

MEETING ANNOUNCEMENT
Madison Area Transportation Planning Board
A Metropolitan Planning Organization (MPO)

July 1, 2020

Virtual Meeting via Zoom

6:30 p.m.

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

1. **Written Comments:** You can send comments on agenda items to mmpo@cityofmadison.com.
2. **Public Registration:** You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>. If you wish to speak at the virtual meeting on an agenda item, you must register. When you register, you will be sent an email with the information you will need to join the virtual meeting.
3. **Listen to the Meeting:** You can call-in to the **Madison Area Transportation Planning Board** meeting:
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Meeting ID: 966 2828 3100

If you need an interpreter, materials in alternate formats, or other accommodations to access this meeting, contact the Madison Planning, Community & Econ. Development 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 thiab 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 May 6, 2020 Meeting Minutes
3. Approval of June 3, 2020 Joint MPO-CARPC Meeting Minutes
4. Communications
5. Public Comment (for items *not* on MPO Agenda)
6. Presentation on City of Madison's Vision Zero Initiative
(Yang Tao, Traffic Engineer, City of Madison)
7. Resolution TPB No. 174 Approving Amendment #6 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

- STH 19 (USH 151 Interchange), Install Monotube Traffic Signals w/ Left Turn Lane Extensions (HSIP Project, Const. in 2023)
 - CTH MM (McCoy Road Intersection), Construct Safety Improvements, Including Monotube Traffic Signals, Pedestrian Countdown Signals, and Lights (HSIP Project, Const. in 2021)
8. Approval to Release for Public Review and Comment Proposed Amendment to the Regional Transportation Plan 2050 to Add the Initial Bus Rapid Transit Project to the Fiscally Constrained Plan
 9. Presentation on 2019 Annual Traffic Safety Report for Dane County
 10. Approval of MPO and TDM Program Logos/Visual Elements and Mission and Vision Statements and Discussion on Rebranding Roll Out
 11. Discussion Regarding MATPB Response to Racial Injustice and Continued Racial Inequities Generated in Part by Past Land Use/Transportation Planning and Decision Making
 12. Status Report on Capital Area RPC Activities
 13. Announcements and Schedule of Future Meetings
 14. Adjournment

Next MPO Board Meeting:

Wednesday, August 5, 2020 at 6:30 p.m.
Virtual Meeting

**Madison Area Transportation Planning Board (an MPO)
May 6, 2020 Meeting Minutes**

Virtual Meeting hosted via Zoom

Chair Opitz called the meeting to order at 6:34 PM. Staff from the City of Madison IT provided a brief overview of how the virtual meeting would operate.

1. Roll Call

Members present: Margaret Bergamini, Paul Esser, Grant Foster, Patrick Heck, Tom Lynch, Jerry Mandli, Ed Minihan, Mark Opitz, Bruce Stravinski, Mike Tierney, Doug Wood

Members absent: Sambah Baldeh

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

Others present in an official capacity:

John Vesperman, WisDOT SW Region; Diane Paoni, WisDOT; Chris Petykowski, City of Madison, Joe Schraven, City of Madison IT

2. Approval of March 4, 2020 Meeting Minutes

Moved by Tierney, seconded by Wood, to approve March 4, 2020 meeting minutes. Motion carried.

3. Communications

- Approval of 2020-2025 STBG Urban projects funding from WisDOT
- Copy of MPO letter of support sent regarding the City of Madison's Bus and Bus Facility Program grant application to FTA
- Letter to Village of Cross Plains re: Sewer Service Extension Application and response by village, which was emailed out

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

None

5. Public Hearing on Amendment to the 2020-2024 Transportation Improvement Program (TIP) for the Madison Metropolitan Area & Dane County to Add USH 12/18 (New CTH AB Interchange) Project

Chair Opitz opened the public hearing at 6:42 pm. Schaefer provided an overview presentation, including project history, traffic and operations at the Millpond Road and County AB intersections with USH 12/18, and the City of Madison's Yahara Hills Neighborhood Development Plan. He also pointed out since the March board meeting two new solar arrays have been discussed, one in the middle of Madison's Yahara Hills Plan area, plus an update on the future of the Dane County Landfill, which may affect the timing and type of future land use in the area.

Chair Opitz invited public comment. The following persons registered or spoke in support of the amendment, citing the need for the safety improvements, the importance of the project from an equity standpoint, and the importance to economic development in that area.

- Madison Ald. Lindsay Lemmer spoke in support of the amendment.
- Daniel Brown from Ho-Chunk Gaming spoke in support of the amendment.
- Madison Ald. Arvina Martin spoke in support of the amendment.
- Chris Hampton, representing the Town of Cottage Grove, registered in support of the amendment but did not wish to speak.

- Sarah Lemieux, representing Ho-Chunk Nation, registered in support of the amendment but did not wish to speak.
- Lawrence Walker Jr., representing Ho-Chunk Nation, registered in support of the amendment but did not wish to speak.

Opitz closed the public hearing at 7:06 pm.

6. Resolution TPB No. 172 Approving Amendment #5 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

Schaefer explained that in addition to the new CTH AB interchange project, the TIP amendment also included the reallocation of funding between some STBG-Urban projects, and the addition of two new resurfacing projects on STH 19.

Tierney noted that he had driven by the USH 12/18 and CTH AB intersection earlier in the day, and noticed vehicle debris from an earlier crash, which he has witnessed many times that he has been through that area. He affirmed that approving the interchange was important in the interest of public safety and for economic development in that area. He also noted that from speaking to residents from the established neighborhoods in that area, they prioritized a crossing of the interstate south of the Beltline interchange over a Meier Road extension and bridge over USH 12/18.

Foster stated that he hadn't heard about potential changes to the Yahara Hills Neighborhood Development Plan based upon plans for a potential landfill expansion and windfarm prior to the meeting, and asked for more information. Schaefer reviewed the project maps and provided more background information. Foster asked John Vesperman, WisDOT, about the cost and feasibility of a Meier Road Overpass. Vesperman said it would likely be in the range of \$3 million for the overpass, but later clarified that estimate did not include real estate, which could potentially double that estimate. Foster asked Lynch about the need for the south frontage road, and if the funding could be shifted from the frontage road to a Meier Road extension. Lynch and Vesperman both noted wetland and other environmental issues with the Meier Road extension. In response to question from Lynch, Brown indicated that Ho-Chunk Nation was open to partnering on the possible Meier Road extension in the future, but favored the current project design. Vesperman noted that the design for the CTH AB interchange would fit into the s. 84.295 official mapping process that was previously approved. Any changes in design would put the BUILD grant in jeopardy and push the construction timeline back.

Opitz allowed Alder Martin to speak in favor of the amendment. She noted that is not fair to try to change the design of the interchange project after the Madison City Council had just approved it.

Sarah Lemieux and Lawrence Walker Jr., Ho-Chunk Nation, registered in support of the amendment but did not wish to speak.

Tierney moved, Wood seconded, to approve Resolution TPB No. 172 amending the 2020-2024 TIP. Roll call vote was taken. Motion carried with Foster voting no.

7. Approval of Letter of Support for WisDOT BUILD Grant Application for the USH 12/18 (New CTH AB Interchange) Project

Schaefer explained that WisDOT, in partnership with the City of Madison, will be applying for a Federal BUILD grant to cover part of the cost of constructing the new interchange at CTH AB and USH 12/18. BUILD stands for Better Utilizing Investments to Leverage Development and is a discretionary grant program to fund road, rail, or transit projects that promise to achieve national objectives. It is designed to help fund projects that are difficult to fund through traditional formula USDOT programs, particularly projects involving multiple partners. Projects are evaluated based on identified performance measures and project recipients must report on the measures after project completion. Schaefer drafted a letter of support for the project application for the board's consideration.

Ald. Arvina Martin, Daniel Brown, Sarah Lemieux, and Lawrence Walker Jr., Ho-Chunk Nation, registered in support of approving the letter, but did not wish to speak.

Esser moved, Tierney seconded, to approve the letter of support for the WisDOT BUILD Grant application for the USH 12/18 Interchange project. Motion carried with Foster voting no.

8. Approval of Scoring and Proposed Funding of STBG Transportation Alternatives Set Aside Program Project Applications for the 2020-2024 Program Cycle

Lyman stated that the MPO received eight (8) project applications, including four from city of Madison, two from city of Sun Prairie, one from Village of DeForest, and a Safe Routes to School Program (SRTS) application from the Bicycle Federation of Wisconsin. We have \$1.15 million in available funding. The total amount of funding requested for all projects was \$4.3 million. One of the city of Madison's projects – the Autumn Ridge path and overpass of STH 30 – could not be considered for funding by the MPO because we don't have sufficient funding to cover 50% of the cost and the project could not be reduced in scope due to its nature.

Lyman said staff is recommending funding five of the projects, one of those – Madison's Main Street Corridor bike improvements – with partial funding. Two other funding options that would fund four projects are presented for consideration. Under all options, the three highest scoring projects are funded. These are the SRTS program, Madison's West Towne path extension, and DeForest's schools safe routes path project. Funding those projects leaves \$311,750 in federal funding left, which was not sufficient to fully fund any of the next three highest scoring projects. Staff chose to fund one of the Sun Prairie path reconstruction projects that is a key part of the network connecting low-income housing to a middle school and to a new path connecting to SP East High School. That left \$110,500, which is proposed to be used to fund the strongest parts of Madison's Main Street Corridor bike improvements project, including a rapid flashing beacon signal at the Main Street crossing of Proudfit Street. City of Madison staff said they could reduce the scope of the project to accommodate the lower amount of funding. Other options would be to not provide any funding for the Main Street project and fund others at a higher amount or not funding the Sun Prairie project and fund the Main Street project at a higher amount. MPO staff's recommendation funds five vs. four projects and serves goal of striving for some geographic equity in funding. While advisory committee meetings weren't able to be held, staff sent the project funding recommendations to both committees. The only comments received expressed support for the staff recommendation.

Foster said that he supported the staff recommendation, option #1. He asked how usage was handled in terms of project scoring. Lyman replied that it was a more qualitative assessment, reviewing surrounding existing and planned land use. Foster also asked about environmental justice (EJ) and health equity scoring, and Lyman replied that census data showing zero-car households and persons in poverty was used. Again, a somewhat qualitative assessment was made of the benefit the project would have for EJ areas. In the future, additional data may be available (e.g. through use of Streetlight O/D Data) to assist with this analysis.

Mark Roffers representing the Village of DeForest registered in support, and available to answer any questions.

Heck moved, Foster seconded, to approve staff recommendation option #1 funding for the STBG Transportation Alternatives 2020-2024 program cycle. Motion carried.

9. Resolution TPB No. 173 Approving Amendment #3 to the 2019 MATPB Unified Planning Work Program

Schaefer explained that the 2019 Work Program needed to be amended to extend the time one month (from end of May to end of June) within which to complete two of the carryover activities – the rebranding project and the Streetlight data subscription renewal – due to delays caused by the impact of COVID-19 on MPO and city of Madison activities, including necessitating canceling of the April MPO board meeting.

Esser moved, Stravinski seconded, to approve Resolution TPB No. 173 amending the 2019 Unified Planning Work Program. Motion carried.

10. Update on MPO and Rideshare Etc. Program Rebranding Project, Approval of MPO and Rideshare Etc. Program Name Changes, and Discussion, Possible Approval of Agency and Program Mission and Vision Statements

Brucaya provided a brief overview of the rebranding process thus far. She stated that following discussion at the March board meeting it seemed clear there was consensus on selecting Greater Madison MPO as the new name for the MPO and RoundTrip for the TDM program. Brucaya then reviewed the draft mission and vision statements that staff had developed with the assistance of the consultant. She stated the goal was to approve the MPO and Rideshare program names at this meeting. The mission and vision statements could be approved at a following meeting after more refinement, if needed.

Board members expressed support for the names. Lynch suggested replacing “evolving” with sustainable in the MPO mission statement. Foster also strongly agreed that “sustainable” should be included in both the mission and vision statements. Bergamini stated that she agreed that she did not like “evolving” in the mission statement, and suggested replacing transportation “vision” with “system” in the mission statement. There was support for bringing revised statements back at the next meeting. Esser expressed support for the draft statements and for voting on them. Schaefer said the suggestions were good ones and things that staff had discussed, and said staff was fine with not acting on the statements at this meeting since it was the first discussion on them.

Esser moved, Heck seconded, to approve Greater Madison MPO as the new agency name and RoundTrip as the TDM program name, and to approve the mission and vision statements. Foster moved, Opitz seconded, to amend the motion to postpone decision on the mission and vision statements. Motion to amend carried and then motion as amended carried.

11. Status Report on Capital Area RPC Activities

Minihan noted that the co-location of the two agencies was working well, and that CARPC had approved an agency rebranding initiative as well, using the same consultant.

12. Announcements and Schedule of Future Meetings

The next meeting will be a joint MPO/CARPC meeting on June 3.

13. Adjournment

Wood moved, Esser seconded, to adjourn the meeting. Motion carried. The meeting was adjourned at 8:39 p.m.

**Joint Meeting of the Madison Area Transportation Planning Board (an MPO)
and the Capital Area Regional Planning Commission (CARPC)
June 3, 2020 Meeting Minutes**

Virtual Meeting hosted via Zoom

CARPC Chair Palm called the meeting to order at 6:30 p.m. Quorum of both agencies was established.

1. Roll Call

MPO Members present: Margaret Bergamini, Paul Esser, Stephen Flottmeyer, Patrick Heck, Dorothy Krause (left during item #3), Thomas Lynch, Jerry Mandli (left during item #6), Mark Opitz, Michael Tierney, Doug Wood, Grant Foster, Ed Minihan, Samba Baldeh (arrived during item #3)

MPO Members absent: None

CARPC Members present (not including those also on the MPO Board): Maureen Crombie, Kris Hampton, Mark Geller, Peter McKeever, Heidi Murphy, Ken Opin, Chair Larry Palm, David Pfeiffer, Caryl Terrell

CARPC Members absent: Lauren Cnare, Bruce Stravinski

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

CARPC staff present: Linda Firestone, Mike Rupiper, Caitlin Shanahan, Steve Steinhoff

Others present in an official capacity: Kathryn Kuntz (Dane County Office of Energy & Climate Change); Nadia Abudi and Brad Nellis (Distillery); Diane Paoni (WisDOT)

2. Public Comment (for items *not* on the agenda)

None

3. Presentation and Discussion on MPO and CARPC Branding Identity Proposals

Nellis and Abudi presented on new logos for the MPO and CARPC. The following were discussion points:

- Whether the use of “Madison” in the new MPO logo was too Madison-centric. Distillery stated that focus groups said the use of “Madison” in the name was acceptable. Additionally, Lynch noted it is helpful to have the location in the name of the entity when researching online.
- Combined GMAP logo. This logo may not be introduced until after both entities’ new names and logos are introduced, and may be used for joint projects or initiatives such as the Regional Development Guide and Regional Transportation Plan updates.
- Foster commented that the small font size of “Greater Madison” in the MPO logo and “Capital Area” in the CARPC logo makes readability difficult in smaller sizes.
- Distillery was praised for its efforts and the final results and for the way Distillery responded to feedback.
- These concepts will be presented for final approval at the July MPO and CARPC meetings. The timeline for implementation depends on when the entities can do the rollout together. Distillery was asked to develop a rollout plan. MPO needs assistance from City of Madison IT staff, and it could be several months before City IT can provide the necessary support. Thus, the rollout may not occur until fall or late fall.

Nellis and Abudi presented on the new logo for the TDM program (now Rideshare, Etc.), which includes the new name, “RoundTrip.” The following were discussion points:

- Staff gave positive feedback about the final images, including the use of orange and the sense of fun.
- Implementation does not need to be on the same timeline as the new MPO brand, since the marketing will be different; however, the same challenges remain. Distillery's input is desirable on this.

4. Presentation and Discussion on Dane County Climate Action Plan

Kuntz provided presentation on the plan. The following were discussion points:

- In response to question from Heck, Kuntz said the county board had not yet adopted this plan, which contains many goals and objectives. Heck asked what the obligations would be for the MPO, CARPC, and other entities as they make decisions about many things that are reflected in this plan. He asked if this becomes an official document of the Dane County Board, what are the obligations of the MPO and CARPC. Is this plan to be used as a lens for decision making?
- Kuntz said the plan makes recommendations, but they were careful with the language as the county's authority in many cases is limited. Schaefer and Steinhoff confirmed that is the idea. The upcoming regional land use and transportation plan updates would be opportunities to consider how to support the goals and objectives of the plan.
- Pfeiffer commented that telecommuting could have impact on VMT reductions, but it has currently not been addressed in any great detail in the Climate Action Plan. Schaefer said remote work will likely become more important in the future. Schaefer noted that the MPO, working with several outside groups, is going to survey businesses about their post-COVID19 policies and practices to see how the MPO could help promote and support telecommuting.
- Lynch commented on the challenge of getting reluctant riders back to transit. He said that the City of Madison Transportation Planning & Policy Board will soon be reviewing transit-oriented development provisions that can be imposed in the development improvement process to assist in reducing VMT. Density is desired in areas well served by transit.
- Wood commented on the VMT reduction during COVID-19 and the opportunity it has provided to make some of those reductions permanent. In response to question from him, Kuntz said the Office of Energy & Climate Change would offer assistance in helping agencies and communities to implement plan recommendations and will explore ways to measure impacts.
- It was noted that the MPO's transportation plan does include an emphasis on climate change.
- Foster expressed interest in revisiting the MPO's project selection criteria.
- Kuntz said her office could assist the MPO as it evaluates specific transportation projects. Schaefer said the MPO currently has some tools to estimate impacts of projects and plans via the MPO's travel model. The MPO is in the process of updating the travel model with improvements such as adding sensitivity to land use/urban design and the addition of the level of stress bicycle network.
- Terrell commented that health and safety issues with transit can be addressed. Lynch commented on the challenges in keeping buses clean.
- Steinhoff said this was an important blueprint to have, and that having specific targets will be helpful when developing the future regional transportation and land use plans. CARPC and MPO can model VMT changes resulting from different land use development scenarios. The County-City Sustainability Leadership Collaborative would be a good forum for discussing these scenarios and how to achieve VMT reductions. However, achieving this target through land use development and transportation policies will be very challenging.
- Kuntz said a permanent committee or board with county supervisors on it may be created.

5. Review and Discussion on Status of Implementation of Short-Term Recommendations in Joint CARPC-MPO Workgroup Report and Potential Next Steps

Schaefer and Steinhoff reviewed the report and status of implementation. Almost all of the short-term recommendations have been implemented or are in the process of being implemented. The current focus is on integrating the regional land use and transportation plan updates. Steinhoff said that intermediate-term

recommendations could be revisited in the future.

6. Presentation on CARPC Regional Development Guide

Steinhoff provided a presentation on the plan update. Schaefer stated that the MPO will be putting together a detailed schedule for the regional transportation plan update. A combined plan schedule will be reviewed at that time. He said MPO and CARPC staff have discussed opportunities for joint public meetings on the two plans. Schaefer said the deadline for approval of the transportation plan updated was spring 2022.

7. Adjournment

Foster moved, Wood seconded, to adjourn the meeting for the MPO Board. Motion carried. The meeting was adjourned at 8:52 p.m.

WisDOT Division of Transportation Investment
Bureau of Planning and Economic Development
4822 Madison Yards Way 6th Floor South
PO Box 7913
Madison WI 53707-7913

Governor Tony Evers
Secretary Craig Thompson
wisconsin.gov
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Email: charles.wade@dot.wi.gov



Date: May 19, 2019

To: Mitch Batuzich, Federal Highway Administration

From: Charles Wade, Wisconsin Department of Transportation

Subject: Amendment to the 2019 Unified Planning Work Program for the Madison Metropolitan Planning Area

In accordance with FHWA rule regarding the reporting of changes made to work programs, please accept the following as notification of such changes to the 2019 Madison Metropolitan Planning Area Unified Planning Work Program (UPWP).

The Bureau of Planning and Economic Development within the Division of Transportation Investment Management recommends approval of the enclosed request by the Madison Area Transportation Planning Board for work activity and budget adjustments to the UPWP.

Any 2019 UPWP funding not expended and invoiced by June 30, 2020 will not be eligible for reimbursement. Total reimbursements for 2019 UPWP activities are limited to the approved 2019 UPWP funding allocation of \$970,015.

The Wisconsin Department of Transportation asks for your approval to proceed with this request. Thank you for your prompt attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Wade".

Charles Wade, Director
Bureau of Planning and Economic Development
Division of Transportation Investment Management,
Wisconsin Department of Transportation

Approved:	
MICHAEL V BATUZICH	Digitally signed by MICHAEL V BATUZICH Date: 2020.05.19 13:40:20 -05'00'
FHWA Division	Date

Cc via email: William Schaefer, Madison Area Transportation Planning Board
Mary Forlenza, Federal Highway Administration
Jennifer Murray, WisDOT Bureau of Planning and Economic Development
Steve Flottmeyer, WisDOT Southwest Region
Diane Paoni, WisDOT Bureau of Planning and Economic Development



Transportation Planning Board
A Metropolitan Planning Organization (MPO)

June 4, 2020

John Williams, Village President
Village of Cottage Grove
221 E Cottage Grove Road
Cottage Grove, WI 53527

Re: Sewer Service Area Amendment Request

Dear Mr. Williams,

At the request of the Capital Area Regional Planning Commission (CARPC), Madison Area Transportation Planning Board (MATPB) staff have reviewed the 153-acre Sewer Service Area Amendment request affecting property generally located north of I-94 at the northwest corner of CTH N and CTH TT.

