

**Madison Area Transportation Planning Board (an MPO)  
July 1, 2020 Meeting Minutes**

Virtual Meeting hosted via Zoom

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Chair Opitz called the meeting to order at 6:38 PM.

**1. Roll Call**

**Members present:** Margaret Bergamini, Paul Esser, Grant Foster, Dorothy Krause, Tom Lynch, Jerry Mandli, Ed Minihan (left during item #6), Mark Opitz, Mike Tierney, Samba Baldeh (joined during item #6)

**Members absent:** Grant Foster, Patrick Heck, Jerry Mandli, Doug Wood

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

**Others present in an official capacity:**

Yang Tao, City of Madison Traffic Engineering; Diane Paoni, WisDOT; Forbes McIntosh, DCCVA; Steve Steinhoff, CARPC

**2. Approval of May 6, 2020 Meeting Minutes**

Esser moved, Bergamini seconded, to approve May 6, 2020 meeting minutes. Motion carried with Krause abstaining.

**3. Approval of June 3, 2020 Joint MPO-CARPC Meeting Minutes**

Bergamini moved, Krause seconded, to approve June 3, 2020 joint MPO-CARPC meeting minutes. Motion carried.

**4. Communications**

- Letter from WisDOT and FHWA approving the 2019 Work Program amendment related to carryover funding.
- MPO staff comment on sewer service area amendment request by the Village of Cottage Grove for planned employment area north of the interstate. Schaefer explained that staff provide comments on consistency of the amendment with the MPO's regional plan goals and policies in the interest of greater planning integration with CARPC. He said the primary concern with this amendment was the lack of planned street connections to future areas of development.
- Email from Michael Barrett, City of Madison resident, with comments related to #11 on the agenda.

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

None

**6. Presentation on City of Madison's Vision Zero Initiative**

Yang Tao provided a presentation on the history, goals, and strategies of Vision Zero (VZ). VZ was first implemented in Sweden in the 1990s and has since been adopted in cities around the world. Madison's goal will be to eliminate traffic fatalities and serious injuries by 2030. VZ takes a systems approach that accounts for human failings in transportation infrastructure design, and shifts away from an exclusively engineering perspective to elevate the public health perspective. There are minimum criteria that must be met to become a "Vision Zero City." An interdisciplinary steering team of city agencies and departments, including the Mayor's office, traffic engineering, fleet services, police, Metro, public health and others has been developing the initiative. They also plan to convene a task force that includes additional organization and agency

partners beyond the city. Tao also shared upcoming projects and branding/communication plans that are under development.

Krause asked how speed reduction would be implemented on East Washington Avenue. Tao replied that roadway design plays a role in reducing speed, such as adding continental crosswalks, installing speed radar boards, as well as traffic signal timing to slow speeds. Schaefer noted that there has been an increased call nationwide to eliminate the enforcement component of Vision Zero due racial equity in policing concerns, and asked what Madison's approach would be. Tao replied that it was a topic of conversation at the (City of Madison) Transportation Commission, and the city will be very mindful and intentional in terms of the role of enforcement, but would focus more on the education and engineering components. Baldeh asked what role technology will play in the initiative. Tao replied that technology could help with speed enforcement and enable better safety analysis. Longer term, there is hope that as AV technology becomes more widespread safety will improve.

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

Schaefer explained that 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.

Esser moved, Baldeh seconded, to approve Resolution TPB No. 174 amending the 2020-2024 TIP. Motion carried.

**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**

Schaefer explained that while the RTP recommends BRT, the BRT system was not included as part of the official, fiscally constrained plan. The initial project hadn't been identified, and it also wasn't clear at the time that the city could move forward with an initial BRT project without an additional funding source. 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. 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 the city has a motor vehicle registration fee to help fund BRT and the 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. Schaefer also noted that he spoke with FTA staff, who advised to make sure that the budget is consistent with what the City has submitted for entering project development. Lynch stated that the Oscar Mayer satellite bus facility would not be included as part of the BRT project at this time. Schaefer explained that public notice and a hearing was required for the amendment. Approval is being sought to send out the notice.

Esser moved, Baldeh seconded, to approve release of the proposed Regional Transportation Plan amendment to add the BRT project for public review and comment. Motion carried.

