made to date, and for the purposes of the fiscally constrained plan these amounts are close enough. However, the TIP would need to be amended in the future to reflect any project budget changes and federal funding awarded. The final TIP, to be approved in October, will include the costs and funding in the City's Executive budget.

Krause moved, Foster seconded, to approve Resolution TPB No. 175 Approving Amendment #2 to the Regional Transportation Plan 2050 to add the East-West BRT Project to the fiscally constrained plan with the typo correction noted. Motion carried.

**7. Approval of Letter of Support for East-West BRT Project**

Schaefer explained that the City of Madison is submitting a request for BRT project evaluation and rating to the FTA, and letters of support from local agencies are required to be provided as part of that request submittal. Although the MPO's RTP recommends the project and it has now been added to the fiscally constrained plan, the City of Madison is requesting that the MPO also submit a letter of support for the project.

Foster moved, Esser seconded, to approve the letter of support for the East-West BRT Project. Motion carried.

**8. Resolution TPB No. 176 Approving Amendment #7 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County**

- **USH 14 (North to South C. Fitchburg Limits), Mill & Overlay (Const. in '2025-'27)**

The amendment would add a resurfacing project on USH 14 through Fitchburg. The amendment was requested to allow design to start later this year. Construction wouldn't be until 2025 at the earliest.

Krause noted potential timing conflicts between bridge work and the mill & overlay project and hoped that the bridge work would be completed before the mill & overlay project began.

Krause moved, Wood seconded, to approve Resolution TPB No. 176 approving Amendment #7 to the 2020-2024 Transportation Improvement Program. Motion carried.

**9. Approval to Release Draft 2021-2025 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County for Public Review and Comment**

Schaefer explained that MATPB is in the process of the annual update of the TIP, which involves soliciting project listings from WisDOT, the county, and local communities, and compiling those listings into a comprehensive listing. A meeting was held with WisDOT, Dane County, and City of Madison staff to go over project submittals and work out issues related to joint and/or federally funded projects. Staff reviews projects to ensure that they are consistent with the RTP. There are no new STBG-Urban projects this year, as funding is awarded bi-annually for that program. The cost and schedule for those projects that were approved by MATPB last year have been updated in the Priority Projects Table included in the packet. The University Avenue project has been moved back from 2021 to 2022. The CTH M and Pleasant View Road projects are scheduled for construction in 2023, with Pleasant View scheduled for the first half of the year and CTH M for the second half of the year, as it cannot start until State Fiscal Year 2024, which begins in July 2023. The Exchange Street project in McFarland is scheduled for 2024 (State Fiscal Year 2025). Estimated costs for all projects increased, so the percent of federal funding has dropped to well below 60% for all projects.

The MPO funded Transportation Alternatives Program projects were selected earlier in 2020 and are included in the Draft TIP. He said MPO staff have been informed that one or more other Madison area TAP projects were likely to be selected for funding with state-wide TAP funding allocation; the announcement is likely to be made later in August. Foster requested that the statewide TAP funding announcement be forwarded to the board when it is received. Schaefer said maps of all major projects were included in the packet, but staff

intends to review those at the next meeting when a hearing on the TIP will be held. Board action on the 2021-2025 TIP is scheduled for the October meeting.

Foster moved, Krause seconded, to approve the release of the Draft 2021-2025 Transportation Improvement Program (TIP) for public review and comment. Motion carried.

## **10. Presentation on Streetlight Data and Uses of It to Support MPO Planning Activities**

Staff provided a Powerpoint presentation. Schaefer provided background information on the StreetLight Data subscription that MATPB is using for updating the travel demand model, as well as for other MPO planning efforts and support for WisDOT and local community projects and planning efforts. Schaefer presented on the evaluation of the accuracy of StreetLight daily traffic volume estimates; use for travel demand model calibration and validation; vehicle miles traveled (VMT) analysis; and roadway segment analysis, including speeds and congestion. He then turned the presentation over to Lyman who discussed the environmental justice priority area and bicycle origin-destination analyses.

Heck asked for clarification about the “binning” of the data by hour. Schaefer confirmed that data was available by hour, allowing the review of data for any particular day, set of days, or times. Heck asked about the meaning of “calibration”. Schaefer said that referred to using travel data to develop the travel model so as to replicate as best possible actual travel patterns. Ideally, separate data is then used to “validate” the model to determine how well it does match existing travel patterns (O/Ds, volumes, speeds, etc.). Krause asked if StreetLight is capable of forecasting traffic; Schaefer responded that is what the travel model would be used for. StreetLight provides data on past travel, but doesn’t forecast future demand. Bergamini asked about the accuracy of the data based on the market saturation of smart phones/devices into different demographic populations. Schaefer stated that this is an issue which has been discussed with StreetLight staff in the past, but that he will follow up and find out how/if any adjustments have been made to the data to address varying saturation rates. Bergamini cautioned that it will be important for MATPB staff to understand any factoring or correcting that StreetLight does to address differing levels of smart device use in different demographic groups; otherwise our own corrections/factoring could cause the data to be over-adjusted.