In the interest of greater planning integration, MATPB and CARPC staff review all development proposals that are submitted as Sewer Service Area Amendment requests for consistency with regional planning documents, including MATPB's *Regional Transportation Plan (RTP) 2050* and CARPC's *Dane County Land Use and Transportation Plan*. Preparation of those plans and their updates are carried out by the respective agencies independently of the Sewer Service Area Amendment process.

The proposed amendment is generally consistent with the goals of MATPB's *RTP 2050*. The development proposal supports the RTP goal of creating connected livable neighborhoods and communities by placing jobs in relative proximity to existing and planned housing and services. However, we offer the following comments regarding suggested revisions to make the amendment more fully supportive of important RTP policies related to this goal. The comments primarily relate to pedestrian and bicycle facilities and street connections, and address the RTP policy to provide a well-connected street network and facilities for walking and bicycling that provide transportation choices and convenient access to daily activities. The comments also address the RTP goal of improving public health and safety through policies such as minimizing conflicts between motorized and non-motorized traffic, providing safe street crossings, and encouraging active transportation for short trips. The comments regarding street connectivity also address the goal of transportation system efficiency by avoiding the need for travelers to use the regional roadway system for short trips.

1. The planned internal street system within the amendment area identified on Map 3.2 of the application submittal does not provide for any potential future connections (e.g., to Alvin Road extended) to serve areas to the west and north that will likely develop in the future. MATPB staff suggests that the village require the developer to redesign the street layout and plat to provide for future street connections to the north and west to facilitate future auto, bicycle, and pedestrian connectivity between the amendment area and adjacent properties when they develop.

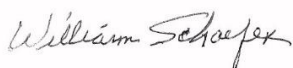
2. MATPB's *2020-2024 Transportation Improvement Program (TIP)* indicates that CTH N (CTH TT to the north 3,400 feet) will be reconstructed in 2022, with design in 2021. MATPB staff has been advised that the roadway will be reconstructed to an urban cross section with two travel lanes, and that either bike lanes, an off-street multi-use path, or both will be included with the project. Staff suggests inclusion of both bike lanes and multi-use path on west side to accommodate the different types of bicyclists along with the continuation of the median/center turn lane from the south to accommodate future traffic entering the development. Also, the Village of Cottage Grove Comprehensive Plan (Chapter Six, Transportation) advises a 120-foot width for CTH N. MATPB staff thinks this is a good idea in the event of a need for additional lanes and wider median in the long-term future. As such, additional right-of-way may need to be reserved at time of platting for property abutting CTH N.
3. MATPB's *2020-2024 Transportation Improvement Program (TIP)* indicates that the CTH TT (CTH N to 1,450 feet west) Urban Roadway Improvements with Turn Lanes for Safety project will be constructed by the Village in 2023, with design in 2022. MATPB staff has been advised that the design will be driven by future development within the amendment area. Staff encourages the village to continue the on and off-street bicycle facilities installed as part of the CTH N interchange project, provide sidewalk on the north side, and provide for safe pedestrian/bicycle crossing of CTH TT at the new access point for the development.

Regarding the extension of the multi-use path, Map 6.1 of the Cottage Grove Comprehensive Plan recommends this east-west off-street path, known as the McCarthy County Park Connector trail. This path will connect to McCarthy County Park and the proposed Georgia O'Keefe County trail east of CTH N. MATPB's *Bicycle Transportation Plan* also denotes the path in the same general area (i.e., between I-94 and CTH TT), and identifies it as a future primary bikeway.

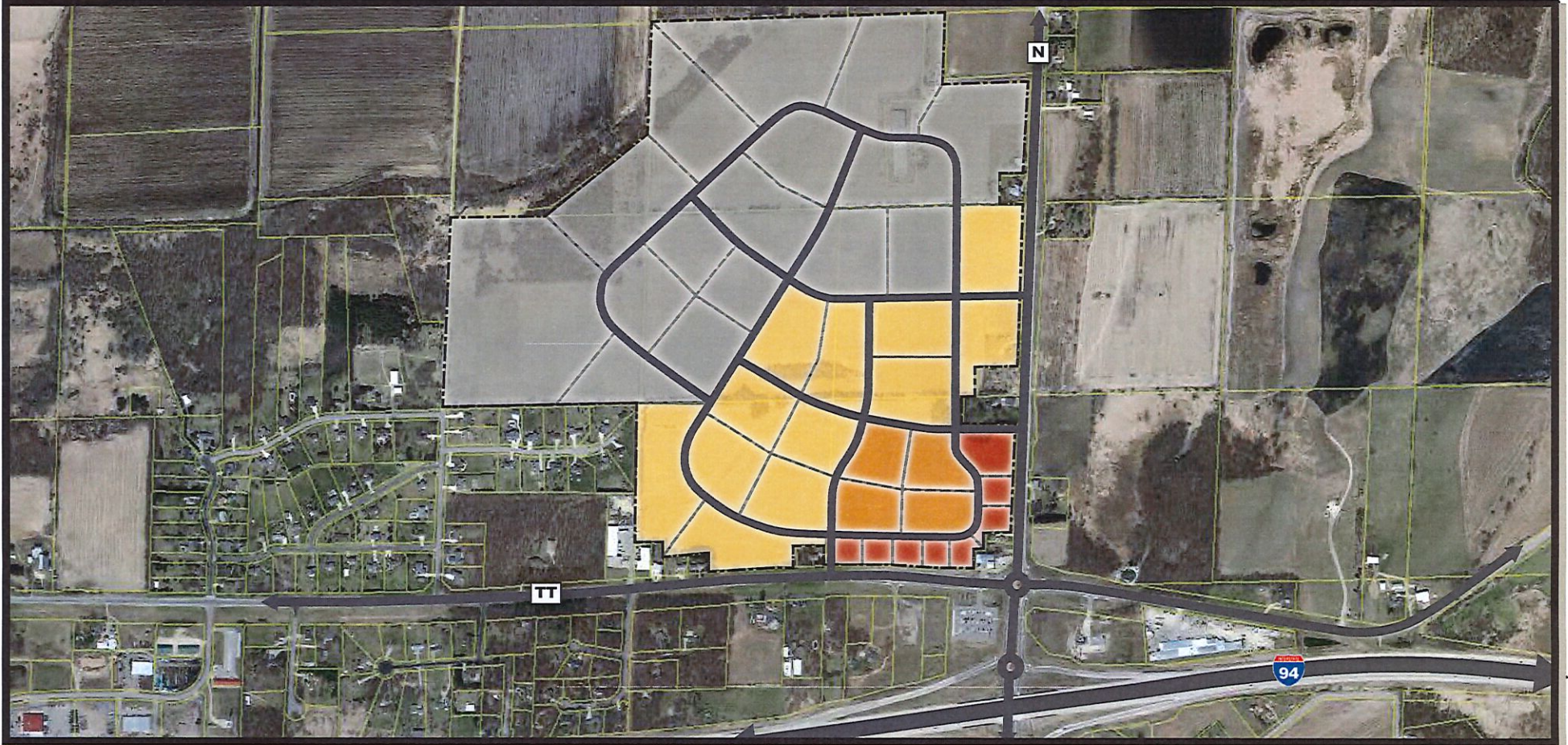
Also, it should be noted that Dane County will be resurfacing CTH TT (CTH T to 1,450 feet west of CTH N) this year and will provide four-foot wide shoulders. The Village should coordinate with the county regarding anticipated improvements for its project.

4. Staff suggests anticipating in the development layout potential future street/driveway access to the gas station from the business park should the adjacent residential property be purchased and redeveloped at a later time. Providing internal access to the fueling station property would allow for driveway access consolidation for safety purposes (e.g. elimination of CTH N access point) if warranted. The two driveways are much closer than recommended to the CTH TT/CTH N roundabout.
5. NACTO (National Association of City Transportation Officials) Bicycle Facility Guidelines and the Bicycle Level of Traffic Stress methodology utilized by MATPB recommend bike lanes on streets with traffic volumes as low as 1,500 ADT to provide an all abilities facility. As such, bike lanes should be considered for the main through street(s) within the amendment area that will carry the most traffic.
6. MATPB's *Regional Transportation Plan (RTP) 2050* identifies potential future regional express commuter transit service serving the amendment area via CTH TT/CTH N. As the amendment area and rest of Village develops, staff recommends that the Village investigate the viability of commuter bus service. MATPB staff would be happy to assist with that effort.




Sincerely,







William Schaefer, Transportation Planning Manager



LEGEND

-  Parcels
-  Existing Urban Service Area Boundary
-  Proposed Urban Service Area Boundary
-  Village of Cottage Grove Municipal Boundary

LAND USE LEGEND

-  COMMERCIAL
-  OFFICE
-  OFFICE OR LIGHT INDUSTRIAL
-  LIGHT INDUSTRIAL

NOT TO SCALE



DRAFT: March 30, 2020

Map prepared by Village of Cottage Grove; Sources: Dane County LIO and Village of Cottage Grove

TPB (MPO) Agenda Cover Sheet
July 1, 2020

Item No. 6

Re:

Presentation on City of Madison's Vision Zero Initiative

Vision Zero is a strategy to eliminate traffic fatalities and severe injuries among all road users, and to ensure safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, where traffic deaths have been cut in half even while the number of trips increased, Vision Zero is gaining momentum across the globe, including in many U.S. communities. The City of Madison is endorsing a Vision Zero policy to eliminate fatalities and serious injuries that are a result of crashes on streets and paths within the City of Madison by 2030.

Materials Presented on Item:

1. None. Presentation slides on Vision Zero Initiative will be made available to board after meeting.

Staff Recommendation/Rationale:

For information and discussion purposes

TPB (MPO) Agenda Cover Sheet
July 1, 2020

Item No. 7

Re:

Resolution TPB No. 174 Approving Amendment #6 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

The TIP amendment adds two projects, which were recently approved for Federal Highway Safety Improvement Program (HSIP) funding. The first project is on STH 19 at the USH 151 interchange ramp intersections. It involves the addition of monotube traffic signals (with a signal per lane) and protected left-turn lane phasing, lengthening of the left turn lanes, and widening of the shoulders. Construction is scheduled in 2023. The second project is on CTH MM at the McCoy Road intersection. It involves reconstruction of the intersection with added turn lanes (NB left and through) and moving of the Capital City Trail crossing to the intersection, along with the addition of monotube traffic signals with vehicle detection and pedestrian countdown timers with push buttons. Construction is scheduled for 2021. The TIP amendment will allow design to be started for both projects this year.

Materials Presented on Item:

1. Resolution TPB No. 174 (including attachments)

Staff Recommendation/Rationale:

Staff recommends approval.

Resolution TPB No. 174

**Amendment No. 6 to the 2020-2024 Transportation Improvement Program
for the Madison Metropolitan Area & Dane County**

WHEREAS, the Madison Area Transportation Planning Board (MATPB) – An MPO approved the *2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County* on October 2, 2019; and

WHEREAS, MATPB adopted TPB Resolution No. 161 on December 4, 2019, approving Amendment No. 1, adopted TPB Resolution No. 167 on January 8, 2020, approving Amendment No. 2, adopted TPB Resolution No. 170 on February 5, 2020, approving Amendment No. 3, adopted TPB Resolution No. 171 on March 4, 2020, approving Amendment No. 4, and adopted TPB Resolution No. 172 on May 6, 2020, approving TIP Amendment No. 5; and

WHEREAS, Madison Metropolitan Planning Area transportation projects and certain transportation planning activities to be undertaken using Federal funding in 2020–2023 must be included in the effective TIP; and

WHEREAS, an amendment has been requested by WisDOT SW Region to add two federally funded Highway Safety Improvement Program (HSIP) projects; and

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

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

WHEREAS, the new HSIP projects are consistent with the *Regional Transportation Plan 2050 for the Madison Metropolitan Area*, the long-range plan for the Madison Metropolitan Area as adopted in April 2017 and amended in December 2019:

NOW, THEREFORE, BE IT RESOLVED that MATPB approves Amendment No. 6 to the *2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County*, making the following project additions as shown on the attached project listing table:

1. **ADD** the STH 19 (USH 151 Interchange) Intersection Area Safety project to page 31 of the Street/Roadway Projects section.
2. **ADD** the CTH MM (McCoy Road Intersection) Intersection Reconstruction and Safety project to page 32 of the Street/Roadway Projects section.

Date Adopted

Mark Opitz, Chair
Madison Area Transportation Planning Board

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

Funding Source		Programmed Expenditures					Estimated Available Funding				
Agency	Program	2020	2021	2022	2023	2024*	2020	2021	2022	2023	2024*
Federal Highway Administration	National Highway Performance Program	64,856	14,487	4,611	17,623	0	64,856	14,487	4,611	17,623	0
	Bridge Replacement and Rehabilitation	0	0	0	0	0	0	0	0	0	0
	Surface Transp. Block Grant Program - Madison Urban Area	171	12,886	181	23,558	1,369	171	12,886	181	23,558	1,369
	Surface Transp. Block Grant Program - State Flexibility	1,103	0	2,570	0	13,842	1,103	0	2,570	0	13,842
	Surface Transp. Block Grant Program - Transp. Alternatives	675	1,364	0	0	0	675	1,364	0	unknown	unknown
	Highway Safety Improvement Program	0	3,894	7,798	2,592	0	0	3,894	7,798	2,592	0
Federal Transit Administration	Section 5307 Urbanized Area Formula Program	6,777	8,008	8,249	8,499	8,759	6,777	8,008	8,249	8,499	8,759
	Sec. 5339 Bus & Bus Facilities	0	939	954	969	984	0	939	954	969	984
	Sec. 5337 State of Good Repair	0	955	970	985	1,000	0	955	970	985	1,000
	Sec. 5310 E/D Enhanced Mobility Program	332	0	0	0	0	365	0	0	0	0
	Sec. 5311 Rural Area Formula Program	1,555	1,075	1,091	1,108	1,126	1,555	1,075	1,091	1,108	1,126
	Sec. 5314 NRP, Sec. 5339 Alt. Analysis Program	0	0	0	0	0	0	0	0	0	0

* Fifth year of funding (2024) is informational only.

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

Note: All state roadway projects using applicable funding sources (e.g., NHPP, STBG State Flexible, BR) are programmed through 2024. Local BR, STBG (BR), and STBG Rural projects are programmed through 2023. HSIP (other than annual small HES program) projects are programmed through 2023. Local STBG -Transp. Alternatives projects are programmed through 2022. Local STBG-Urban (Madison Urban Area) projects are programmed through 2024. Transit funding is not yet programmed and is based on needs and anticipated future funding levels (See also Table B-4 Metro Transit System Projected Expenses and Revenues). Programmed transit funding for 2020 excludes carryover projects for which the Federal funding is already obligated. Roadway and transit inflation rate @ 1.56% per year applied to expenses, except for the STBG-Urban program. The Interstate 39/90 (S. Beltline to Rock County Line) Reconstruction and Capacity Expansion project is not included in the table since it is primarily located in Rock County and/or outer Dane County. Fiscal constraint for this project is being handled at the state level.

TPB (MPO) Agenda Cover Sheet
July 1, 2020

Item No. 8

Re:

Approval to Release for Public Review and Comment Proposed Amendment to the Regional Transportation Plan 2050 to Add the Initial Bus Rapid Transit Project to the Fiscally Constrained Plan

The Regional Transportation Plan (RTP) 2050 recommends implementation of a Bus Rapid Transit (BRT) system and specifically calls for project planning leading to an initial BRT project (See the Public Transit section of [Chapter 5 of the RTP – Needs Analysis and Recommendations](#)). While the RTP recommends BRT, the BRT system was not included as part of the official, fiscally constrained plan. Federal transportation planning rules require that regional transportation plans include a financial capacity analysis to demonstrate that the estimated costs of projects in the official, federally recognized plan can be covered using projected revenues based on existing and reasonably likely new funding sources (See [Chapter 6 of the RTP – Financial Capacity Analysis](#)). This is to ensure that regional transportation plans don't just contain a "wish list" of projects. At the time, an initial project from the planned BRT system hadn't yet been identified and it also wasn't clear that the City of Madison would be able to move forward with an initial project without a new source of funding.

The RTP did anticipate an amendment to the RTP to add BRT to the official, fiscally constrained plan once the initial project and the funding to build and operate it had been identified. Now that this has been done and the BRT project has been included in the City of Madison's Capital Budget, the RTP is proposed to be amended to add the East-West BRT project to the fiscally constrained plan. Public notice and a hearing is required for the amendment. Staff is seeking approval to release the attached draft memo related to the amendment and schedule the hearing for the August meeting.

Materials Presented on Item:

1. Draft memo regarding the RTP 2050 amendment
2. City of Madison letter to the Federal Transit Administration request Grant for the East-West BRT project.

Staff Recommendation/Rationale:

Staff recommends approval.

Memorandum

TO: All Mayors, Village Presidents, and Town Chairs in the MPO Planning Area and Dane County Executive

FROM: William Schaefer, Transportation Planning Manager

DATE: July 2, 2020

RE: Notice of Public Hearing on Proposed Amendment to the Regional Transportation Plan 2050 for the Madison Metropolitan Area to Add East-West Bus Rapid Transit Project to the Fiscally Constrained Plan

This is to notify you of a proposed amendment to MATPB's [Regional Transportation Plan \(RTP\) 2050](#) for the Madison Metropolitan Area. The RTP amendment would add the East-West Bus Rapid Transit (BRT) project to the fiscally constrained plan. While the RTP recommends implementation of a BRT system and specifically calls for project planning leading to an initial BRT project, the BRT system was not included as part of the official, fiscally constrained plan. Federal transportation planning rules require that regional transportation plans include a financial capacity analysis to demonstrate that the estimated costs of projects in the official, federally recognized plan can be covered using projected revenues based on existing and reasonably likely new funding sources. (See [Chapter 6 of the RTP – Financial Capacity Analysis](#).) This is to ensure that regional transportation plans don't just contain a "wish list" of projects. At the time, an initial project from the planned BRT system hadn't been identified and it also wasn't clear that the City of Madison would be able to move forward with an initial project without a new source of funding. The RTP did anticipate an amendment to the RTP to add BRT to the official, fiscally constrained plan once the initial project and the funding to build and operate it had been identified. The amendment is being proposed now.

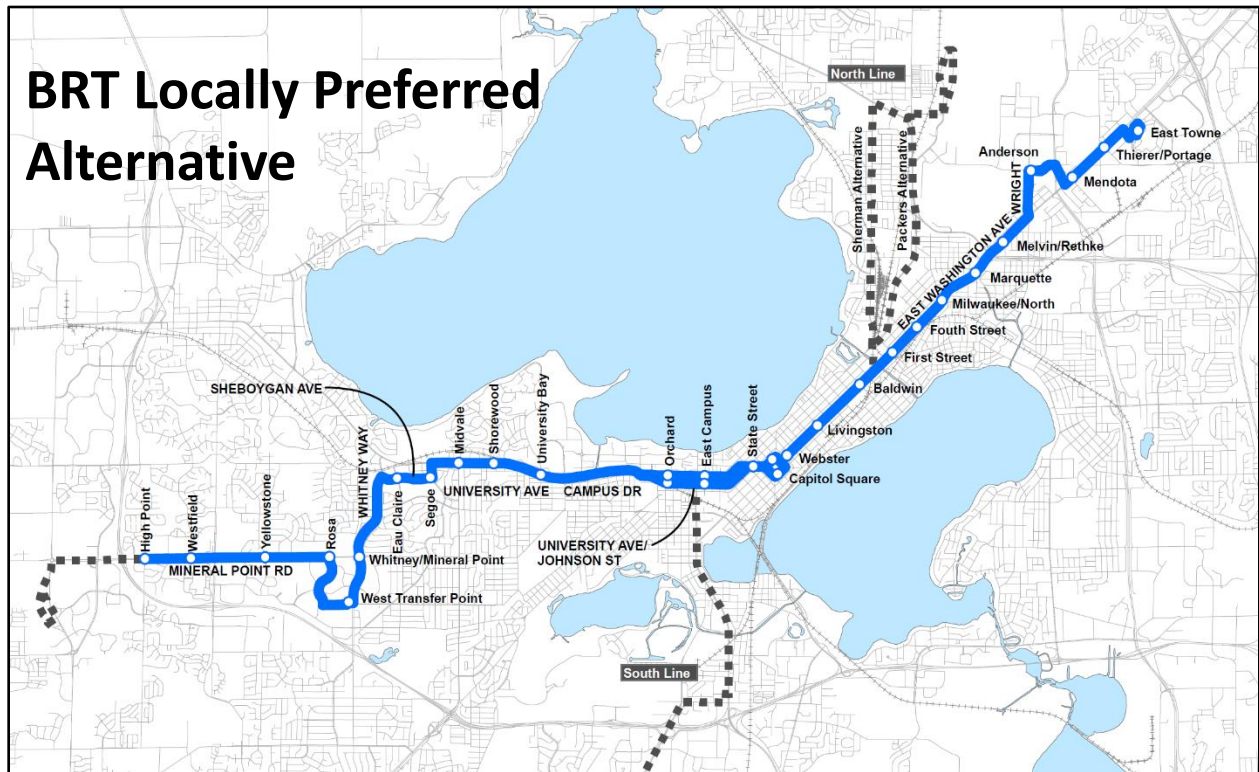
Background

Following MATPB adoption of RTP 2050 in 2017, the City of Madison passed a resolution in early 2018 supporting a BRT inter-agency staff team recommendation to pursue an initial BRT project in the east-west corridor consistent with the 2013 BRT Feasibility Study led by MATPB. Later in 2018, the city hired a consultant to develop the scope and begin preliminary design ("Phase 1 pre-project development") for the initial project and submit an application to the Federal Transit Administration (FTA) for Small Starts application.

