

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

May 6, 2020

Virtual Meeting

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 mpo@cityofmadison.com.
2. **Register but Do Not Speak:** You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. **Register to Speak or to Answer Questions:** If you wish to speak at the virtual meeting on an agenda item, you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.
4. **Watch the Meeting:** You can call-in or watch the Madison Area Transportation Planning Board meeting in several ways:
 - Livestream on the [Madison City Channel website](#)
 - Livestream on the [City of Madison YouTube channel](#)
 - Television: Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 906-738-884

AGENDA

1. Roll Call
2. Approval of March 4, 2020 Meeting Minutes
3. Communications
4. Public Comment (for items *not* on MPO Agenda)
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

Note: Action by the MPO on the TIP amendment is anticipated following the hearing unless comments are received expressing concerns in which case action could be postponed until the June meeting. Written comments on the amendment are invited until 4:30 p.m. on May 5, the day before the meeting, and should be e-mailed to mpo@cityofmadison.com.

6. Resolution TPB No. 172 Approving Amendment #5 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County
 - USH 12/18 (New CTH AB Interchange w/ frontage road connecting Millpond Rd.) [NEW, Const. in 2022-'23]
 - Reallocation of \$450,000 in surplus federal STBG Urban funding from the Cottage Grove Road (I-39/90 to Sprecher Rd.) reconstruction project and \$40,500 in surplus funds from the 2019-'20 Madison

- Pedestrian/Bicycle Safety Education Program to the McKee Road (Commerce Park Dr. to Seminole Hwy.) and Gammon Road (Beltline to Mineral Point Rd.) reconstruction projects [Const. in 2020]
- STH 19 (Division St. to River Rd.), Resurfacing [NEW, Const. in 2026]
 - STH 19 (Wood Violet Ln. in Sun Prairie to V. Marshall), Resurfacing [NEW, Const. in 2026]
7. Approval of Letter of Support for WisDOT BUILD Grant Application for the USH 12/18 (New CTH AB Interchange) Project
 8. Approval of Scoring and Proposed Funding of STBG Transportation Alternatives Set Aside Program Project Applications for the 2020-2024 Program Cycle
 9. Resolution TPB No. 173 Approving Amendment #3 to the 2019 MATPB Unified Planning Work Program
 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
 11. Status Report on Capital Area RPC Activities
 12. Announcements and Schedule of Future Meetings
 13. Adjournment

Next MPO Board Meeting:

Wednesday, June 3, 2020 at 6:30 p.m.
Joint Meeting with CARPC

**Madison Area Transportation Planning Board (an MPO)
March 4, 2020 Meeting Minutes**

Madison Water Utility, 119 E. Olin Ave, Conference Rooms A-B

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

1. Roll Call

Members present: Samba Baldeh, Margaret Bergamini (arrived during item #6), Kelly Danner, Paul Esser, Grant Foster, Patrick Heck, Tom Lynch (arrived during item #5), Jerry Mandli (arrived during item #5), Ed Minihan, Mark Opitz, Mike Tierney, Doug Wood

Members absent: Steve Flottmeyer, Bruce Stravinski

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

Others present in an official capacity:
John Vesperman, WisDOT SW Region

2. Approval of February 5, 2020 Meeting Minutes

Baldeh moved, Wood seconded, to approve the February 5, 2020 meeting minutes. Motion carried.

3. Communications

- Letter from WisDOT approving Amendment No. 3 to the 2020-2024 Transportation Improvement Program.
- Article by Tom Lynch, “MetroForward: A Bold Step for Dane County Transportation,” from the February 2020 edition of The Municipality.
- Comment letter from MPO staff on an urban service area amendment in the Village of Windsor for a new school (handed out).

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

None

5. Resolution TPB No. 171 Approving Amendment #4 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

Schaefer stated that this is a minor amendment to add two interstate maintenance projects requested by WisDOT SW Region for which some of the planned work is in the Madison Metropolitan Area. The amendment also adds two multi-county employment transportation projects (both with capital and operating components), sponsored by non-profit organizations that were approved for funding under WisDOT’s Wisconsin Employment Transportation Assistance Program. Both projects are continuing programs that were approved for funding last year as well.

