

**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.