In 2019 the city approved a vehicle registration fee of \$40 per vehicle that went into effect in March 2020. Some of the revenues from the fee will be used to fund the BRT project. The city approved a 2020-2025 Capital Budget, which includes \$128.5 million (including anticipated FTA Small Starts funding) for the planning, design, and construction costs for the initial east-west BRT project.

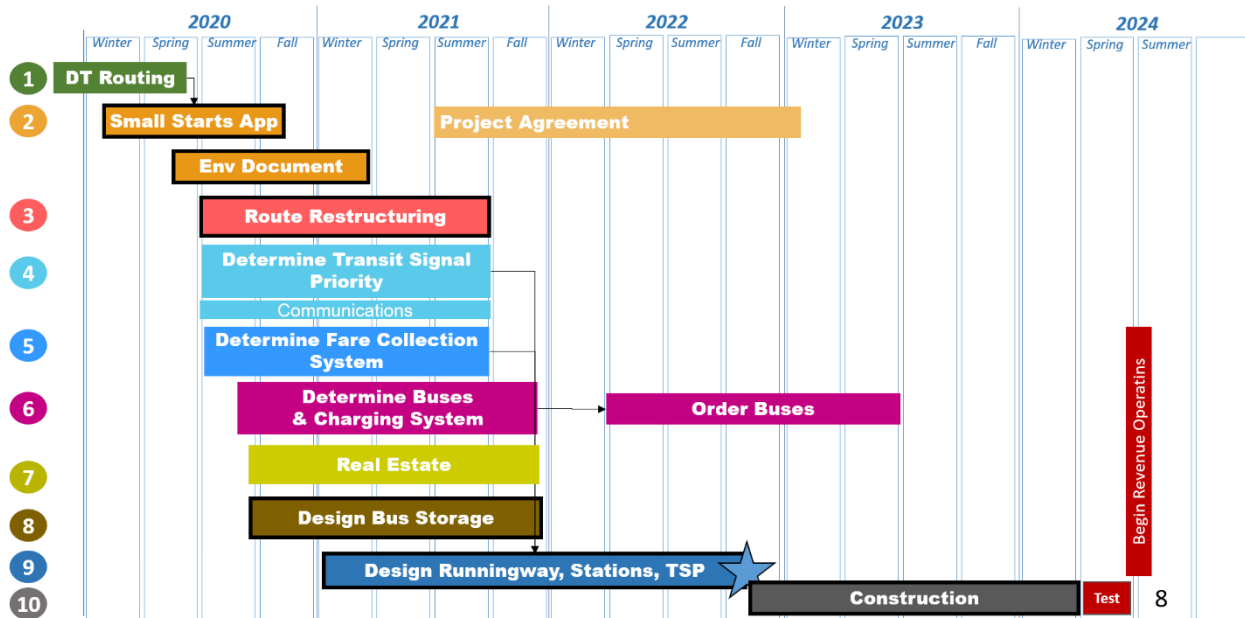
The East-West BRT Planning Study was completed in early 2020, and in April 2020 the city adopted a resolution endorsing the recommended routing and other design details for the initial East-West BRT Project ("Locally Preferred Alternative" or "LPA") and recommending advancing the project into the next phases of engineering, design, and environmental evaluation. The East-West BRT LPA runs from East Towne Mall to West Towne Mall. It is 15 miles in length, includes 27 stations, and would run every 15 minutes weekdays until 7 p.m. and every 30 minutes from 7 p.m.-12 a.m. weekdays and on weekends. The estimated capital cost (in 2019\$) is \$120-\$130 million and annual operating and maintenance cost is

estimated to be \$3.2-\$3.7 million. See map below of the LPA and [Madison East-West BRT Planning Study Locally Preferred Alternative Report](#) for more information on the project.



The city sent a letter to FTA in May requesting entry into Project Development in pursuit of an FTA Section 5309 Small Starts Grant for the BRT project. The city expects to complete sufficient documentation to request a project rating from FTA in September. Environmental documentation is scheduled to be completed in winter 2021. If successful in receiving a Small Starts grant, the agreement is expected to be executed in spring 2022 with service starting in spring 2024 following construction. See graphic below showing BRT schedule and key tasks.

BRT Schedule and Key Tasks



RTP Amendment to Add East-West BRT Project to Fiscally Constrained Plan

The City of Madison has committed the necessary local funds, which along with its existing federal/state funding for design and the anticipated Small Starts grant, will cover the cost to complete project development and construct the project. The city's adopted 2020-2025 Capital Budget includes \$128.5 million for the project in 2020-2023 with the bulk of that funding (\$99.4 million) in 2022 when the Small Starts grant is anticipated to be awarded and construction started.

In terms of revenue, the city will have the new \$40 vehicle registration fee to partially support the BRT capital cost and ongoing O/M costs. The fee is expected to generate around \$8 million per year in new revenue. While some of this revenue will be used to support general Metro operating expenses and at least initially replace property tax revenue that would otherwise go to support Metro, the new revenue source is important. There are also three Tax Increment Financing (TIF) districts located in different segments of the corridor, which is another funding source in addition to local property tax revenue.

A restructuring of the local bus route system in conjunction with implementation of the East-West BRT Project is planned to eliminate duplicate service in the BRT corridor and provide connections to BRT. This will result in some offsetting operating cost savings, which is the reason for the range for the estimated net additional operating cost. A route network design study will be initiated this summer to develop the plan for restricting the route system.

Based on the high average daily ridership in the corridor (around 13,000), large number of residents (70,000) and employees (56,000) served, plans for redevelopment in the corridor, past BRT projects funded in the U.S., and other factors, Madison has a very high likelihood of securing a Small Starts funding grant, if not in 2022, then in the near future.

Based on all of this information, the East-West BRT Project is proposed to now be added to the fiscally constrained RTP 2050. It should be noted that the project concept with its estimated \$128.5 million cost is what is being amended into the RTP. The details regarding the exact limits of the project and even the routing in certain areas (e.g., planned route through the UW Research) are still subject to change based on the final design work, final cost estimates, and outcome of the Metro route network design study.

Public Hearing and Anticipated MPO Action

The following is the date of the public hearing on the RTP 2050 amendment, which provides an opportunity to provide oral comments to the board.

Public Hearing

Wednesday, August 5 at 6:30 p.m.
Virtual Meeting hosted via Zoom

Written comments regarding the RTP 2050 amendment must be submitted by 4:30 p.m. on Tuesday, August 4. Please address written comments to the MATPB office or email them to MATPB staff at mpo@cityofmadison.com.

MATPB anticipates taking action on the RTP 2050 amendment following the public hearing unless the board receives comments expressing concerns prior to or at the hearing in which case action could be delayed.

DRAFT

Cc (via email):

MPO Policy Board and CC List
MPO Technical Committee and CC List
MPO Citizen Advisory Committee
Administrators/Clerks in the MPO Area
Dane Co. Supervisors in MPO Area
Dane Co. PW & Transp. Committee
City of Madison Alders

WisDOT Central and SW Region Staff Contacts
Federal and State Resource Agency Contacts
Ho-Chunk Nation Contacts
Interest Organization Contacts
City of Madison Transp. Policy & Planning Bd. & TC
Local Transp. / Public Works Committees
City of Madison Neighborhood Associations



Department of Transportation

Thomas Lynch, PE, PTOE, PTP, AICP, Director of Transportation

Madison Municipal Building
215 Martin Luther King Jr Blvd
Suite 109

P.O. Box 2986
Madison, Wisconsin 53701-2986
Phone: (608) 266-4761
Fax: (608) 267-1158

May 15, 2020

Ms. Felicia James
Associate Administrator for Planning & Environment
U.S. Department of Transportation – Federal Transit Administration
East Building
1200 New Jersey Avenue, SE
Washington, DC 20590

Dear Ms. Felicia James:

The City of Madison is requesting entry into Project Development in pursuit of a Federal Transit Administration (FTA) Section 5309 Small Starts Grant for a Bus Rapid Transit (BRT) project to connect the East and West sides of Madison, running through the Isthmus, downtown and University of Wisconsin-Madison (UW-Madison) campus in the City of Madison. The East-West Corridor Locally Preferred Alternative (LPA) is a BRT route that will run along East Washington Avenue, around the Capitol building, through the UW-Madison campus, continuing west on University Avenue to the West Towne Mall. Four routing options on the west side and three routing options in the downtown were considered prior to selection of the LPA.

Study Sponsor, Partners, Their Roles and Responsibilities

The study is being sponsored by the City of Madison, in partnership with the Madison Area Transportation Planning Board (MATPB) (the Metropolitan Planning Organization for the Madison urbanized area), and Madison Metro. In addition, the City of Madison has retained a consultant team led by AECOM to evaluate transit alternatives in the corridor to assist the City and its partners in fulfilling the requirements of the Project Development process. A separate set of consultants within that team is led by SRF to complete the NEPA clearance process. Each of the study partners will have the following roles and responsibilities:

- City of Madison: As the project sponsor, the City of Madison, its Department of Transportation, and Madison Metro, with assistance from its Engineering Department, are responsible for the overall management of the project and the coordination of the various partners involved in the project. This includes final responsibility for the technical analyses, public involvement, project design, preliminary engineering, and documentation currently occurring and that will occur under Project Development—including the completion of the environmental review process and providing FTA with sufficient information to develop a project rating.
- Wisconsin Department of Transportation (WisDOT): WisDOT will be responsible for ensuring that the project is included in the statewide transportation improvement program (STIP). WisDOT also provides a portion of the operating funds for Madison Metro.

- Madison Area Transportation Planning Board (MATPB): MATPB is assisting the City of Madison and the other partners with technical analyses and will be responsible for ensuring that the locally-preferred alternative is included in the fiscally-constrained metropolitan transportation plan (CLRP), and the regional transportation improvement program (TIP).
- AECOM team: The City of Madison has retained AECOM to complete the feasibility study, conceptual design, and provide technical and managerial expertise applying to enter Project Development and the NEPA class of action determination process. AECOM will lead the project engineering during the next project phase.
- SRF team: As part of the AECOM team, the City of Madison retained SRF to lead NEPA clearance activities for the East-West BRT.

Project Manager and Key Staff

For the City, the project will be led by a project management team headed by the Director of Transportation for the City of Madison, Thomas Lynch PE. Other members of the project management team include:

- Justin Stuehrenberg PE, General Manager, Madison Metro
- Jim Wolfe, PE, Engineering, City of Madison
- Mike Cechvala, Transportation, City of Madison
- Dave Trowbridge AICP, Transportation, City of Madison

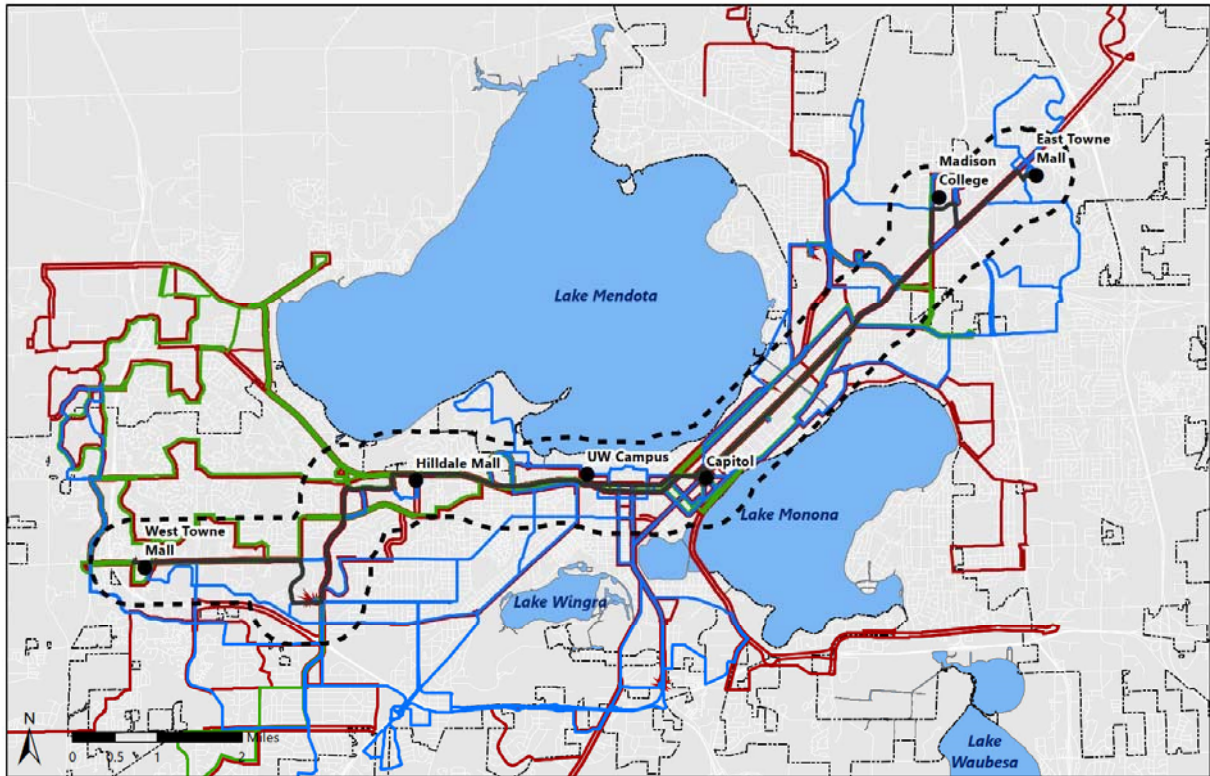
Study Corridor and Existing Transit Service

The East-West BRT LPA is a BRT route that will run along East Washington Avenue, around the Capitol building, through the UW-Madison campus, continuing west on University Avenue to either the West Transfer Point or West Towne Mall. The alignment spans up to 15 miles in length and key activity centers including Madison College, downtown Madison, the UW-Madison campus, the Capitol and government buildings, and major employers located throughout the corridor, including CUNA Mutual and several malls. Known locally as the “East-West Corridor”, the east-west roads within this corridor, including East Washington Avenue, University Avenue, Johnson Street, and Mineral Point Road are among the most congested in the region during peak times.

The current transit network runs through most of the proposed BRT corridor and across major parts of the city (Figure 1). Existing bus only lanes will be utilized on Mineral Point Rd (with West Towne terminus), University Ave, and around the Capitol Square. Metro routes 6, 14, and 15 serve east-west connections similar to the proposed BRT. The current bus routes would be realigned with the implementation of BRT in order to best maximize efficiency and connect to the BRT network. There are an estimated 20,000 boardings on the bus stops that are currently on the proposed BRT alignment (

Figure 2). This volume of ridership indicates the high level of demand for transit within the corridor.

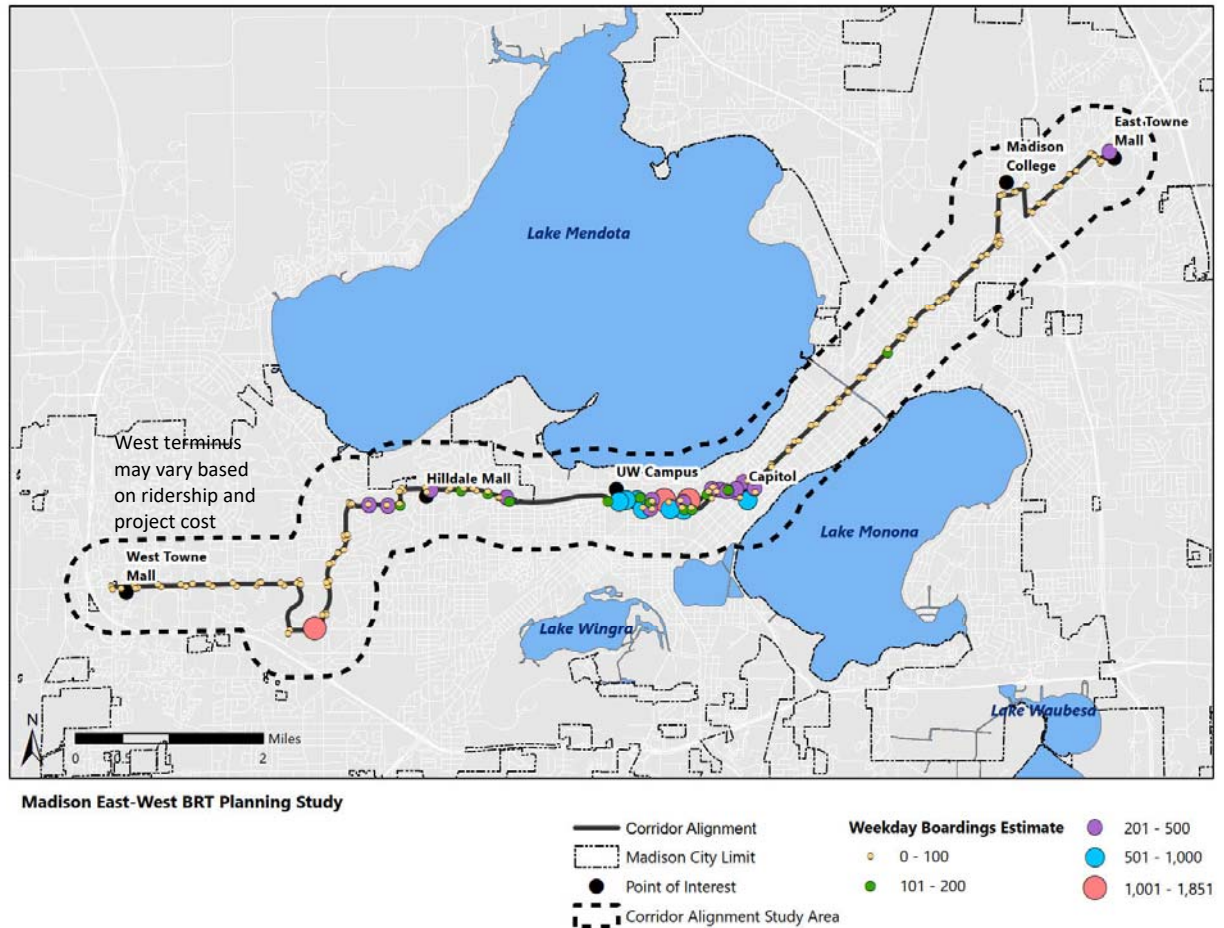
Figure 1. Existing Transit Network that Intersects the BRT Corridor



Madison East-West BRT Planning Study

- Corridor Alignment
- Metro Bus Routes All Day Service
- Madison City Limit
- Metro Bus Routes Off-Peak Service
- Point of Interest
- Metro Bus Routes Peak Hour Service
- - - Corridor Alignment Study Area

Figure 2. Stop Level Ridership on Existing Corridor Bus Stops



Statement of Transportation Problems in the Corridor

Transit service within the Madison area is almost entirely provided by buses on local routes, providing travel times that are typically greater than a private automobile by a significant margin. Due to these long travel times, transit service is not an attractive option for the vast majority of trips in the City, including those within the East-West Corridor. This is an equity issue, negatively impacting those without access to a private automobile, because longer travel times via transit means less access to jobs, healthcare, education, and other services. In addition, significant growth is expected in and around the downtown and Isthmus, and the congestion caused by and the parking needed to serve that growth if no alternative is developed will stretch the limits of the space available within the land-locked Isthmus. In order to accommodate the projected growth, an investment in alternative transportation modes will be needed.

The purpose of the Madison East-West BRT Planning Study is to identify and implement the optimal transit investment strategy that will accommodate the anticipated growth in travel demand and increased ridership within the corridor, support mobility options that match emerging demographic trends and preferences, leverage the existing transportation infrastructure to improve connectivity within the corridor, and encourage sustainable development patterns that reduce reliance on single-occupant motor vehicles.

This [Purpose and Need Statement](#) identifies several needs in the corridor, which are summarized below.