Esser moved, Minihan seconded, to approve Amendment #4 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County. Motion carried.

6. Approval to Release for Public Review and Comment Proposed Major Amendment to 2020-2024 Transportation Improvement Program to Add CTH AB/USH 12-18 Interchange Project

Schaefer said that WisDOT has been working with the City of Madison, Dane County, and Ho-Chunk Nation on this and is interested in moving forward with a project to construct an interchange at the

intersection of County Trunk Highway (CTH) AB with U.S. Highway 12/18. WisDOT wishes to get started on design this summer. The concept is to add a full diamond interchange just east of the existing CTH AB intersection, with a two-way frontage road on the south and north sides of USH 12/18 connecting CTH AB to Millpond Road and Long Drive. The estimated construction cost is \$28 million with approximately \$8 million additional in property acquisition costs. Federal Highway Safety Improvement Program (HSIP) and National Highway Performance Program (NHPP) funding would cover the vast majority of the construction cost. A cost-share agreement with the city, county, and Ho-Chunk still needs to be worked out. WisDOT also plans to apply for a federal BUILD grant in partnership with the city and Ho-Chunk Nation, which is due in mid-May. If successful, the funding and cost sharing would change. Construction would occur in 2022-2023.

Schaefer noted that this project is costly, but will significantly improve safety at two hazardous intersections. He said projects applying for HSIP funds must go through a cost-benefit analysis, and this one scored very high. He shared slides on the current and future planning context, crash data, and design concept. The goal is primarily to address existing safety issues, including safely accommodating future traffic generated by Ho-Chunk Gaming Madison's planned expansion, but it will also serve planned development within the Yahara Hills Neighborhood Development Plan (NDP) area. Because the project is regionally significant and costs more than \$7 million, the MPO's TIP amendment procedures call for following the major TIP amendment process, which involves notice and a public hearing. Staff is seeking permission to send out the notice. A hearing and potential action on the TIP amendment would be at the April meeting unless there are major concerns.

John Vesperman from WisDOT SW Region was available to answer questions and added that WisDOT has had continued safety problems along the corridor. WisDOT developed an environmental document for a freeway conversion a few years ago that resulted in a "finding of no significant impact." WisDOT had looked for lower cost solutions, but was unable to find any that would adequately address the safety issues in this location.

Heck asked whether the cost share would include right-of-way acquisition. Vesperman said that is to be determined. Lynch noted that the city will need to dedicate a small portion of land along the golf course. Foster asked what happened with the Meier Road extension, and whether this project would be enough to serve the future neighborhood to the north. Vesperman explained that Meier Road was considered as a solution if the beltline interchange had been larger, but because the interchange is not extending as far east, it is no longer needed from that perspective and would now be considered a local project. It also would not have been able to integrate with the future 12/18 freeway conversion as designed, and therefore was only a short-term solution. WisDOT had also looked at implementing something at both Meier Road and CTH AB, but determined that the CTH AB intersection alone project is less costly and would fully address the safety issues. Foster asked how bicycle and pedestrian traffic will be accommodated without Meier Road. Opitz asked, related to that, what the plans were for ped/bike accommodations at the roundabouts. Vesperman said there would be accommodations through the interchange, potentially along CTH AB, and along the frontage road. There would be side paths through the roundabouts.

Tierney stated that WisDOT expects a substantial increase in traffic southbound down CTH AB from the Yahara Hills NDP area to McFarland, because a large portion of the area is in the McFarland school district. Lynch stated that, for context, the beltline interchange project did not include any improvements to the Millpond or CTH AB intersections, and he had written a letter on behalf of the city, outlining the major safety concerns. He said this is one of the highest rated safety concern areas in the state, and under the new administration, the state is now willing to direct HSIP funding to this project at a level not usually seen as a result. Vesperman agreed that the safety issues here are critical, and said the state has programmed and dedicated \$10 million in HSIP funds, making this one of the biggest safety projects in the state.