**9. Presentation on 2019 Annual Traffic Safety Report for Dane County**

Hoesly shared a presentation on the background of the Dane County Traffic Safety Commission (TSC) and the results of the 2019 Annual Traffic Safety Report for Dane County. The Annual Traffic Safety Report is produced by the TSC and focuses on human-related crash factors. It supports a data-driven approach to planning and decision-making. The presentation included snapshots of 2019 crash trends in Dane County, a breakdown of crash factors by percent of total vs. percent fatal, and insights related to the following crash categories: cars, bicycles & pedestrians, motorcycles, teens & older drivers, distracted drivers, and speeding & aggressive drivers. Lynch inquired if the MPO had access to any race and ethnicity data related to crashes. Hoesly replied that the MPO was not able to access that data from the crash reports, however she noted that she asked UW TOPS Lab staff if that data is available, and learned that TOPS Lab staff was working on trying to extract race and ethnicity data from CODES hospital data linked to traffic crashes to share with Madison and other communities.

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

Brucaya shared a brief presentation on the goals and status of the rebranding project, iterative selection process for the final logos, and key goals and messages for both rebrand rollouts. She then presented two alternate draft mission and vision statements for both the MPO and TDM program, and explained the changes that were made since the last board meeting based upon comments from the board.

Lynch suggested adding “equitable” to the mission statement for the MPO. Schaefer replied that equity was inherently included in sustainability, however he agreed that many people only associate sustainability with the environment and thought it was a good idea to add that. Esser stated he liked Alternative 1 for both the MPO mission and vision statements, with the addition of “equitable.” Esser suggested that the MPO mission should be “Lead the collaborative planning and funding of a sustainable, equitable transportation system for the Greater Madison region,” and the vision statement should be “A sustainable, equitable regional transportation system that connects people, places and opportunities to achieve an exceptional quality of life for all.”

Brucaya then reviewed the refined logos for each rebrand, which were shared at the previous board meeting. There was general consensus to accept the logos as presented. Brucaya then briefly discussed the rollout strategy that Distillery provided, and stated that there would be more in depth discussion about the rollout at a future board meeting. The timing of the rollout was uncertain due to the need for assistance from City IT on a number of items.

Opitz moved, Krause seconded, to approve the MPO and TDM program mission and vision statements as revised. Motion carried. Esser moved, Tierney seconded, to approve the MPO and TDM program logos. Motion carried.

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

Opitz explained that Schaefer reached out to him to discuss whether the MPO should develop and release a statement about racial injustice following the protests that arose as the result of the death of George Floyd. They both agreed it would be more impactful if MPO staff developed a list of actions that the organization might pursue to help address the racial inequities in the Madison region caused in part by past land use and transportation planning decisions. The MPO could then report on these actions later. Schaefer said staff felt that it was important for the MPO to consider what we can all do – as individuals, staff, and as an organization – to be intentionally anti-racist as we approach our work.

Schaefer reviewed a list of actions that staff compiled, which was included in the board packet. The list was organized under the following categories: organizational development; planning process; outreach &

engagement; and policy & funding actions. Schaefer noted that focus is on actions that go beyond meeting federal Title VI and Environmental Justice requirements, which the MPO already does.

Krause noted that the county is planning to complete a mapping prejudice project. She said that it is also important to pay attention to what is happening in WHEDA Opportunity Zones and transportation's role in gentrification. Esser asked about the intent of the agenda item, whether informational or an action item. Schaefer replied that it is for discussion, but the intention is to incorporate some of the items into next year's work program based on board feedback. Esser said that from an organizational perspective, increasing the representation of persons of color appointed to the MPO board and committees should be the top priority. Lynch stated that the allocation of federal funds and its impacts on people of color needs to continue to be addressed, and should be considered in project scoring criteria. Tierney noted the importance that transportation construction jobs and projects play in terms of ladders of economic opportunity. Opitz stated this would likely be an ongoing conversation, and requested that Schaefer reach out to any board member that wasn't in attendance to gather feedback on this topic.

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

Steinhoff stated that despite COVID-19, CARPC was busy processing urban service area amendments over the past few months for Cottage Grove, Fitchburg, and McFarland. Steinhoff also noted that the next CARPC meeting would be the following week, where they would vote on the CARPC logo, and a UW Professor would be giving a presentation on the history of racial discrimination in planning in the Madison region.

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

The next meeting will be on August 5.

## **14. Adjournment**

Baldehy moved, Esser seconded, to adjourn the meeting. Motion carried. The meeting was adjourned at 9:07 p.m.