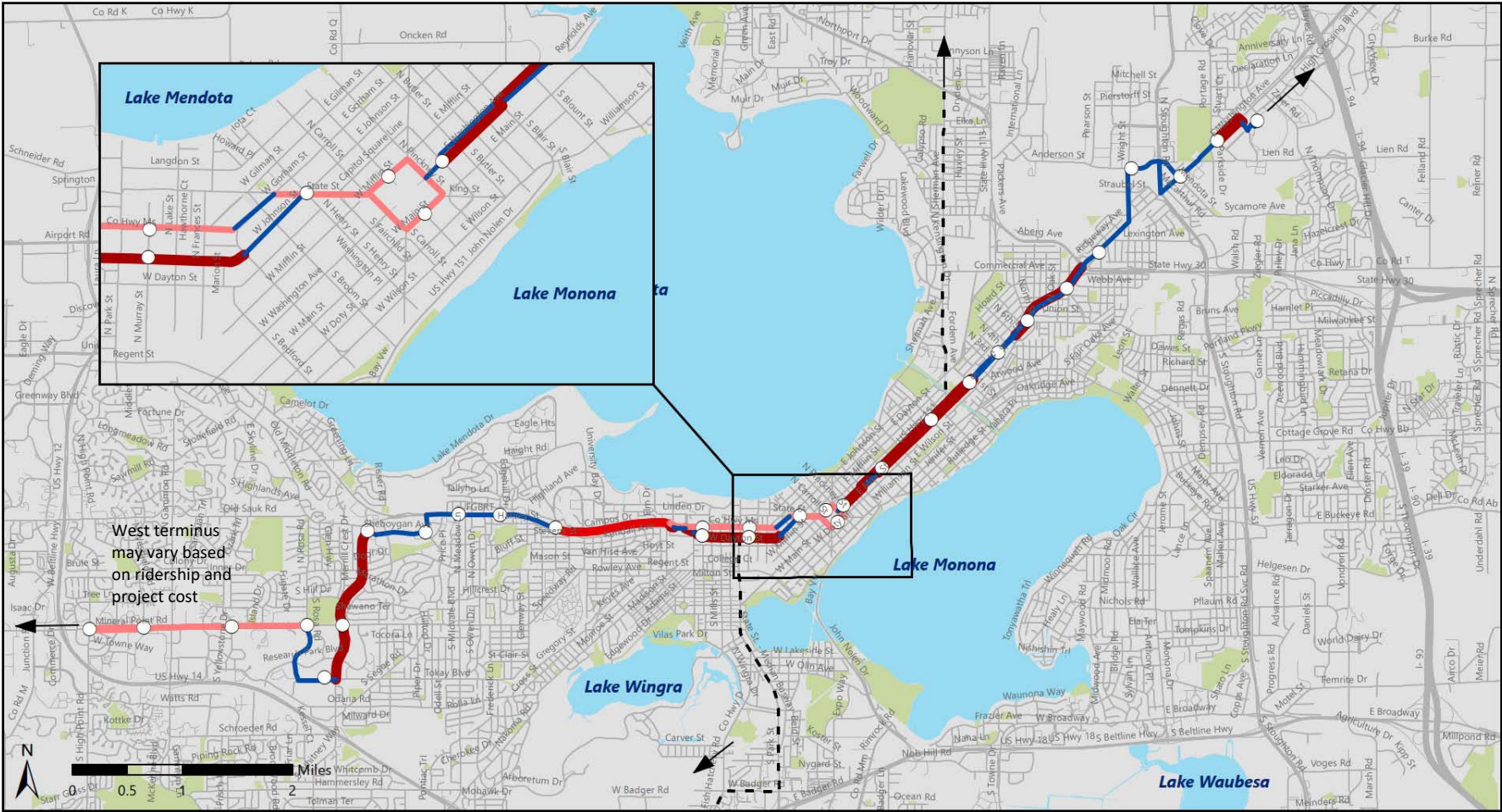
- **Improve travel times throughout the corridor.** The high level of transit demand is straining capacity, which is reducing operational efficiency and resulting in schedule slippage and bus stacking. Further, the 2015 On-Board Survey identified overcrowding on buses as a top concern from riders. Existing and future rider demand can be accommodated by investing in the capacity of the transit system.
- **Provide higher and more regular service levels connecting all neighborhoods to services and employment.** Equity is a top priority of City leaders and any investment in transit should serve those who have the greatest need, including low-income populations and transit-dependent individuals and households. Transit should provide efficient connections to jobs and centers of employment.
- **Provide service that meets the needs of everyone, particularly Millennials and Seniors.** Madison is relatively young, but the number of people between the ages of 60 to 64 has doubled between 2000 and 2015.¹ In 2014, the median age of Madison residents was 30.8; which contrasts to the median age of Wisconsin residents at 39.22. Since 2000, Madison has seen significant increases in the number of 20 to 34 years old and 50- to 64-year olds. Even though the number of people between ages 60 and 64 has doubled since 2000, the large increase in millennials has driven down the city's median age. Academic research and industry experience have found that both of these demographic groups are increasingly choosing transit for either lifestyle/environmental/economic reasons (millennials) or mobility reasons (senior citizens).
- **Accommodate increased travel demand to and from existing and planned developments, services, jobs and destinations through multi-modal transportation investments.** Approximately 120,000 motor vehicles pass through the Isthmus on an average weekday.³ As the residential population in the corridor and commuting employees into the corridor continues to grow, the added demand will strain the capacity of the streets through downtown that are physically constrained by the lakes, therefore it is not feasible to add additional travel lanes. Providing high capacity BRT will more efficiently and quickly move people through the most congested area of the city and will better meet future demands for travel.
- **Madison has demonstrated a commitment to sustainable growth strategies in their adopted plans and policies.** The *Imagine Madison*, *Madison In Motion*, and *Regional Transportation Plan 2050* (RTP 2050) plans call for a transportation system that accommodates transportation needs and demands while mitigating congestion, promoting air quality, and supporting affordable housing goals, sustainability and energy conservation. Transit service also plays a critical role in increasing access to services. High-capacity transit system investment that leverages existing transportation facilities while reducing reliance on single-occupant motor vehicles will be necessary to achieve these goals.

1 <https://imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/City%20Snapshot.pdf>.

2 Ibid.

3 Ibid.

Figure 3. Locally Preferred Alternative



Lake Mendota

Co Hwy 14
 W Dayton St
 W Millin St
 W Washington Ave
 W Main St
 W Doty St
 W Wisconsin St
 W Johnson St
 W Carroll St
 W Franklin St
 W King St
 W Bluff St
 W Blount St
 W Williams St

West terminus
 may vary based
 on ridership and
 project cost

Madison East-West BRT Planning Study

- East-West BRT Proposed Stations
- - - Future North - South BRT
- ← Future BRT Extension
- Dedicated Lanes**
- Dedicated Bus Lane (BRT vehicle in new bus lane)
- Bus-only Shoulder (Bus uses during congestion)
- Existing Bus Lane (BRT vehicle utilizes existing bus lane)
- Mixed Traffic (BRT vehicle shares lane with other vehicles)

Proposed Project and Cost Estimate

To address these problems, the City of Madison and its partners are pursuing the development of a bus rapid transit service connecting the key activity centers in the corridor. The East-West BRT LPA is a BRT route that will run along East Washington Avenue, around the Capitol building, through the UW-Madison campus, continuing west on University Avenue and Mineral Point Road to the West Towne Mall. The alignment is approximately 15 miles in length and key activity centers include Madison College, downtown Madison, the UW-Madison campus, the Capitol and government buildings, and major employers located throughout the corridor, including CUNA Mutual and several malls. Known locally as the “East-West BRT”, the east-west roads within this corridor, including East Washington Avenue, University Avenue, Johnson Street, and Mineral Point Road are among the most congested in the region during peak times. Figure 3 shows the Locally Preferred Alternative. It is expected that the total capital investment from all sources are anticipated to be between \$120 and \$130 million in 2019 dollars. Additional information about our ongoing Madison East-West BRT Planning Study is available on our project website, <http://www.madisonbrt.com/>.

Prior Studies in the East-West Corridor

This study builds on the 2013 BRT study that recommended several BRT routes in the City of Madison, including the East-West corridor. The current adopted year 2050 regional transportation plan recommends the development of a bus rapid transit line be considered in this corridor. This 18-month study had resulted in the selection of the LPA as defined in this document.

Anticipated Cost to Complete Project Development and Commitment of Local Funds

Project Development, including NEPA and design, is anticipated to cost approximately \$6.6 million. The City of Madison 2020 Executive Capital Improvement Plan (CIP) and the MATPB 2020-2024 Transportation Improvement Program (TIP) both include planned funds for the project: \$3.5 million for the project in 2020, \$9.2 million in 2021, \$99.4 million in 2022, and \$15.9 million in 2023 for a total of \$128 million. This includes anticipated federal funding from the Federal Transit Administration Section 5314 and 5339 programs. The CIP was adopted November 12, 2019 and the TIP on October 2, 2019.

The City recently enacted a Vehicle Registration Fee Ordinance on October 29, 2019 to generate funds for transportation projects. The Madison East-West BRT project would be eligible to receive revenues generated from this ordinance. A vehicle registration fee of \$40 per vehicle applies to vehicles that are registered in Wisconsin and customarily kept in the City of Madison. The ordinance goes into effect on March 1, 2020. In addition to the CIP and vehicle registration fee sources of funding, the City of Madison has established Tax Increment Financing (TIF) districts. Segment of the project would be located in TIF districts 36, 37, and 46, and therefore eligible for TIF funding.

The City of Madison and its partners are currently working to determine the Class of Action for the project. The Class of Action is anticipated to be a Categorical Exclusion (CE).

Anticipated Timeline to Complete Project Development

The City of Madison and its partners anticipate completing the following activities by the noted dates:

- Selection of a locally-preferred alternative (LPA): March 31, 2020
- Adoption of the locally-preferred alternative in the fiscally-constrained long-range transportation plan: Spring/Summer 2020
- Development of sufficient information and documentation required to obtain a project rating from Federal Transit Administration: Anticipated Summer/Fall 2020
- Completion of NEPA clearance: Anticipated Winter 2021
- Anticipated receipt of a Small Starts Grant Agreement from the Federal Transit Administration: Spring 2022

- Anticipated start of revenue service: Spring 2024

Thank you for your consideration. Should the project be approved to enter Project Development, we look forward to working with Federal Transit Administration staff as we proceed.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Tom Lynch', written in a cursive style.

Thomas W. Lynch, PE, PTOE, PTP, AICP
Director of Transportation, City of Madison

cc: Kelley Brookins, Regional Administrator, FTA Region 5
Jason Ciavarella, Office of Planning & Program Development Director, FTA Region 5
Elizabeth Breiseth, Environmental Protection Specialist, FTA Region 5
Jacob Sacks, Community Planner, FTA Headquarters
William Wheeler, Community Planner, FTA Region 5
Dave Trowbridge, Transportation Planner
Bill Schaefer, Transportation Planning Manager, MATPB
Justin Stuehrenberg, General Manager, Madison Metro

TPB (MPO) Agenda Cover Sheet
July 1, 2020

Item No. 9

Re:

Presentation on 2019 Annual Traffic Safety Report for Dane County

Each year, thousands of Wisconsin residents are injured and killed in traffic crashes. In an effort to prevent these tragedies, in 1971 the legislature created traffic safety commissions (TSC) in every county. These commissions are intended to bring local and state expertise to minimize the incidence and severity of traffic crashes. The Dane County TSC meets quarterly to review the fatal and injury crashes that occurred in the county and discuss traffic safety issues. The Dane County TSC is made up of representatives from local law enforcement, engineering, public health and community advocates, representing a diverse range of expertise to address the complexity of traffic safety. MATPB staff assists the TSC by providing data analysis support.

The following report provides an overview of crashes that occurred in Dane County in 2019, organized by SHSP Safety Priority areas. This annual traffic safety report complements the WisDOT/BOTS Anatomy of Traffic Safety Report for Dane County. The BOTS produced report looks at a five-year data cycle (2014-2018), while the TSC produced annual report looks at just the previous year's crash data (2019). One of the tenets of having access to nearly real-time crash data is that a TSC should review the five-year crash data trends, and then compare/contrast those trends to any identifiable changes within the last year. This process builds upon the concept that TSCs do not necessarily need to wait for a three or five year trend to initiate change at the local level. This is the first year this report has been published.

Materials Presented on Item:

1. 2019 Annual Traffic Safety Report for Dane County

Staff Recommendation/Rationale:

For information and discussion purposes



2019 Annual Traffic Safety Report

**DANE
COUNTY
TSC**

MARCH 2020

ABOUT THE DANE COUNTY TRAFFIC SAFETY COMMISSION



Each year, thousands of Wisconsin residents are injured and killed in traffic crashes. In an effort to prevent these tragedies, in 1971 the legislature created traffic safety commissions (TSC) in every county. These commissions are intended to bring local and state expertise to minimize the incidence and severity of traffic crashes.

The Dane County TSC meets quarterly to review the fatal and injury crashes that occurred in the county and discuss traffic safety issues, focusing on the four E's of traffic safety: Enforcement, Education, Engineering, and Emergency Medical Services. The Dane County TSC is made up of representatives from local law enforcement, engineering, public health and community advocates, representing a diverse range of expertise to address the complexity of traffic safety.

ABOUT THE WISCONSIN STRATEGIC HIGHWAY SAFETY PLAN (SHSP)

Wisconsin's 2017-2020 Strategic Highway Safety Plan is a comprehensive traffic safety plan to decrease traffic fatalities and injuries on the state's roadways. It identifies the foremost highway safety problems in the state, recognizes opportunities and processes to address those problems, and determines the appropriate approaches and countermeasures. The highest priority issue areas identified in the SHSP include:

- *Improve safety culture, safety data, and safety technology*
- *Reduce driver distraction and improve driver alertness*
- *Reduce alcohol and drug-impaired driving*
- *Reduce the incidence and severity of motorcycle crashes*
- *Improve driver performance, especially among teens and older drivers*
- *Improve non-motorist safety*
- *Improve safety of intersections*
- *Increase occupant protection*
- *Curb aggressive driving and reduce speed-related crashes*
- *Reduce lane departure crashes*

Successful implementation of the SHSP requires the coordination of highway safety efforts at the federal, state, and especially the local level, supported by the local TSCs. Partnerships with local governments, the private sector, and community organizations are a critical component to improving roadway safety in Wisconsin.

The Wisconsin SHSP is prepared by the Wisconsin Department of Transportation (WisDOT) and can be viewed at: <https://wisconsin.gov/Documents/safety/education/frms-pubs/strategichwy-17-20.pdf>

ABOUT THIS TRAFFIC SAFETY REPORT

This annual traffic safety report complements the WisDOT/BOTS Anatomy of Traffic Safety Report for Dane County. The BOTS produced report looks at a five-year data cycle (2014-2018), while the TSC produced annual report looks at just the previous year's crash data (2019). One of the tenets of having access to nearly real-time crash data is that a TSC should review the five-year crash data trends, and then compare/contrast those trends to any identifiable changes within the last year. This process builds upon the concept that TSCs do not necessarily need to wait for a three or five year trend to initiate change at the local level.

The following report provides an overview of crashes that occurred in Dane County in 2019, organized by SHSP Safety Priority areas. The data can also be reviewed at [Community Maps](#). Community Maps provides Wisconsin's law enforcement agencies and county Traffic Safety Commissions with a statewide map of all police reported motor vehicle crashes from 2010 to the current year. Crashes are updated on a nightly basis using geo-coded locations from the Wisconsin Department of Transportation DT4000 police crash reports. The Community Maps system was designed to support and enhance traffic safety planning, resource allocation, and decision support at the local level, in particular through the regular review of crashes at each of the county quarterly TSC meetings.



CRASH AND INJURY DEFINITIONS

A **Reportable Crash** is defined as a crash resulting in injury or death of any person, any damage to government-owned non-vehicle property to an apparent extent of \$200 or more or total damage to property owned by any one person to an apparent extent of \$1,000 or more. It is important to note that not all reportable crashes are reported to law enforcement agencies

Injury Severity refers to the level of injury sustained by a person involved in a crash:

- **Fatal (K)**
- **"A" Injury**- A suspected serious injury
- **"B" Injury**- A suspected minor injury
- **"C" Injury**- Possible injury

Crash severity is based on the most severe injury to any person involved in a crash. For example, the crash severity for a crash with one serious injury (A) and two minor injuries (B) would be considered a serious (A) crash. A crash with no injuries would be considered **Property Damage Only**.



Total Crashes In 2019*

9,591

TOTAL CRASHES

25

FATALITIES

191

SERIOUS INJURIES

2,880

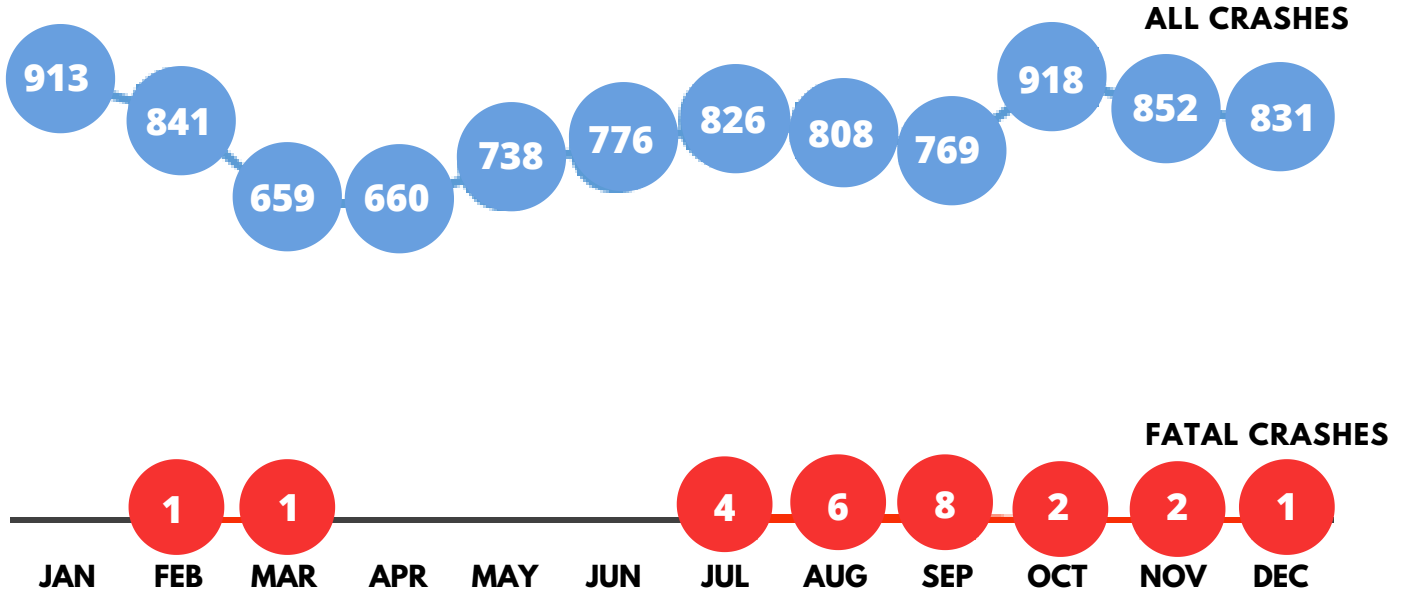
**MINOR OR SUSPECTED
INJURIES**

19,587

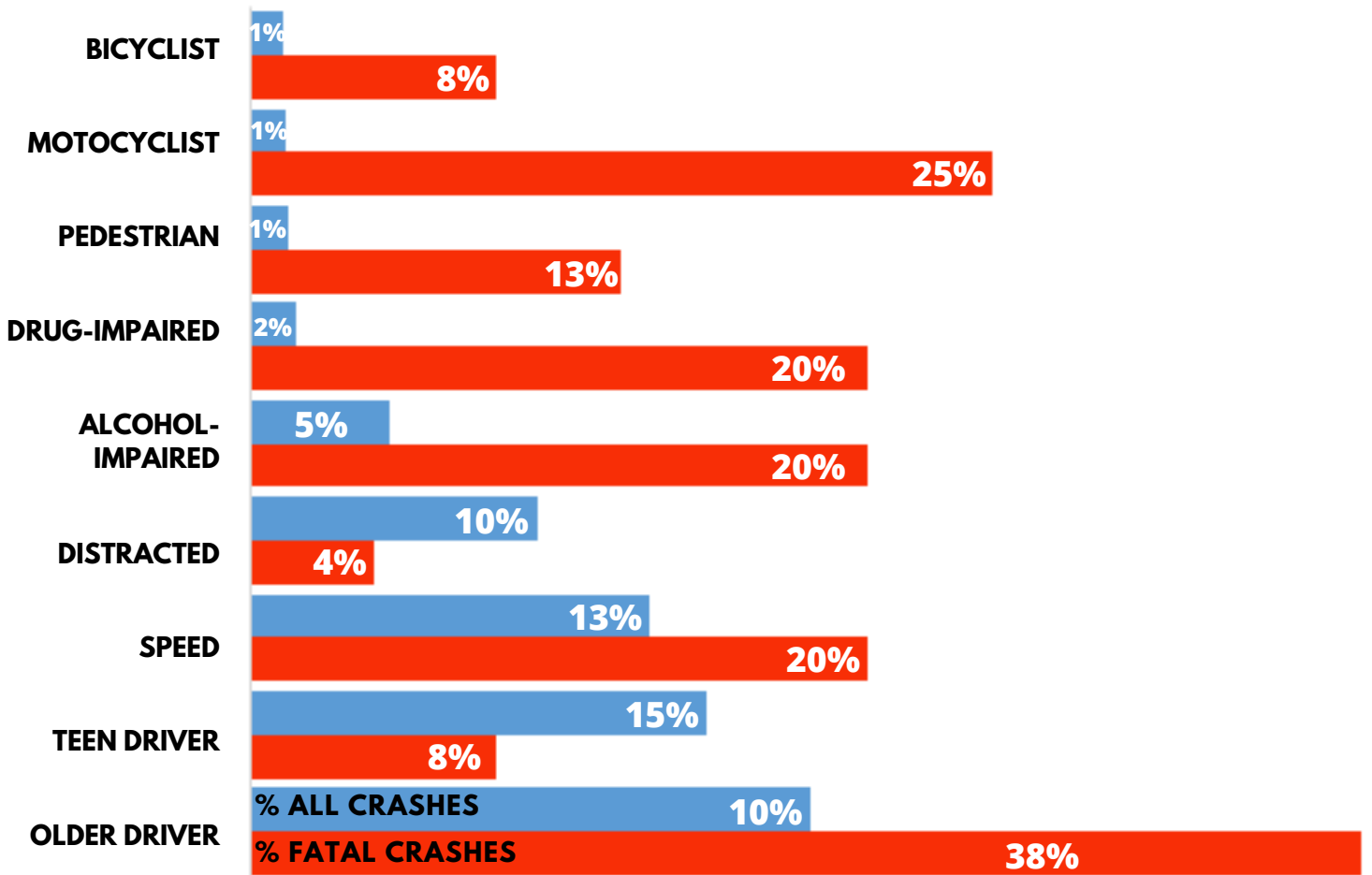
**UNINJURED VEHICLE
OCCUPANTS,
BICYCLISTS AND/OR
PEDESTRIANS
INVOLVED IN A CRASH**

*DOES NOT INCLUDE DEER CRASHES

CRASHES BY MONTH



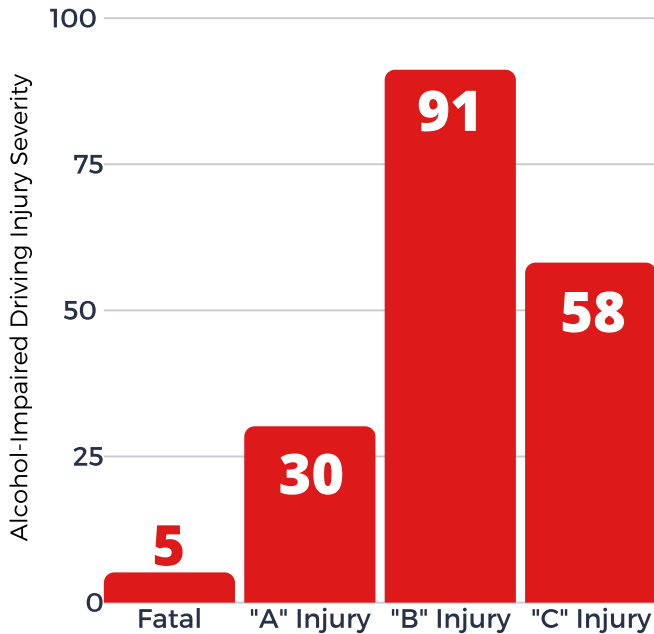
CRASHES BY SHSP PRIORITY AREA*



*Crashes may fall into multiple categories.