Wood moved, Minihan seconded, to approve release for public review and comment a proposed major amendment to the 2020-2024 Transportation Improvement Program to add the CTH AB/USH 12-18 Interchange Project.

Baldehy asked whether Ho-Chunk Gaming Madison would be present at the public hearing. Schaefer said that wasn't planned, but more information on their expansion plan could be provided. Lynch said the Ho-Chunk development proposal will go through the city's plan commission process. They cannot move forward with the General Development Plan until there is suitable vehicular access to accommodate the growth, and that will be a city decision. Regardless of that development, the interchange project is necessary to address existing safety concerns. Heck would like to hear more at the public hearing about how bicyclists and pedestrians will navigate the area. Foster agreed with Baldehy's interest in hearing about the Ho-Chunk Gaming Madison plans, and would also like to include the Yahara Hills NDP in the discussion. He said CARPC is very interested in working more closely with MATPB and others to consider land use and transportation decisions together. Opitz noted that USH 12/18 is a major barrier to bicycle and pedestrian access, and Madison has very few crossings. Foster said that STH 30 and Stoughton Road have major ped/bike access impacts on his district, and he does not want to create a similar issue for future residents in this area.

Wood moved, Minihan seconded, to approve release for public review and comment a proposed major amendment to the 2020-2024 TIP to add the CTH AB/USH 12-18 Interchange Project. Motion carried.

7. Review of Feedback Received to Inform MPO and Rideshare Etc. Program Rebranding Efforts and Review and Discussion on Draft Agency Name Ideas and Mission and Vision Statements

Schaefer stated that staff have been working with the rebranding consultant, Distillery, to gather public input to guide the brand and marketing strategies for both MATPB and the Rideshare Etc. program. The input has included consultant-led focus groups and interviews with a variety of stakeholders; staff-led discussion with the MPO's technical and citizen advisory committees; and input received from the board at the January meeting. It has also included two public surveys, which will close on March 1. Survey results were handed out to the board.

At tonight's meeting, Schaefer said staff will review key takeaways from the input and potential new names for the agency and program, for initial feedback from the board. Based on this feedback, staff will bring a recommended agency name and mission and vision statements to the April board meeting for approval. After the board approves a name for both MATPB and Rideshare Etc., Distillery will be able to begin developing three alternative "visual systems," including logo options, to present at the May board meeting. This will be a joint meeting with CARPC to include their feedback. While ultimately it will be the MPO board's decision, staff thought a joint meeting would help as we seek ways to present the MPO and CARPC as partner agencies. CARPC is also considering contracting with Distillery to redesign their logo in tandem with our rebrand, and will make a decision on this at their next board meeting.

Brucaya and Hoesly then shared a powerpoint presentation of findings from Distillery's audit process for both MATPB and the Rideshare Etc. program. This included takeaways from the focus groups, interviews, and online surveys; analysis of the strengths, challenges, opportunities, and audiences for MATPB and Rideshare Etc.; and recommendations for positioning, voice/tone, core values, and potential names for each.

The board then discussed the potential names presented for each. For the MPO, the board preferred to include "MPO" in the name, and generally agreed that "Greater Madison MPO" works best because Madison is the most identifiable reference, but it does not put Madison before the rest of the region. "Capital Area" is too generic, and "Dane County" sounds too much like county government. CARPC had also come to this conclusion when they developed the "A Greater Madison Vision" brand. "Madison Area MPO" was a possible second option. For the Rideshare, Etc. program, board members liked "RoundTrip" because it is able to cover a wide range of trip types. There also seemed to be consensus against using Commute in the name so as to allow expansion of the program to also focus on non-work trips.