Foster asked about using StreetLight O-D data to help evaluate the success of Travel Demand Management programs after project development. Schaefer and Lyman discussed the limitations on the size of zones used in StreetLight analyses, but affirmed that the data could be used, with caveats, to analyze mode splits for larger developments. Foster brought up the potential to use StreetLight analyses to investigate the potential impacts of road closures such as Vilas Park Drive. Lyman responded that MPO and City of Madison staff had worked together to analyze the impacts of closing Vilas Park Drive to motor vehicle traffic. Foster asked about follow-up review of the impacts of Vilas Park Drive’s closure. Lyman said that had not been done, but could be. Lyman and Schaefer stated that StreetLight’s data is not released in real time but is delayed by two months and that it would be useful to review the impacts. Krause asked about the availability of StreetLight for planners in other communities. Schaefer stated that other city of Madison staff have access to the platform since the city is the contracting entity. For other communities, MPO staff could run the analyses and provide the data to the requesting community. Foster commented that he thought the data was very valuable and that the MPO was the appropriate entity to subscribe to Streetlight and make the data available to local staff.

## **11. Discussion on MPO Targets for the Federal Safety Performance Measures**

Schaefer discussed the federal Performance Management framework, the goals and performance measures established to meet goals, and the data required to measure progress towards meeting goals. He listed and described the five safety-related performance measures required under this framework: Motor Vehicle Crash Fatalities and Crash Fatality Rate; Motor Vehicle Crash Serious Injuries Serious Injury Rate; and, Non-Motorized Vehicle Crash Fatalities and Serious Injuries. Starting in 2017 WisDOT conducted a historical trend analysis of crashes and established targets representing a state-wide reduction of 2% for motor vehicle fatalities and 5% for motor vehicle serious injuries and non-motorized fatalities and serious injuries. He explained that the reason for the 2% reduction target for fatalities is due to the relatively random nature of

factors affecting fatalities, such as the use of seatbelts or the presence of protective equipment in the vehicle. The number of fatalities is also much smaller than that for injuries, so annual changes in this number can be wide-ranging.

Schaefer explained that MPOs may adopt their own safety targets or choose to support the state targets; so far, MATPB has chosen to support the state targets. However, in 2019 language was added to the MATPB resolution adopting the safety targets encouraging communities to adopt more aspirational goals and supporting programs such as Vision Zero. At the time, there was interest from some board members to adopt our own local targets that better align with local safety initiatives. Adoption of the 2021 safety targets will be on the October board agenda; staff is asking for feedback on whether or not to adopt our own local targets. This would require the development of VMT data for the MPO planning area (WisDOT provides county-level VMT estimates, which the MPO uses currently). Estimating planning area VMT could be accomplished with StreetLight data, but this might not be possible in the future. The MPO would also have to do an analysis and submit a report on the local safety targets to FHWA. Currently, we include county level data in our annual Performance Measures report, but we don't submit a report to FHWA.

The main reason that the MPO has continued to support state goals is that, with the purpose of measuring progress towards achieving the goals, the intent is to affect funding and project programming. Since the MPO does not directly control much funding and doesn't select safety program projects, the MPO has little control over the safety impacts of proposed projects. Accordingly, the best the MPO can do is track trends and communicate progress or lack thereof to funding/implementing agencies. Staff recommends that the MPO continue to support the state targets, but are open to developing local targets if the board desires to move in that direction. Schaefer noted the 2019 safety-related performance measures show the county is currently trending in the wrong direction – that is, all metrics show an increase rather than decrease.

Foster expressed concern about the safety measures trending in the wrong direction, and wondered if setting higher targets would help encourage more attention to improving transportation safety, such as other communities following Madison's lead in adopting Vision Zero policies. He stated that the targets themselves were not as much of a concern for him, since without a plan for making progress towards the targets they are relatively meaningless. He wanted to focus on things the MPO could do to elevate safety as a priority. He suggested the MPO elevate the weight given to safety as a criterion in the selection of STBG Urban projects. Opitz agreed. Schaefer concurred that the particular targets are less important than making progress towards them. He said WisDOT has set more realistic goals because if they don't meet or make progress towards those goals they will be required to increase the amount they are spending on safety projects, though perhaps that would be a good thing. Schaefer discussed the criteria used by WisDOT for safety project funding selection, which are very stringent and are not met by most safety projects. In the interim, the MPO can and does provide analysis and data related to safety to funding agencies, such as the intersection crash analysis, for communities to use in prioritizing projects. Foster suggested that board members should start to spread the word about the crash analysis and to encourage communities to address priority intersections.

## **12. Status Report on Capital Area RPC Activities**

Schaefer said work is ongoing in relation to the Land Use Plan Update and the growth forecasts, which the MPO uses as inputs to the regional travel model.

## **13. Announcements and Schedule of Future Meetings**

The next meeting will be on September 2, 2020.

## **14. Adjournment**

Foster moved, Wood seconded, to adjourn the meeting. Motion carried. The meeting was adjourned at 8:19 p.m.