Alcohol and Drug-Impaired Driving

REDUCE ALCOHOL & DRUG-IMPARED DRIVING



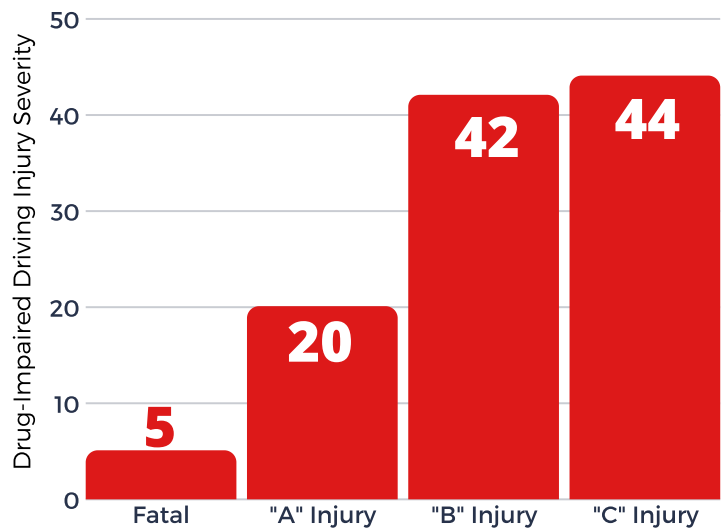
ALCOHOL-IMPAIRED CRASHES

In Dane County, there were a total of 449 crashes involving a driver believed to be impaired, resulting in 5 fatalities and 179 injuries.

Drivers under the influence of alcohol and/or drugs are more likely to make other risky decisions, including not wearing a seatbelt and speeding.

DRUG-IMPAIRED CRASHES

In Dane County, there were a total of 152 crashes involving a driver believed to be impaired by drugs, which can include illegal drugs and prescription medications. Of these total drug-impaired crashes, 5 resulted in fatalities and 106 resulted in injuries.



7

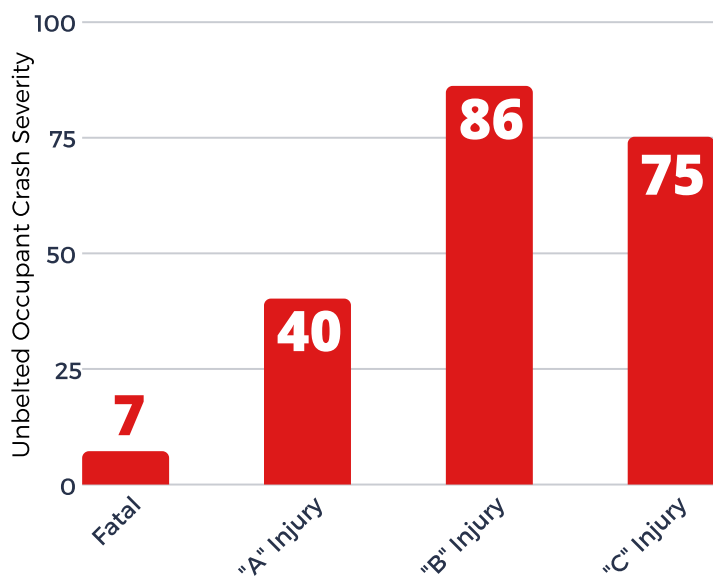
Fatal Crashes involved
Alcohol and/or
Drug Use

28%

of Fatal Crashes involved
Alcohol
and/or Drug Use

Occupant Protection

INCREASE OCCUPANT PROTECTION



In the event of a crash, seatbelt usage can reduce the risk of a fatal injury by up to 50%. The statewide seatbelt-use rate climbed to an all time high of 90.2% in 2019.

CRASHES INVOLVING UNBELTED OCCUPANTS

In Dane County, there was a total of 910 crashes in which an occupant was not wearing a seatbelt, resulting in 8 fatalities and 330 total injuries.



7

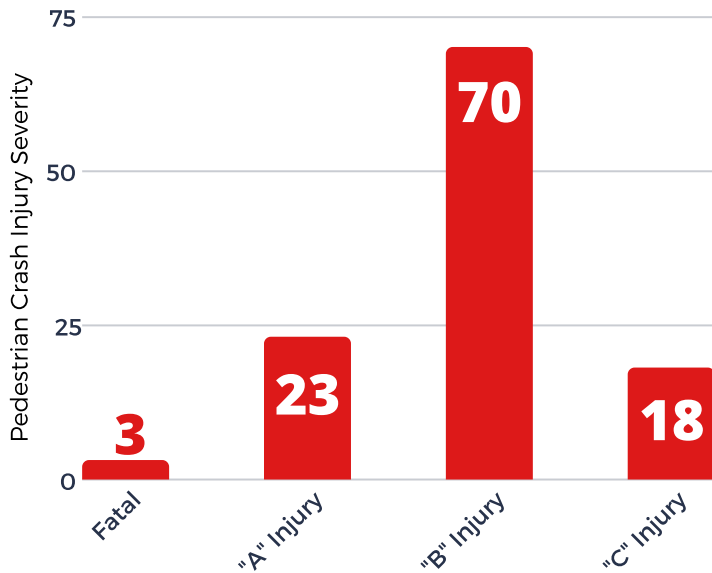
Unrestrained Occupant Fatalities

28%

of Crash Fatalities Were Unrestrained

Bicyclist and Pedestrian Safety

IMPROVE NON-MOTORIST SAFETY



CRASHES INVOLVING A PEDESTRIAN

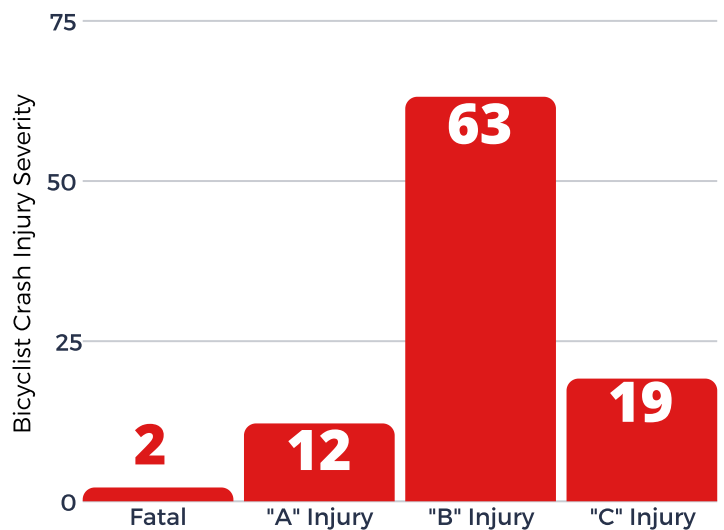
There were a total of 123 crashes in Dane County that involved a pedestrian, resulting in 3 fatalities and 111 injuries.

19 pedestrian crashes involved hit-and-run drivers, resulting in one fatality. All of the pedestrian fatalities occurred at mid-block locations.

CRASHES INVOLVING A BICYCLIST

There were a total of 107 crashes involving a bicyclist in Dane County that resulted in 2 fatalities and 94 injuries.

14 bicyclist crashes involved hit-and-run drivers. One of the two bicyclist fatalities was not wearing a helmet.



PROTECTING VULNERABLE ROADWAY USERS

Bicyclist and pedestrian crashes in Dane County accounted for only 2% of all crashes, however 90% of all bicyclist and pedestrian crashes resulted in death or injury. Vehicle speed plays a key factor in the severity of bicyclist and pedestrian injuries.

5

Bicyclist and Pedestrian Fatalities

200

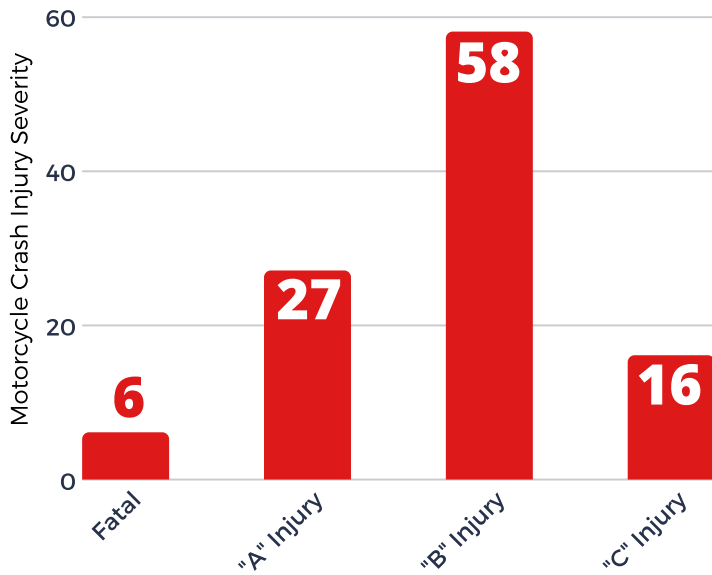
Bicyclists and Pedestrians Were Injured

20%

Of All Fatal Crashes Involved a Bicyclist or Pedestrian

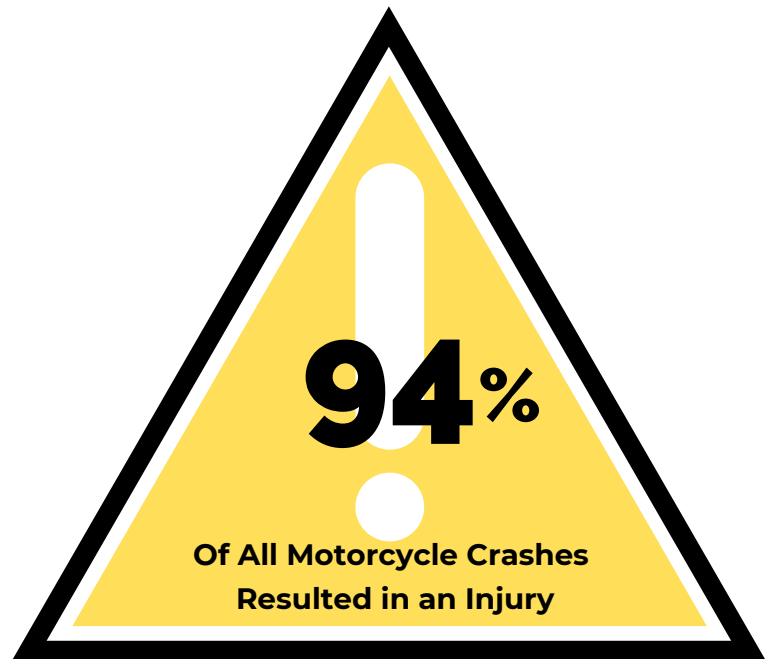
Motorcycle Safety

REDUCE THE INCIDENCE AND SEVERITY OF MOTORCYCLE CRASHES



CRASHES INVOLVING A MOTORCYCLE

There were a total of 65 crashes involving motorcyclists in Dane County, resulting in 6 fatalities and 101 injuries. Out of the 6 fatalities, 5 of the riders were wearing a helmet and other safety equipment. Speeding and impaired driving were not a contributing factor in any of the fatal crashes.



6

Motorcyclist Fatalities

101

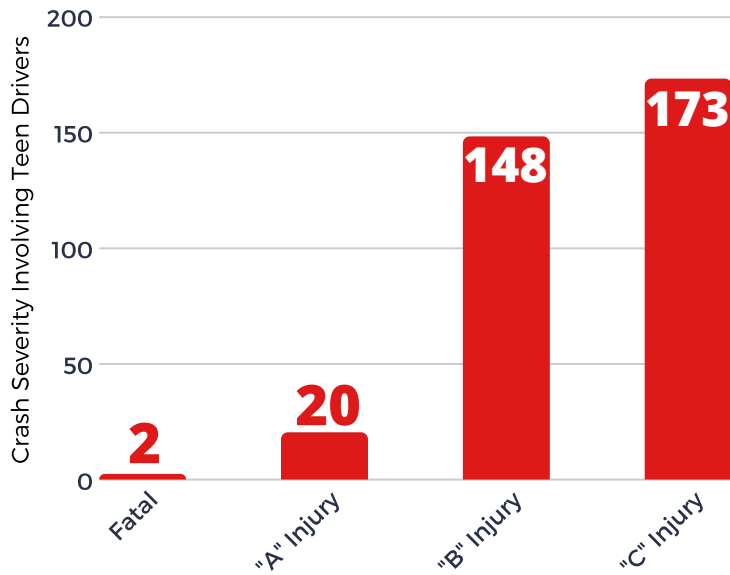
People Injured in
Motorcycle Crashes

24%

Of All Fatal Crashes
involved a
motorcyclist

Teen and Older Drivers

IMPROVE DRIVER PERFORMANCE



TEEN DRIVERS

In Dane County there were a total of 1,477 crashes involving teen drivers, resulting in 2 fatalities and 501 injuries.

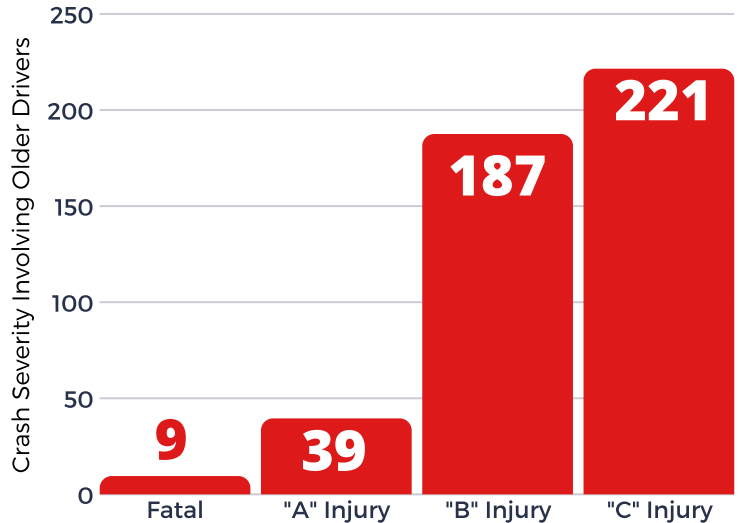
In general, teen drivers have a high rate of fatal crashes, resulting from inexperience and poor decisions, including speeding, distraction, and lower seatbelt usage.

Speeding was a contributing factor in both fatal crashes, and distracted driving and lack of seatbelt use were each contributing factors in one of the fatalities.

OLDER DRIVERS

There were a total of 1,809 crashes in Dane County involved a driver over the age of 65. These crashes resulted in 9 fatalities and 644 total injuries.

As drivers age, decision-making and reaction times begin to slow. Additionally medical conditions and certain medications, such as blood thinners, can greatly increase the level of injury severity for older drivers and occupants.



11

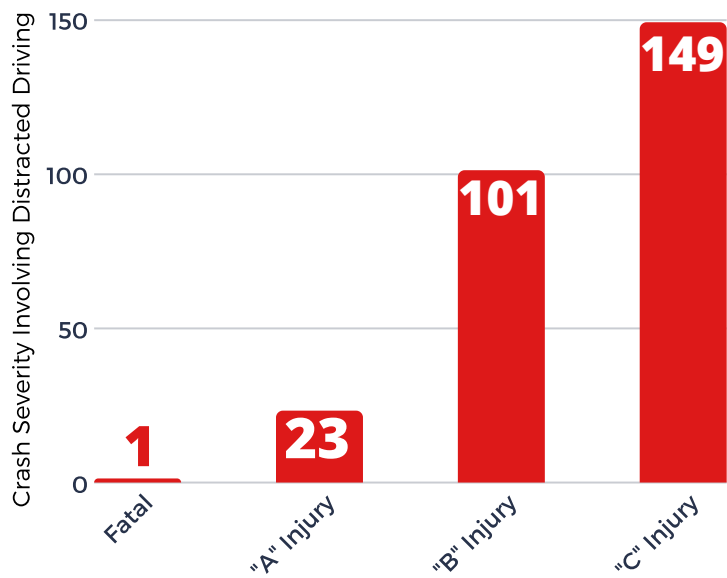
Fatal Crashes involved
New or Older Drivers

36%

of Fatal Crashes involved
a Driver Over the Age
of 65.

Distracted Driving

REDUCE DRIVER DISTRACTION AND IMPROVE DRIVER ALERTNESS

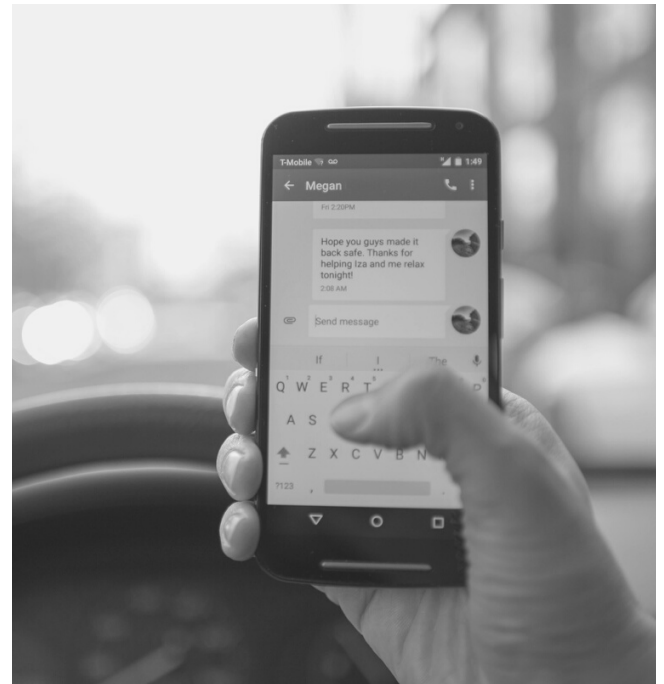


DISTRACTED DRIVING

There were 934 crashes in Dane County involving distracted drivers, resulting in one fatality, and 391 injury crashes.

IT'S AGAINST THE LAW

Distracted driving is any activity that takes the drivers attention away from the road, which may include using a cell phone, adjusting the radio, distracted by other people, and more. In Wisconsin it is against the law to text while driving, and drivers are not permitted to use a handheld device in roadway work zones.