8. Review of Timeline Process, and Scope of the Update to the Transit Development Plan (TDP) and Scope of Related Metro Transit Network Design Study

Schaefer noted that this is primarily an update item. MATPB produces a TDP every 5-7 years, which acts like a strategic plan to guide local transit planning and budgeting. It is a vehicle to establish policy for the transit agency. Staff had considered working on a new TDP last year, but the BRT project was taking a lot of staff time. The plan then changed to completing a new TDP by the end of 2020, but Madison decided to budget for a route restructure study that will start this summer and last for about one year. As a result, it makes more sense to push the TDP back again to incorporate findings from this study. It also provides an opportunity to use public engagement for the study to inform the TDP, which will make the TDP more effective. Schaefer said MPO staff had already discussed this with Madison's Transportation Policy and Planning Board.

9. Status Report on Capital Area RPC Activities

Foster shared that there is significant interest on the CARPC side to work more closely with the MPO on joint land use and transportation planning issues.

10. Announcements and Schedule of Future Meetings

No announcements. The next meeting is scheduled for April 1, 2020 at 6:30 PM.

11. Adjournment

Esser moved, Foster seconded, to adjourn. Motion carried. The meeting ended at 8:05 PM.



Wisconsin Department of Transportation
Office of the Secretary
4822 Madison Yards Way, S903
Madison, WI 53705

Governor Tony Evers
Secretary Craig Thompson
wisconsindot.gov
Telephone: (608) 266-1114
FAX: (608) 266-9912
Email: sec.exec@dot.wi.gov

March 17, 2020

Glenn Fulkerson
Division Administrator
Federal Highway Administration
U.S. Department of Transportation
525 Junction Rd., Suite 8000
Madison, Wisconsin 53717

Kelley Brookins
Regional Administrator
Federal Transit Administration
U.S. Department of Transportation
200 W. Adams Street, Suite 320
Chicago, Illinois 60606

Dear Mr. Fulkerson and Ms. Brookins:

Under the authority delegated to me by Governor Tony Evers, I am hereby approving the Madison Area Transportation Planning Board's amendment to the 2020-2024 Transportation Improvement Program (TIP) for the Dane County urbanized area. The amendment was approved and adopted by the Madison Area Transportation Planning Board on March 4, 2020. We will reflect by reference the 2020-2023 federal aid projects covered by this approval in our 2020-2023 Statewide Transportation Improvement Program (STIP).

Copies of the TIP Amendment 4 and Resolution Number 171 for the Madison Area Transportation Planning Board are enclosed. This TIP amendment represents a comprehensive, continuous, and cooperative effort between the MPO, local communities, affected transit operators, and the Wisconsin Department of Transportation (WisDOT), and is designed to meet the objectives of Title 23 USC 134 and 135 and their implementing regulations 23 CFR 450 and the MPO regional transportation system plan.

We have determined that the proposed amendment: 1) is consistent with the adopted Long Range Transportation Plan for the MPO, 2) conforms to this state's approved implementation plan under the federal Clean Air Act and 42 U.S.C. 7504, 7506 (c) and (d) and 40 CFR 93 (23 CFR 450.222(a)(7)), and 3) ensures that the TIP remains fiscally constrained in that federal funding resources are sufficient to support the new or modified projects.

Sincerely,

A handwritten signature in blue ink, appearing to read "Craig Thompson".

Craig Thompson
Secretary

cc: William Schaefer, MPO Director
Mary Forlenza, FHWA
Mitch Batuzich, FHWA
William Wheeler, FTA
Steve Flottmeyer, WisDOT Southwest Region
Charles Wade, WisDOT Bureau of Planning and Economic Development



Transportation Planning Board
A Metropolitan Planning Organization (MPO)

March 25, 2020

The Honorable Elaine Chao
Secretary
U.S. Department of Transportation

Ms. K. Jane Williams
Acting Administrator
Federal Transit Administration

Re: City of Madison's FTA Bus and Bus Facilities Grant Application

Dear Secretary Chao and Acting Administrator Williams:

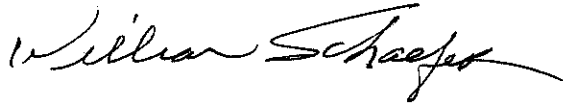
I am writing express my strong support for the City of Madison's Bus and Bus Facilities grant application to the Federal Transit Administration (FTA). The FTA 5339(b) funding will enable the City of Madison/Metro Transit to acquire three (3) new 60-foot articulated buses, hoists and equipment to service the 60-foot articulated buses, roadway improvements to provide dedicated bus running way, and other work that will greatly improve transit operations in the community.