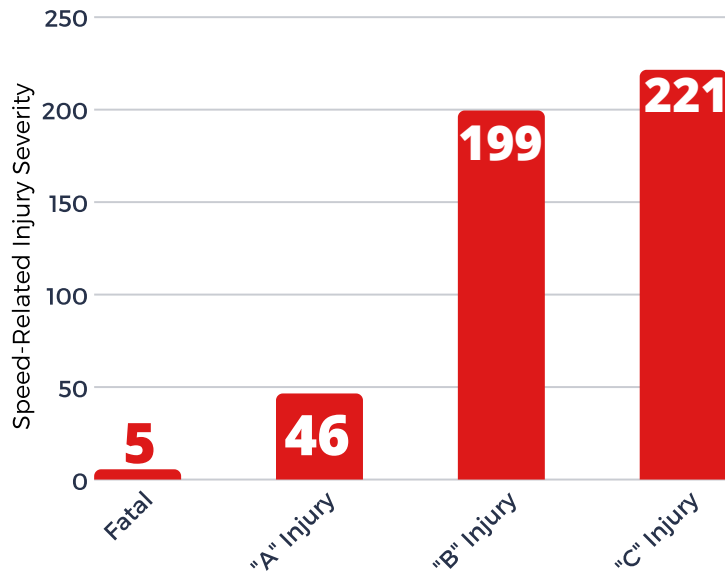


1

Distracted-driving
fatality

Speeding and Aggressive Driving

REDUCE SPEED-RELATED CRASHES AND CURB AGGRESSIVE DRIVING



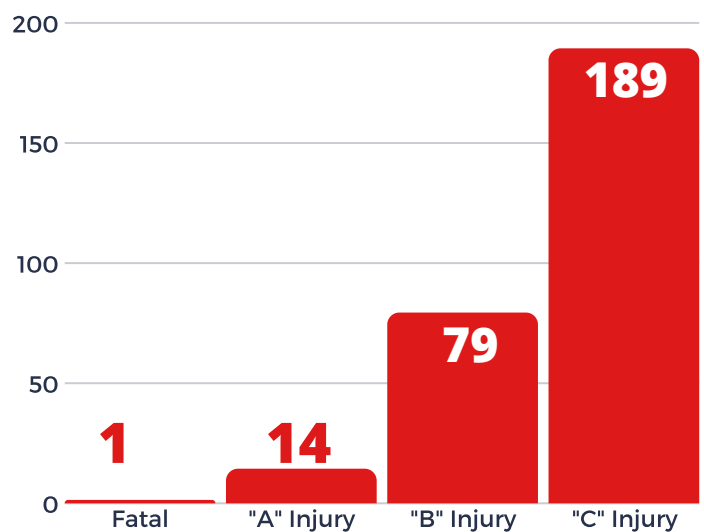
HIT-AND-RUN CRASHES

There were 1,230 crashes in Dane County considered hit and runs. While 87% of hit-and-run crashes resulted in property damage only, there was one fatality and 189 injuries that resulted from hit-and-run crashes.

SPEEDING-RELATED CRASHES

In Dane County speeding was considered a contributing factor in 1,294 crashes, resulting in 5 fatalities and 330 injuries.

Higher speeds increase the injury severity risk. Males and younger drivers are more likely to be involved in a speed-related crash.



5

Speeding-Related Fatalities

20%

of Crash Fatalities were involved in Speed-Related Crashes

TPB (MPO) Agenda Cover Sheet
July 1, 2020

Item No. 10

Re:

Approval of MPO and TDM Program Logos/Visual Elements and Mission and Vision Statements and Discussion on Rebranding Roll Out

Staff presented proposed MPO and TDM program names and taglines and draft mission and vision statements to the board at its May meeting. The board approved the names and taglines. Suggestions were made for some revisions to the mission and vision statements. Staff has made some revisions to the statements incorporating the board comments, and put together a document showing the proposed revised statements with an alternative for each.

Following the approval of the MPO and TDM program names in May, our rebranding project consultant, Distillery, developed four alternative logos for the MPO and CARPC and for the TDM program and presented those to an ad hoc group of board members and staff from both agencies. There was consensus among the group on the preferred alternatives to move forward with for further refinement. Suggestions were made for potential revisions for Distillery to work on. Distillery presented refined versions of the selected logo alternatives at the joint MPO-CARPC meeting in June, along with potential “partner agency” branding using the individual agency logos. Members of both boards responded favorably to the final draft revised logos for the two agencies and the TDM program.

Staff is now seeking final approval of the MPO and TDM program logos and mission and vision statements. The next step is to plan the rollout of the new brands and other marketing/outreach strategies. Distillery prepared a marketing rollout plan and reviewed that with the ad hoc project group of board members and staff on June 22. The plan is presented for discussions purposes. As discussed at the joint MPO-CARPC meeting, the timing of the new brand rollout is dependent on needed assistance from City of Madison IT staff and we do not yet know when they will be able to provide that assistance and support. It has been agreed that the MPO and CARPC brand rollouts should be done together, while the TDM program could potentially be done on a separate timeline.

Materials Presented on Item:

1. Selected slides from Distillery presentation on the MPO and CARPC and TDM Program Logos
2. MPO and TDM program approved names/taglines with proposed revised draft mission and vision statements
3. Proposed marketing plan rollout for the MPO and TDM program

Staff Recommendation/Rationale:

Staff recommends approval of the revised MPO and TDM program mission and vision statements.

Distillery

PHASE 2

IDENTITY PROPOSAL **MATPB & CARPC**

June 2020

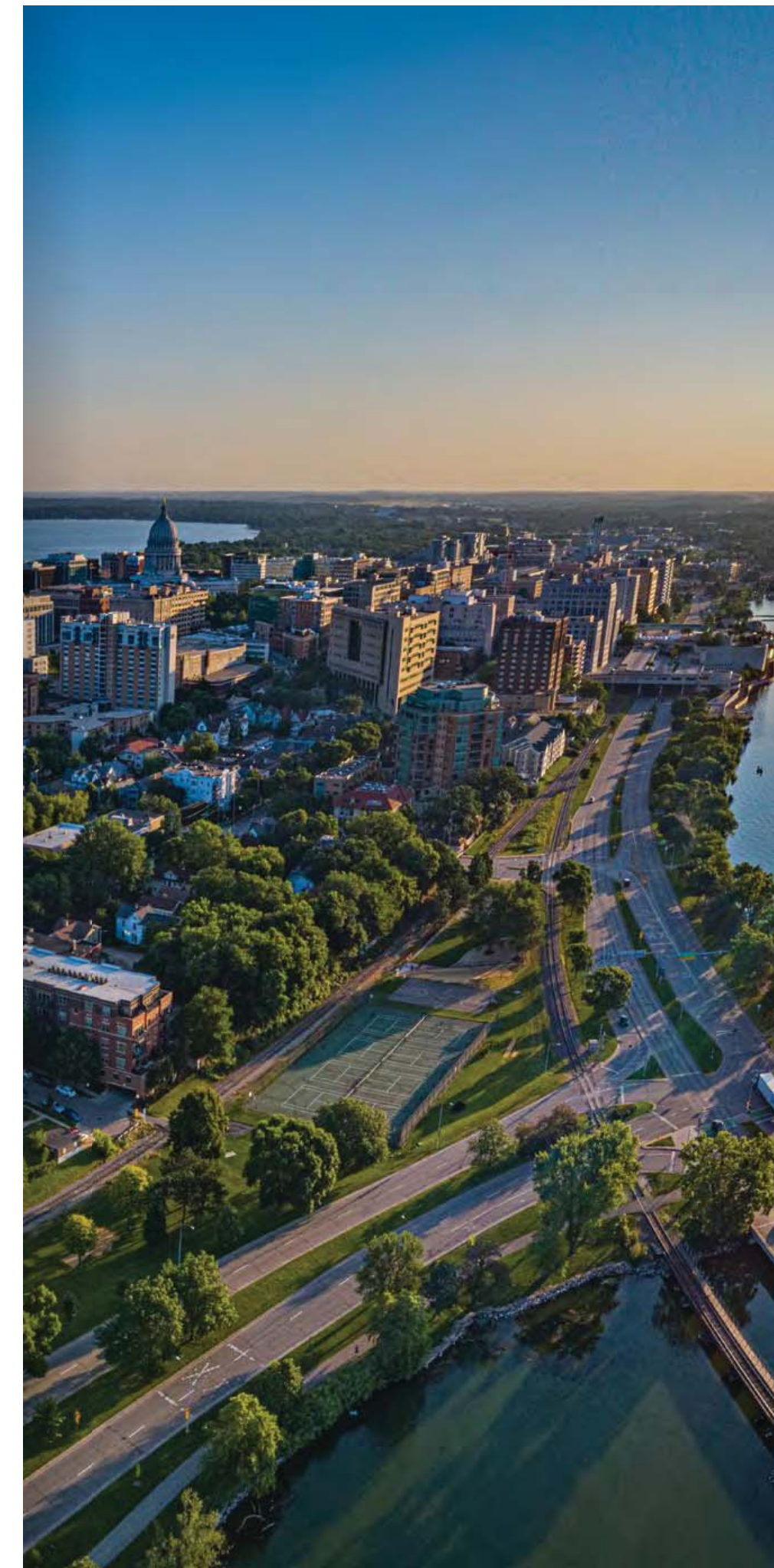


BRANDING GOALS

Develop an impactful and modern brand identity that addresses organizational needs using market research and feedback gathered from community and key stakeholders in Phase 1 audits.

OBJECTIVES:

- » Increase awareness of organizations within the region among wide range of audiences.
- » Deliver contemporary identities that position organizations as leaders in the region.
- » Create cohesive yet independent identities that demonstrate the partnership between CARPC and MATPB.





MATPB POSITIONING

MISSION

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

VISION

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

VOICE

- » **Informative**
- » **Reliable**
- » **Authoritative**
- » **Professional**
- » **Accessible**

CORE VALUES



ADDRESSING THE CHALLENGES

During the audit process we identified a series of challenges. This is how we are addresssing them through the visual identity.

Challenge

Lack of recognition added by turnover of elected officials and/or key stakeholders.



Solution

A fresh, memorable mark combined with an easier to pronounce name.

Challenge

Perception that organizations favor Madison and MPO focuses on car-centric solutions.



Solution

Avoid capitol- and Madison-centric imagery and focus instead on abstracted solutions.

Challenge

Limited staff and resources to dedicate to outreach capabilities.



Solution

A strong identity used consistently helps make meaningful connections with stakeholders and promote broader MPO-CARPC partnership.

SELECTED FOR REFINEMENT

OPTION 1



OPTION 2



OPTION 3



OPTION 4

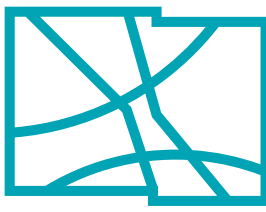


REFINEMENT

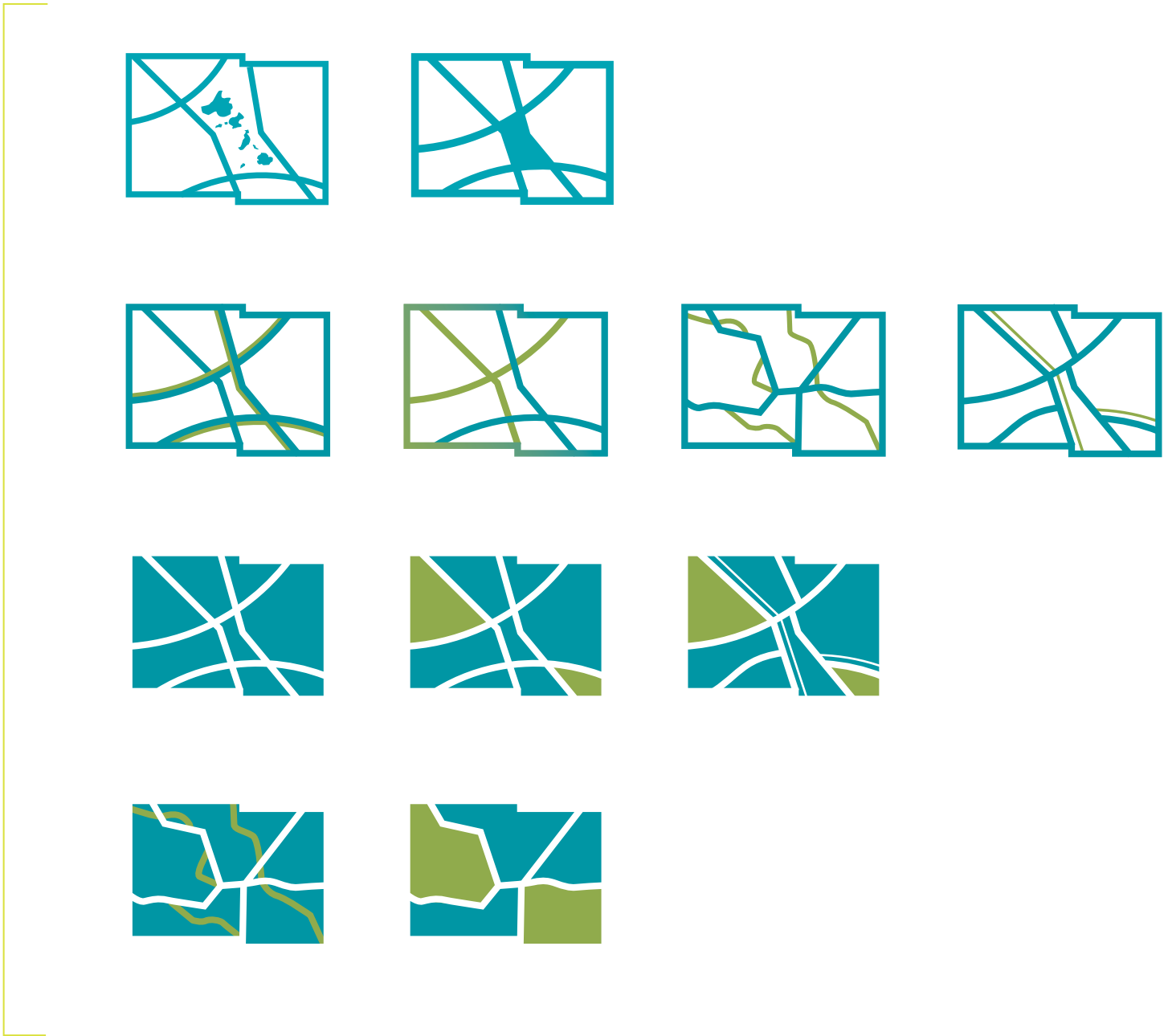


MATPB REFINEMENT: ICON EXPLORATION

ORIGINAL



GREATER MADISON
mpo





MATPB REFINEMENT

NEW LOCKUP



GREATER MADISON
mpo

ALT OUTLINE



GREATER MADISON
mpo

CARPC REFINEMENT: ICON EXPLORATION

ORIGINAL



carpc

CAPITAL AREA
REGIONAL PLANNING
COMMISSION



CAPITAL AREA
rpc



CARPC REFINEMENT

NEW LOCKUP



ALT OUTLINE



INTEGRATED COVER DESIGN



INDIVIDUAL COVER DESIGN



GMAP REFINEMENT



ALT OUTLINE



SEPARATE NAMES



Distillery

PHASE 2

IDENTITY PROPOSAL
RIDESHARE, ETC.

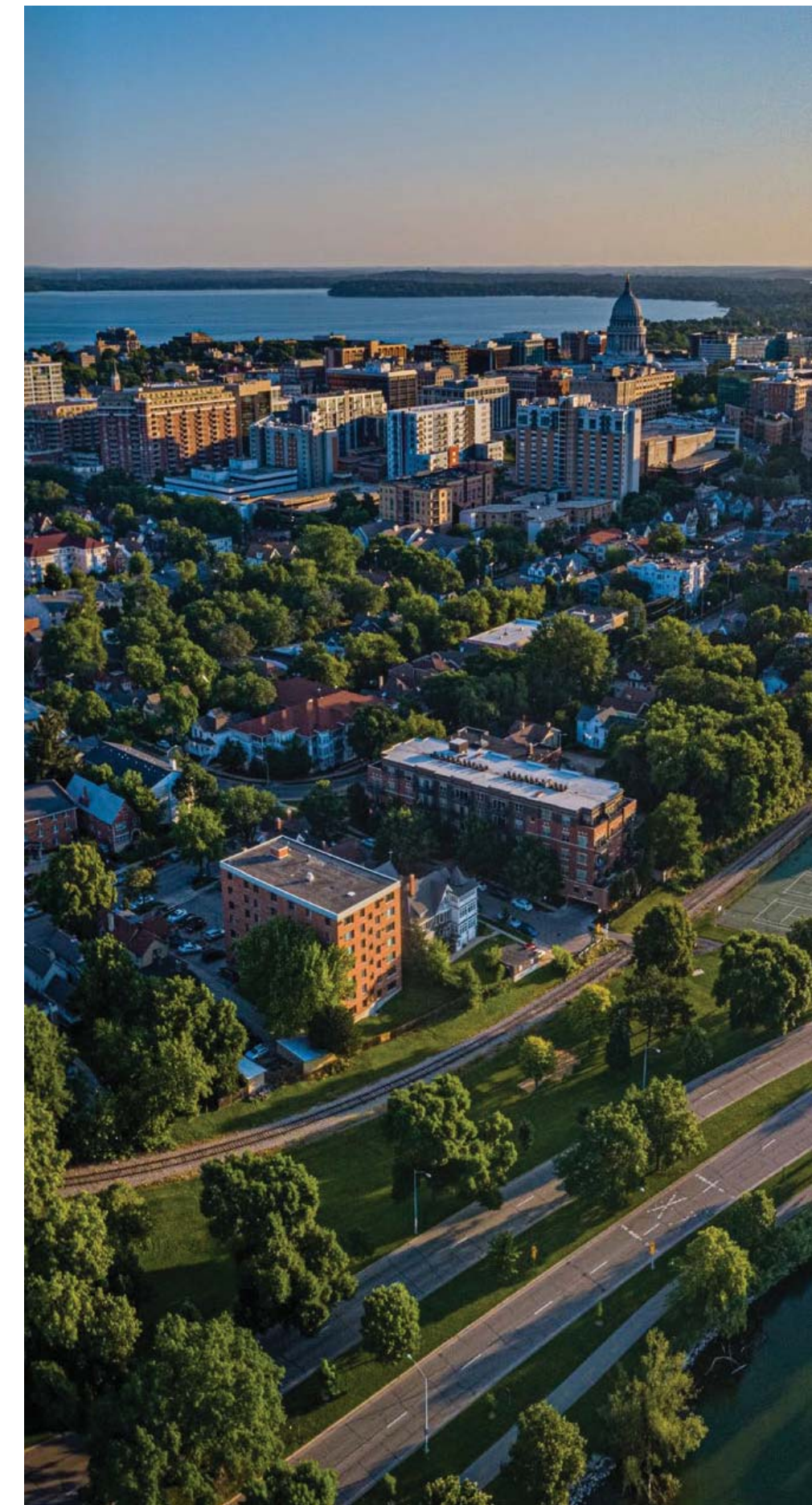
June 2020

BRANDING GOALS

Develop a fresh and modern identity to raise the public profile of the regional TDM program using feedback gathered from landscape research, community survey, and focus groups.

OBJECTIVES:

- » A contemporary identity that stands out and generates excitement among diverse audiences and businesses.
- » Promote active and sustainable transportation options through the creation of an exciting and user-friendly brand.



POSITIONING

Smart options for everyday trips.

MISSION: to connect individuals, businesses, and organizations in the Madison region with alternative transportation options.

VOICE

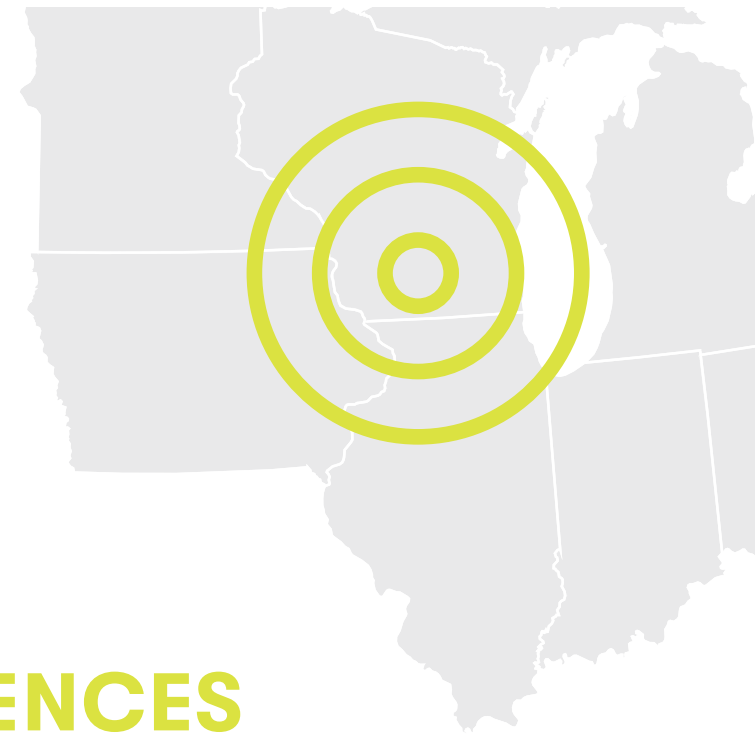
- » Friendly
- » Resourceful
- » Positive and fun
- » Authentic

CORE VALUES

- » Sustainability
- » Accessibility
- » Efficiency
- » Innovation
- » Affordability

AUDIENCES

- » Prominent businesses and employers
- » Current and former Rideshare, Etc. users
- » TDM organizations
- » Community advocacy groups
- » General public



ADDRESSING THE CHALLENGES

During the audit process we identified a series of challenges. This is how we are addresssing them through the visual identity.

Challenge

Program is not widely known in region by general public and employers.



Solution

A brand and mark that is memorable, straightforward, and fits into everyday use.

Challenge

The public perception that Rideshare, Etc. is outdated and difficult to navigate.



Solution

A modern, contemporary brand that is friendly and accessible to a wide range of people.

Challenge

General confusion around program offerings and function.



Solution

A distinct name and brand that, combined with strong marketing, positions the program as adaptable with more than one offering.



OVERVIEW

OPTION 1



OPTION 2



OPTION 3



OPTION 4



SELECTED FOR REFINEMENT

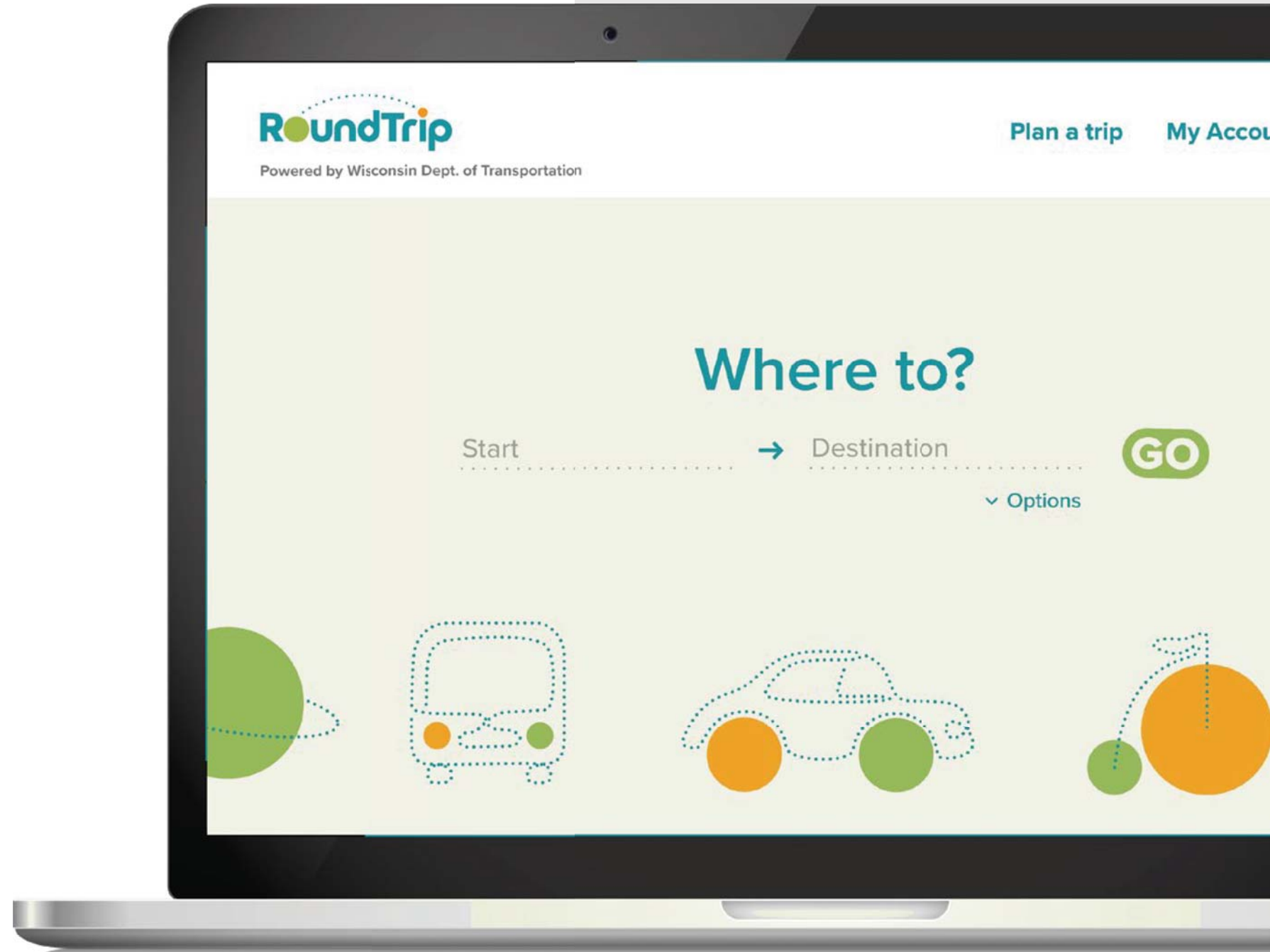
REFINEMENT

RoundTrip

Smart options for everyday trips



ROUNDTRIP FINAL



MPO and TDM Program Rebranding Project

The following are the approved names and taglines, and the revised mission and vision statements for the MPO and TDM program:

MPO Name: Greater Madison MPO

Tagline: Connecting people, places, and opportunities

Mission Statement [original draft]: To provide leadership in collaboratively planning and funding the Madison region's evolving transportation vision.

Alt 1 (Recommended): **Lead** the collaborative planning and funding of a **sustainable transportation system** for the **greater** Madison region.

Alt 2: To provide leadership in collaboratively planning and funding a transportation **system** for the **greater** Madison region that is **sustainable, innovative, and resilient**.

Vision Statement [original draft]: A regional transportation system that connects people, places and opportunities to achieve an exceptional quality of life for all.

Alt 1 (Recommended): A **sustainable** regional [**or greater Madison region**] transportation system that connects people, places and opportunities to achieve an exceptional quality of life for all.

Alt 2: A **greater Madison region** transportation system that connects people, places and opportunities to achieve an exceptional **and sustainable** quality of life for all.

TDM Program Name: RoundTrip

Tagline: Smart options for everyday trips

Mission Statement [original draft]: To connect individuals, businesses and organizations with transportation options in the Madison region.

Alt 1 [Recommended]: To connect individuals, businesses and organizations in the Madison region with **convenient alternatives to driving alone**.

Alt 2: To connect individuals, businesses and organizations in the Madison region with **convenient alternative [and more sustainable] transportation alternatives to driving alone**.

Distillery

PHASE 3

**MARKETING
ROLLOUT
GREATER
MADISON MPO**



June 2020

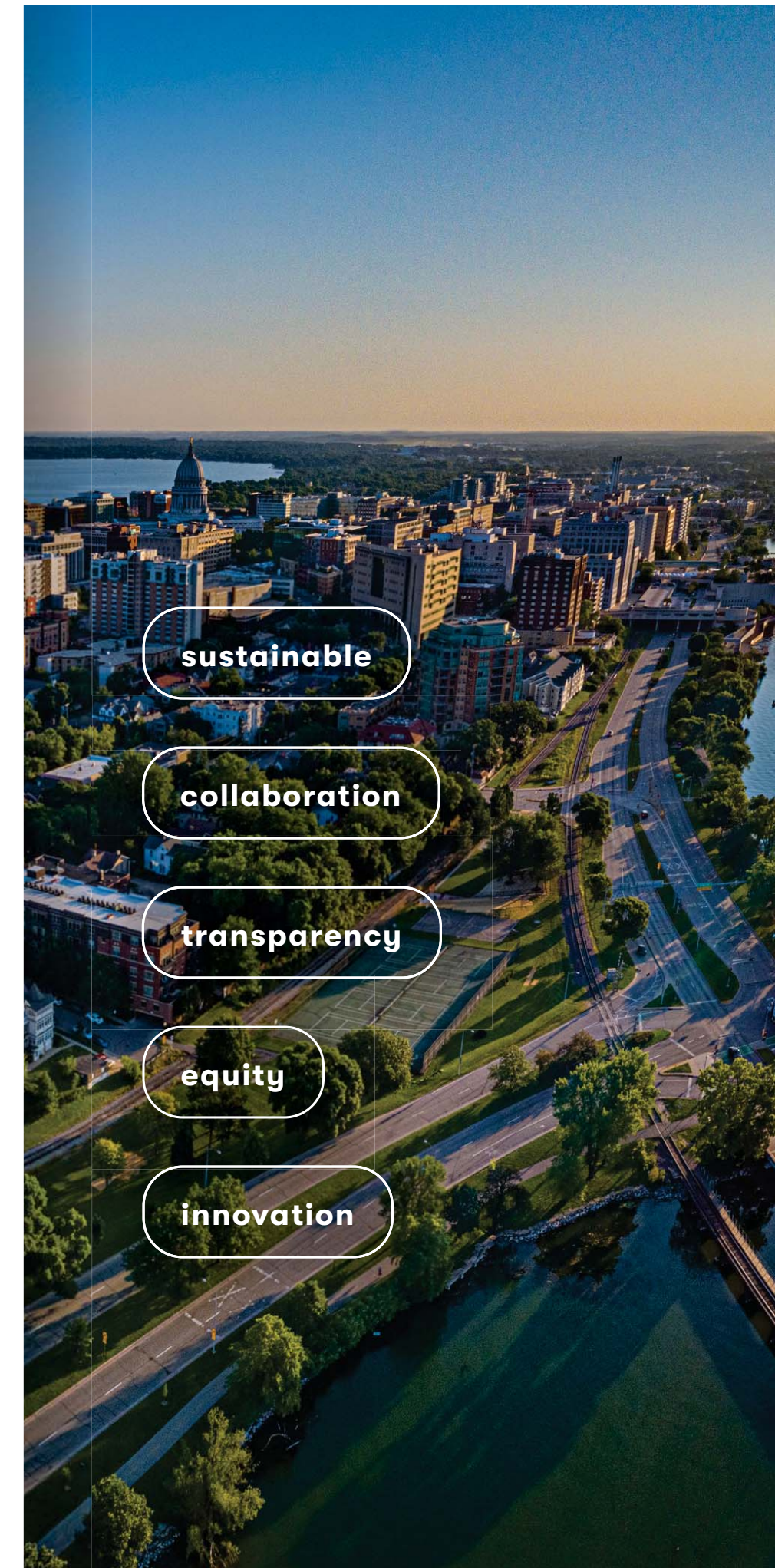
MPO POSITIONING

MISSION

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

VISION

A sustainable 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 transportation system to the region.

Exceptional quality of life depends on the collaboration and planning efforts between **Greater Madison MPO**, Capital Area RPC, Wis-DOT, and regional communities.

VOICE

informative

reliable

professional

authoritative

accessible

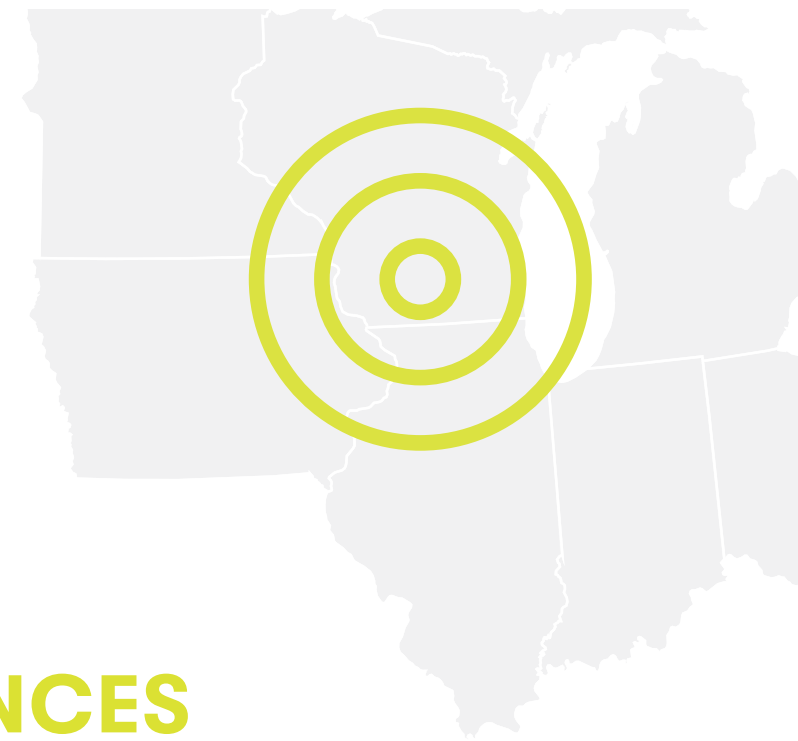
POSITIONING

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 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

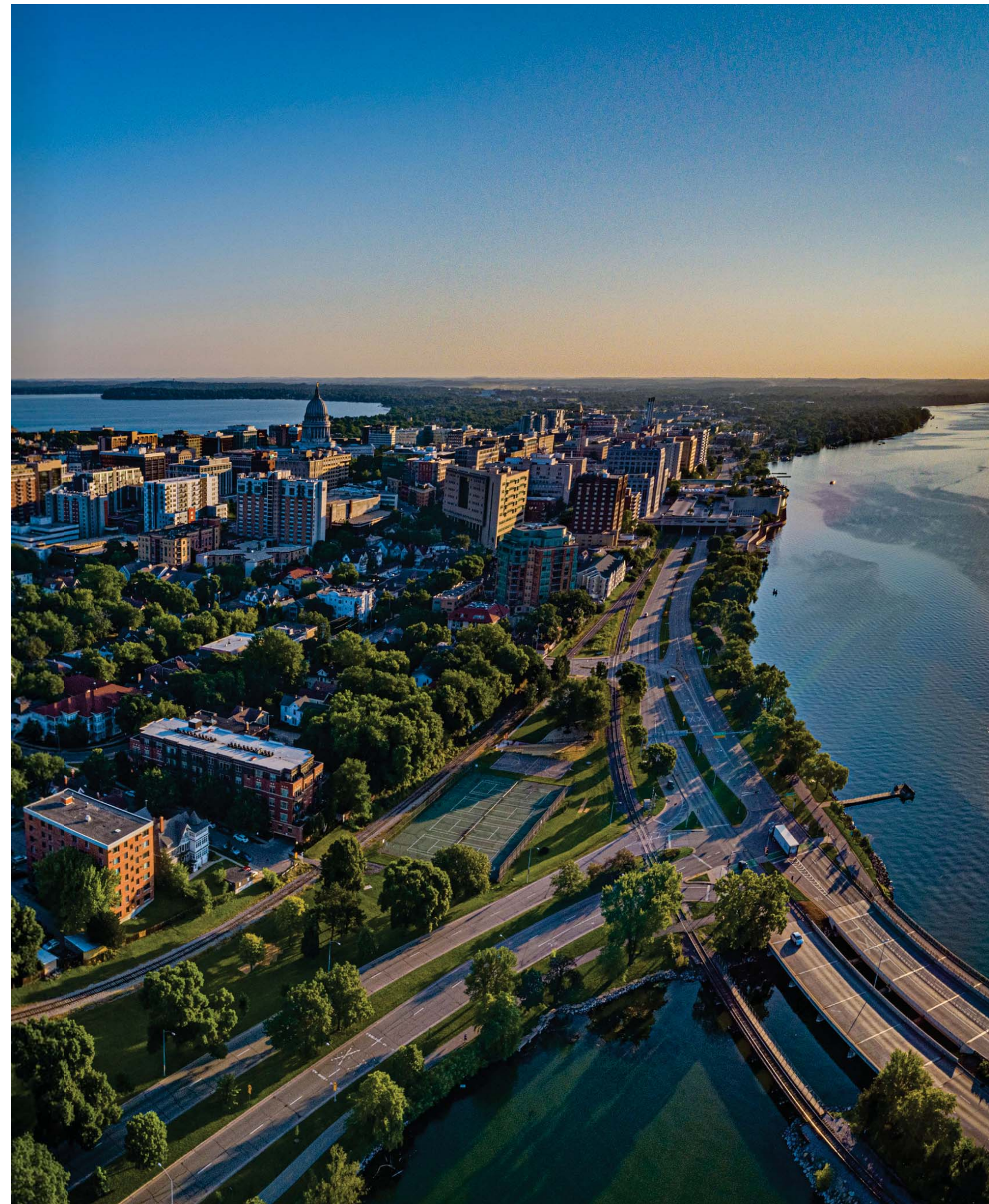


**THANK
YOU**

HEADING

VISION

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



Distillery

PHASE 3

MARKETING ROLLOUT ROUNDTRIP

June 2020

ABOUT ROUNDTRIP

MISSION

Roundtrip connects individuals, businesses, and organizations in the Madison region with alternative transportation options.

sustainable

accessible

efficient

innovative

affordable





NEW IDENTITY

This concise mark features colorful circles that represent starting and destination points. A dotted line connecting the points emphasizes the alternative methods for arriving at one's destination.

The connecting dots can be used to create playful and interactive elements ideal for digital spaces and multi-use purposes.





COMMUNICATION

TAGLINE

Smart options for everyday trips

friendly

resourceful

positive and fun

authentic

KEY MESSAGES

RoundTrip gets you where you need to go.

RoundTrip strives to place Dane County as a leader in the state for sustainable transportation options.

RoundTrip is affordable, accessible, and convenient.

RoundTrip is a fun alternative to driving alone.

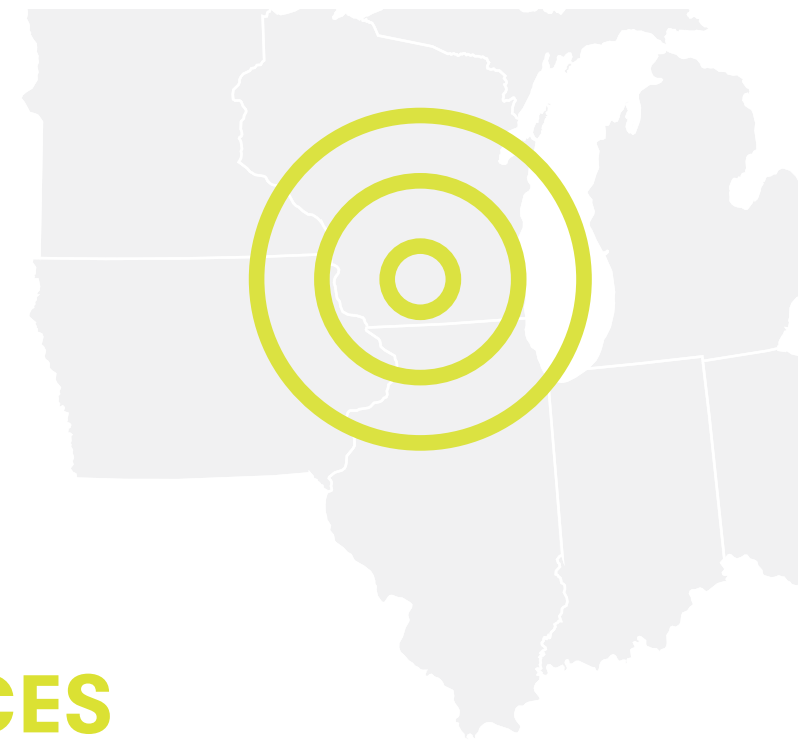
POSITIONING

GOALS

1. Raise awareness of program existence within the community
2. Increase program partnership among businesses and organizations
3. Promote sustainable transportation options in the Greater Madison region

AUDIENCES

- » Prominent businesses and employers
- » Current and former Rideshare, Etc. users
- » TDM organizations
- » Community advocacy groups
- » General public



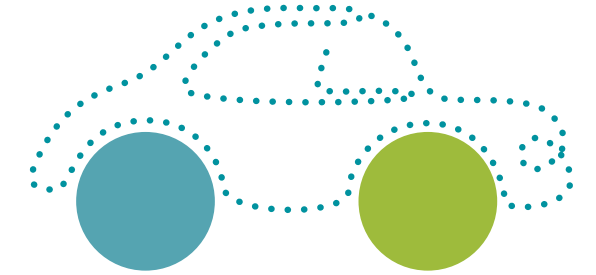


MARKETING STRATEGIES & TACTICS



STRATEGY 1

Announce new program name and branding. Leverage new branding to increase brand presence in the region.



TACTICS

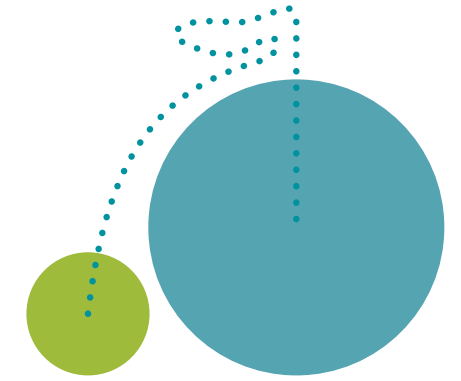
- 1A. Unveil new name and brand to MPO board, Citizen Advisory Committee, technical Coordinating Committee, and TDM Coordinating Committee. Provide committee members with collateral. Collateral will include simple and direct explanations of what is RoundTrip and how to use RoundTrip.
- 1B. Announce new name and brand online with robust social media campaign.
- 1C. Announce new name and brand via e-newsletter sent to newsletter members as well as those that participated in the Rideshare survey and Rideshare-specific focus groups.
- 1D. Create press release announcing the program's relaunch and distribute to regional media outlets.
- 1E. Build one-on-one relationships with media contacts to provide information about RoundTrip and its services through interviews, information sharing, invitations to try RoundTrip and ongoing press releases.
- 1F. Have alders and elected officials on the MPO board be active promoters of RoundTrip, supply them with digital and print marketing materials to have on their social media, website, offices, events they attend, etc.