Metro Transit must add new buses and upgrade transportation infrastructure to accommodate increased demand due to growth and to continue efforts to make transit an even more competitive option to driving. This is particularly so for the radial arterial corridors serving Madison's downtown and University of Wisconsin – Madison campus, which are congested and capacity constrained. These new articulated buses will leverage previous FTA investment in the purchase of a former Oscar Mayer property as additional storage and maintenance space. This investment is expected to increase ridership, reduce travel time, and enhance efficiency of service. For example, the larger buses will reduce the need for reliever buses on a couple of the most heavily utilized routes with frequent over-crowding.

The expansion of the bus fleet with articulated buses is supported by a Bus Size Study the Madison Area Transportation Planning Board (MATPB) – An MPO worked on with Metro Transit a few years back that demonstrated a need to diversify Metro's fleet with larger buses if the agency could address its bus storage/maintenance facilities issue, which it is now doing. The expansion of the fleet with articulated buses to ease overcrowding and accommodate Bus Rapid Transit (BRT) is a specific recommendation in MATPB's [Regional Transportation Plan \(RTP\) 2050](#). The expansion will better position Metro to implement BRT service in the east-west corridor running through the downtown/campus area in the next few years. The plan to use some of the grant funds for roadway improvements for dedicated bus running way also implements an RTP 2050 recommendation to expand the use of transit priority treatments, focusing on planned BRT corridors. Use of bus lanes will speed up service and improve on-time performance by allowing buses to avoid traveling in mixed traffic in congested corridors.

Madison's economy is thriving. That housing and job growth places demands on the transportation system. The city has been successful in targeting a significant amount of development to infill/redevelopment areas along major transit routes, but faces challenges in improving and expanding the transit system to effectively serve this growth. This is especially true given the lack of a dedicated local funding source for transit. The city therefore needs FTA help to implement its plans for improving the transit system to address current bus over-crowding issues and serve increasing demand with the growth that is occurring. Please give careful consideration to Madison's application for Bus and Bus Facilities funding. Thank you very much.

Sincerely,

A handwritten signature in black ink, reading "William Schaefer". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

William Schaefer, Director/Planning Manager



**Division of Transportation
System Development**
WisDOT SW Regional Office
2101 Wright Street
Madison, WI 53704

**Tony Evers, Governor
Craig Thompson, Secretary**
Internet: www.dot.wisconsin.gov

Telephone: (608) 246-5361
E-Mail: michael.erickson@dot.wi.gov

March 26, 2020

Madison Area Transportation Planning Board (MPO)
William Schaefer – Transportation Planning Manager
100 State Street Suite 400
Madison, WI 53703

The Wisconsin Department of Transportation (WisDOT) is pleased to inform you that your application(s) for the 2020 - 2025 STP-Urban Program has been approved – these projects were approved by the Madison Area Transportation Planning (MPO) Board using the STP-Urban allocation provided to the MPO for the 2020 – 2025 cycle. The approved project(s) and funding amount(s) are listed below. The MPO approves the funding for these projects listed below through a specified process determined by the MPO and its membership.

Title	Project ID	Design	Construction
Village of McFarland, Exchange Street	5685-00-04/05	100% Local	\$1,177,000
(CTH M) CTH Q – STH 113	5954-00-00/01	100% Local	\$12,168,000
City of Middleton, Pleasant View Road	5992-11-00/01	100% Local	\$11,203,631
Rideshare/TDM Program 2023	5992-08-51	N/A	\$100,500
Rideshare/TDM Program 2024	5992-08-52	N/A	\$103,000
Rideshare/TDM Program 2025	5992-089-53	N/A	\$106,100
Pedestrian Bike Safety Education 2023	5992-08-48	N/A	\$86,000
Pedestrian Bike Safety Education 2024	5992-08-49	N/A	\$88,500
Pedestrian Bike Safety Education 2025	5992-08-50	N/A	\$91,100

The STP-Urban Program provide funding for up to 80% of approved eligible project costs for an eligible project through the STP-Urban Programs. Local project sponsors are responsible for the remaining 20% (or more) of eligible costs and any costs over the approved funding limit. MPO STP-Urban projects are limited to the funding approved through the MPO using their approved 2020 – 2025 cycles allocation. Additional funding for these projects can only be obtained using the MPO’s allocation and guidelines set up by WisDOT Local Programs Central Office.