STRATEGY 2

Make RoundTrip an accessible travel resource for potential and current users.

TACTICS

- 2A.** A friendly and inviting website that is easy to navigate and has readily accessible information about the program options and clear directions on how RoundTrip works.
- 2B.** Coordinate with community organizations (Urban League, Latino Academy, YWCA, etc) to have in-person events in order to raise awareness and teach community members about the program.
- 2C.** Develop an app that is easy to use within competitive landscape for young working adults.
- 2D.** Place information about RoundTrip in significant travel junctures such as bus transfer stops through poster placements and advertisements.
- 2E.** Launch new newsletter template and encourage newsletter signups on social media platforms and website.

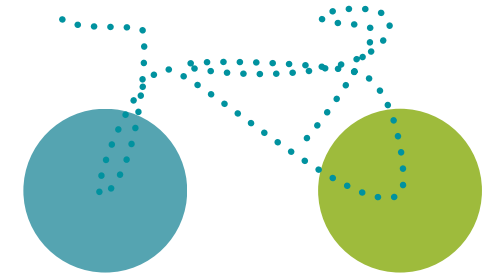


STRATEGY 3

Increase
ridership
among major
employers
and colleges.

TACTICS

- 3A.** Provide employer contacts with pamphlets and brochures to be include in new employee onboarding materials.
- 3B.** Create social media and digital assets that employers and organizations can post on their own web and social platforms.
- 3C.** Create appealing banners and signage to place prominently during the start of a school year or hiring season. Madison College, in particular, requested more of this type of marketing.
- 3D.** Hold lunch-and-learns in target businesses and college campuses where people can sign up for an account on the spot if interested.
- 3E.** Have organization coordinators send out survey to employees to gauge interest and increase sign ups with questions such as:
 - » Would you be interested in participating in a sustainable transportation program such as RoundTrip?
 - » What modes of transportation sharing are you interested in?
 - » What is your home zip code?
 - » Do you want to sign up for more information? (if yes, create account with temp password and add to newsletter)



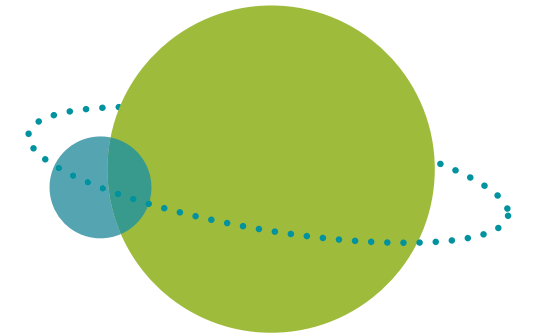


STRATEGY 4

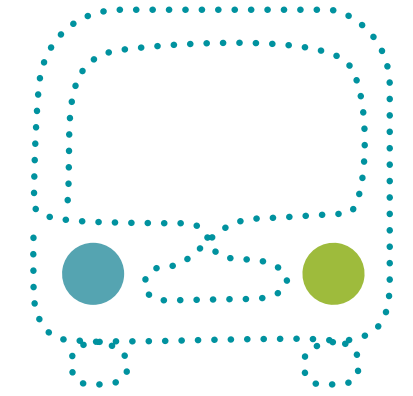
Leverage existing partnerships and relationships to position RoundTrip as a leading advocate for sustainable and alternative transportation in the Greater Madison region.

TACTICS

- 4A. Place RoundTrip on lists of community resources such as 211 and lists for related needs such as housing and employment.
- 4B. Leverage relationships with Economic Development groups to distribute program information materials to local businesses, visitors, and community members.
- 4C. Create social media and digital assets that organizations can post on their own web and social platforms.
- 4D. Create joint marketing materials with other community organizations with related programs- BCycle, Sustain Dane, YWCA, etc.
- 4E. Work with partners in TDM Coordinating Committee to create joint events around sustainability. Example: instead of Bike to Work Day hold a week-long event focused around alternatives to driving alone to work.



MARKETING CHANNELS



CURRENT

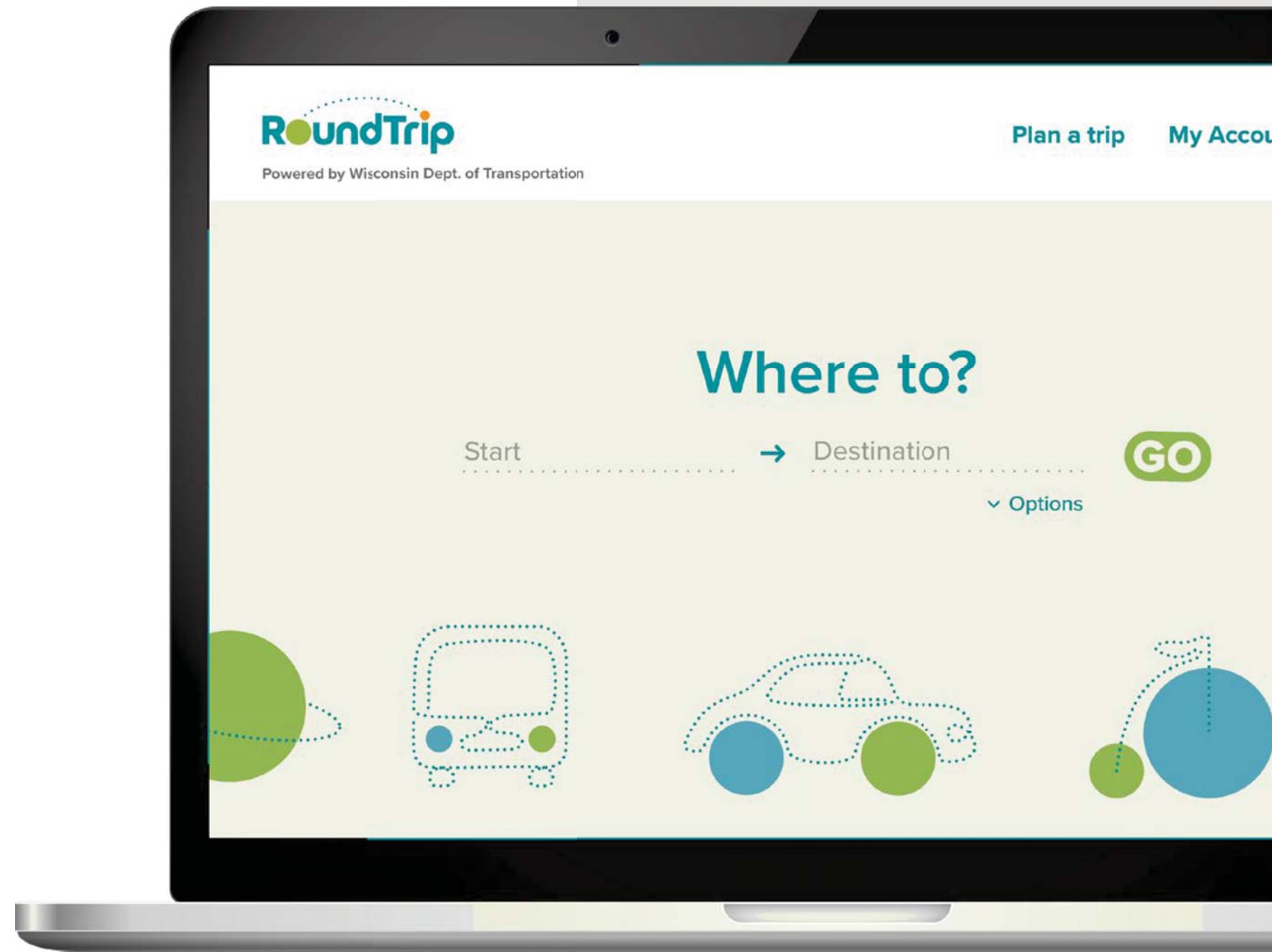
- » Website
- » Social media
- » Newsletter
- » TDM Committee (joint partnership opportunities)
- » Madison College
- » Contacts at target employers
- » Board and committee members (their audience and distribution)
- » Economic development organizations (their audience and distribution)

POTENTIAL

- » Public relations with media contacts
- » Smartphone app
- » Advertising:
 - » Bus
 - » Print
 - » Digital
 - » Event sponsorship

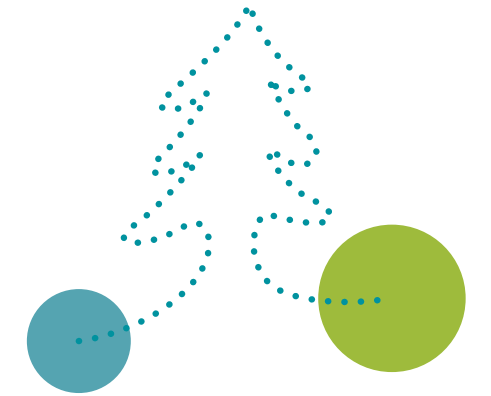
MARKETING TOOLS

- » Website
- » Social media content creation
- » E-newsletter
- » Press releases and supportive imagery
- » Initial program info packet
- » Brochures, pamphlets, flyers and any other necessary collateral
- » Advertisements – digital, print, video
- » Banners and signage for in-person events





TIMELINE



PHASE I **ANNOUNCEMENT**

Tactics: 1A–1D

PHASE II **INFORM**

Tactics: 1E–1F, 2A–2B, 3A–3C, 4A–4C

PHASE III **INCREASE RIDERSHIP**

Tactics: 2C–2E, 3D–3E, 4D–4E

**THANK
YOU**

TPB (MPO) Agenda Cover Sheet
July 1, 2020

Item No. 11

Re:

Discussion Regarding MATPB Response to Racial Injustice and Continued Racial Inequities Generated in Part by Past Land Use/Transportation Planning and Decision Making

The killing of another unarmed black man and the local and worldwide protests that have followed have focused attention on past and current laws, policies, and institutions that have and continue to contribute to racial injustice and very disparate outcomes for Black Americans and other persons of color compared to white people. This has led many organizations to consider their role or actions within these systems generating these inequities. Staff felt that it was important for the MPO to consider what we can do – as individuals, staff, and as an organization – to be intentionally anti-racist as we approach our work. Staff discussed with Board Chair Opitz the idea of issuing a statement, but it was decided that coming up with an action list and beginning work on that would be more meaningful and impactful. Staff has come up with some initial ideas for discussion. These are mostly focused on actions beyond those activities currently being conducted to meet Title VI and Environmental Justice requirements. MPO staff has also discussed with CARPC staff about trying to coordinate the efforts of the two agencies. CARPC had a similar item on their agenda at their June meeting.

Materials Presented on Item:

1. Initial ideas on action list for discussion
2. Title VI Initiatives appendix from 2020 MATPB Work Program

Staff Recommendation/Rationale:

For discussion purposes

MATPB (MPO) Response to Racial Injustice and Continued Racial Inequities Generated in Part by Land Use/Transportation Planning and Decision Making

Initial Thoughts Regarding Action List

The following are some initial thoughts from staff on things the MPO – as individuals, staff, and as an organization – could commit to doing or consider doing. These are primarily meant as additional actions beyond those already being done to meet Title VI and Environmental Justice (EJ) requirements. Each year, we include an appendix in the Work Program highlighting EJ related accomplishments and planned work activities for the coming year. That appendix for the 2020 Work Program is attached.

Understanding Context & Overall Approach

1. Acknowledge the historical complicity of urban and transportation planning policies in institutionalizing racism. Examples include:
 - a. Zoning limits for allowable densities of residential uses;
 - b. Zoning to prohibit mixture of land uses, including co-locating home/business
 - c. “Urban Renewal” programs;
 - d. Constructing major highway projects that bisect or separate minority neighborhoods, creating auto dependence and exacerbating health and safety issues; and
 - e. Spurring gentrification through provision of public facilities such as protected bike lanes, BRT infrastructure, open space areas, etc.
2. Moving forward, work proactively to try to undo, reverse, or mitigate past planning policies and decisions such as those listed above, and be cognizant of such impacts in making future decisions.

Organizational Development Actions

1. Engage with local anti-racist organizations and consultants to facilitate trainings with the MPO board, committees, and staff on a regular basis.
2. Expand MPO Citizen Advisory Committee membership to include greater representation of people of color, community organizations, and mobility justice advocates.
 - a. Talk with potential members from these communities to understand whether meeting logistics, agendas, or other elements can be improved to support more diverse participation.
3. Work with appointing authorities to improve representation of people of color on the MPO Policy Board.
4. Continue to work to educate ourselves about institutional racism, white privilege, how to be effective allies with communities of color, and related topics. Use this information to broaden conversations and to build a wider understanding of these issues and their impacts.
 - a. Continue to take advantage of City of Madison RESJI trainings for staff
 - b. Start a staff “book club” to discuss articles, videos, books, and other resources
 - c. Participate in events, offer time/support to organizing groups, and listen

Planning Process Actions

1. Consider and find ways to mitigate potential gentrification impacts of improving transportation facilities. Ensure that state/local project planning processes involve talking directly with those affected to understand their concerns. Work to educate affected residents and build support for

closing important gaps in networks (e.g. accessible pedestrian network, low-stress bike network, frequent transit network).

2. Consider the potential for racial bias and the perception of potential for racial bias in any program involving an enforcement component. Support educational programs for law enforcement personnel on racial bias.
3. Purchase from and support local minority-owned businesses whenever possible. For example, food for meetings/events can be purchased from local restaurants/groceries; posters, t-shirts, and other printed goods can be purchased from local printers; etc.

Outreach & Engagement Actions

1. Allocate a percentage of the MPO budget for public engagement during the RTP to hiring community-based minority consultants.
2. Prioritize strategies in the Public Participation Plan that are best practices for engaging underrepresented communities, even if they differ from “traditional” engagement methods.
3. Develop a strategy to secure food and other incentives that facilitate engagement with underrepresented communities as needed.
4. Develop a plan for engaging face-to-face with people who live in EJ areas on an ongoing basis, outside of set planning processes. Listen to their stories, needs, concerns, and be ready to discuss what is important to them — not just topics we want to hear about.
5. Update and diversify the MPO photo library to include representation of all ages, races, genders, and abilities using the transportation system and engaging in planning processes.
6. Seek out and support community-based transportation-related programs and events.
7. Seek out and support groups doing anti-racist work in area communities.

Policy & Funding Actions

1. Adopt an equity statement that goes beyond the commitment to nondiscrimination in order to meet Title VI requirements.
 - a. Explore ways to further “daylight” the MPO’s commitment to racial justice in the website and other communications.
2. Target funding to support projects and programs desired by affected communities:
 - a. Review and revise project scoring metrics to potentially increase the weight of community support by those directly affected;
 - b. Seek to ensure that affected communities have a chance to weigh in on proposed projects as part of local planning/budgeting processes and/or MPO TIP process.
 - c. Consider increasing the weight given to EJ/health equity in the scoring criteria for STBG-Urban projects – currently 7-12% depending upon the type of project.

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.

The February 11, 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.

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 impact distributions of transportation programs, policies, and activities established in the transportation plan and the TIP; and
- Continue to evaluate the overall effectiveness of existing public involvement processes.

Previous Work

MPO staff has developed a data file identifying the locations of minority and low-income groups in the metropolitan area to address potential environmental justice issues. Through GIS techniques, staff has mapped Census Blocks with a high concentration of minority populations and Census Traffic Analysis Zones (TAZs) with households with low incomes (150% of the poverty level) and/or without a motor vehicle and have superimposed the proposed roadways and bicycle facilities in the Transportation Improvement Program (TIP) to determine if there are disproportionate impacts to persons in these 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. Metro Transit conducts its own Title VI compliance analysis every 3 years with the last one done in 2017. The analysis highlights Metro’s current fixed-route service standards, service quality/policies, and fare equity policy and equity analyses 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 analysis found this to be the case.

For recent long-range plans, including the Regional Transportation Plan 2050, 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. A transit service analysis was conducted, which evaluated the current transit accessibility of EJ areas, employment centers, and grocery stores. 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 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 in 2017 and incorporated aspects of the city's Language Access Plan. It also includes a new comprehensive section outlining Title VI and EJ considerations in the MPO's planning and programming process.

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 project. The MPO also assists member communities, such as providing translation services for an online survey created by the City of Sun Prairie.

Accomplishments in 2019

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 assisted the city of Sun Prairie in planning for commuter express bus service from the city to downtown Madison/ UW campus. Following development of service concepts and cost estimates in 2018, staff assisted with a survey to obtain information to help gauge the market for and design the service. The service was implemented in August 2019. Sun Prairie has a growing minority and more transit dependent population.
- Staff completed the 2019-2023 Coordinated Public Transit – Human Services Transportation Plan for Dane County. The second of two stakeholder meetings was held to gather feedback on the draft plan and recommendations, including strategies to improve public transportation options for low-income populations. Revisions to the Section 5310 scoring criteria were also developed with consultation from the stakeholder group during this time.
- Staff completed the Section 5310 (E/D Transportation Services) Program application process for 2020 projects. Projects awarded included continuation of the county's mobility management program and Metro's paratransit eligibility assessment program, and funding of accessible vehicles for the City of Stoughton's shared-ride taxi system and MARC.
- Staff continued to conduct an EJ analysis of the Transportation Improvement Program (TIP). The TIP analysis includes an assessment of how well recent Metro transit service improvements have benefitted EJ areas and an analysis of the benefits and impacts of programmed major bikeway and roadway improvement projects on EJ areas, which is done by superimposing the TIP projects on a map highlighting EJ areas. EJ areas include those with concentrations of minority populations, low-income persons, and/or households without access to an automobile.
- Staff continued to participate in a group with city of Madison and BCycle staff to develop solutions for addressing equity in bikeshare opportunities, including siting some stations in EJ neighborhoods.
- Member organizations of the JUST Bikes Coalition, a group focused on bicycle transportation equity and inclusion of disadvantaged populations, were invited to provide recommendations on revisions to the Transportation Alternatives Program project scoring metrics. The resulting recommended changes increased the scoring weight for projects serving environmental justice and health equity areas from a combined 4% to 12% of the total possible score for infrastructure projects. For Safe Routes to School non-infrastructure projects, the recommended changes increased the scoring weight for projects at schools with high rates of students eligible for free and reduced price lunches from 15% to 20%, as well as adding a new criteria for projects engaging the broader community beyond students, faculty, staff, and parents that is worth 10% of the total project score.
- The MPO acquired a subscription to Streetlight Analytics, which allows demographic information to be considered as part of O-D and other traffic studies. Staff plan to use the data to analyze O/D data for areas with concentrations of EJ populations to aid in equity analyses for plans and projects.

- A project was initiated to develop a pedestrian network geodatabase with information on ADA accessibility, which will allow detailed analysis of pedestrian accessibility to bus stops and destinations. The network is anticipated to be completed in early 2020.

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 has partnered with the Capital Area RPC to enhance relationships with some of these organizations. The notices regarding the draft TIP and RTP meetings are emailed to these organizations. Special notices continued to be sent to minority newspapers and other media sources.
- Almost 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.
- The MPO continued efforts to implement some of the recommendations in its Title VI Program/LEP Plan. This included work to translate some MPO documents into Spanish and including a notice on MPO Board agendas, written in Hmong and Mandarin Chinese as well as Spanish and English, providing contact information if a person desires translation services at the meeting.

Work Activities for 2020

- Begin work for the next Regional Transportation Plan (RTP), including updating the MPO's Public Participation Plan with a focus on efforts to engage under-represented groups.
- Complete analysis of household travel survey data, including the national data and local data collected. The survey sampling plan targeted areas with concentrations of minorities and low-income households with elderly and kids to better understand their travel patterns and needs.
- Utilize the purchased Streetlight Data and its analytics platform to analyze O/D data for areas with concentrations of EJ populations to aid in equity analyses for plans and projects.
- Complete MPO and TDM/Rideshare program rebranding and marketing project, including outreach to EJ communities to develop the mission and vision of the programs and better communicate with all transportation stakeholders in the region.
- Continue to assist Metro Transit in implementing recommendations of the *2013-2017 Transit Development Plan*, and complete update of the plan. 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.
- Continue to participate on interagency staff team working with consultant to conduct detailed design and environmental study for the locally preferred alternative Bus Rapid Transit (BRT) project in the east-west corridor, following approval by FTA to enter into project development. Analysis will also be conducted of the impact of the identified project and complementary local service changes on the transit accessibility for EJ areas.
- Provide support for and coordinate with CARPC on update to the regional land use plan, which will inform the RTP update. Also continue to assist CARPC staff in supporting A Greater Madison Vision in promoting actions and strategies that advance regional priorities identified in the 2018 survey, including addressing growing inequality.
- Continue implementation of the strategic work plan for improving the regional travel model and other planning analysis tools to better evaluate and forecast transportation system performance in relation to RTP goals, including equity.
- Continue to implement the *Section 5310 (Enhanced Mobility for E/D 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 Policy Board and 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 provide information in Spanish on the Rideshare Etc program.