If you are no longer interested in proceeding with any of these projects, please contact me and the MPO immediately to discuss the options available.

Soon, WisDOT will be in contact Local Sponsors regarding program scheduling and the issuance of a State Municipal Agreement (SMA). It is anticipated that the construction of these project will occur in State Fiscal Year (SFY) 2023 – or after July 1, 2022 but not before June 30, 2022. Please note that a project is not authorized for eligible changing until the SMA has been fully executed by the STATE and we have authorized the project in our financial system. Our office will inform you when the project is authorized for charging. NOTE: Cost incurred prior to authorization by WisDOT are not reimbursable.

Our office will be working with the various project sponsors as we move forward with these design and construction projects. Mark Westerveld is the Local Program Project Manager (LPPM) for these projects and you can contact him at: 608-246-5355. For the Rideshare and Ped/Bike Safety Projects – please contact Michael Erickson.

If you have any questions, please contact me.

Sincerely,

Michael Erickson

Michael Erickson
SW Regional - Local Program Manager (608) 246-5361

cc: Michael Loughran, Statewide Local Program Manager WisDOT DTIM/LPFS
Mark Westerveld, SW Region Local Program Project Manager (LPPM)
Matt Schuenke, Village of McFarland – Village Administrator
Pam Dunphy, Dane County Deputy Highway Commissioner
Bill Burns, City of Middleton – Finance Director
Chris Petykowski, City of Madison Principle Engineer
Keith Pollock, City of Madison Traffic Engineering



Transportation Planning Board
A Metropolitan Planning Organization (MPO)

April 20, 2020

Jay Lengfeld, Village President
Village of Cross Plains
2417 Brewery Road
P.O. Box 97
Cross Plains, WI 53528

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 33.8-acre Sewer Service Area Amendment request affecting property located immediately northeast of the Village's municipal boundary just beyond the current terminus of Laufenberg Road.

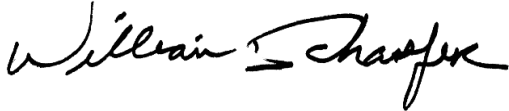
In the interest of greater planning integration, MATPB and CARPC staff review all development proposals that are submitted as Sewer Service Area Amendment requests for consistency with regional planning documents, including MATPB's *Regional Transportation Plan (RTP) 2050* and CARPC's *Dane County Land 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 and policies of MATPB's *RTP 2050*. We do offer some comments. The comments relate to sidewalk, trail, 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 access to daily activities. This policy addresses the RTP's goal of providing connected livable neighborhoods and communities.

1. The Village of Cross Plains Comprehensive Plan (Map 5, Transportation, Utilities, and Community Facilities) shows a planned trail that parallels Brewer Creek on the south end of the amendment area. Staff suggests that the Village consider requiring the developer to construct this trail along the creek, from the planned Brewer Creek pedestrian bridge to the south boundary of the amendment area, in accordance with the Plan. At a minimum, an easement, tract, or right-of-way for the trail should be dedicated.
2. Staff suggests that the development plan include an easement, tract, or right-of-way for a future pedestrian/bicycle connection from the development to Springfield Road/CTH P.

3. Page 1 of the application states that the Zander family intends to donate land over time to St. Francis Xavier Catholic Church, and that the church intends to sell the property to a developer after obtaining land development approvals. Staff recommends that a street and trail plan be developed now or prior to approving development of the first parcel to the south to ensure good connectivity between all phases of development and the surrounding street and trail system.

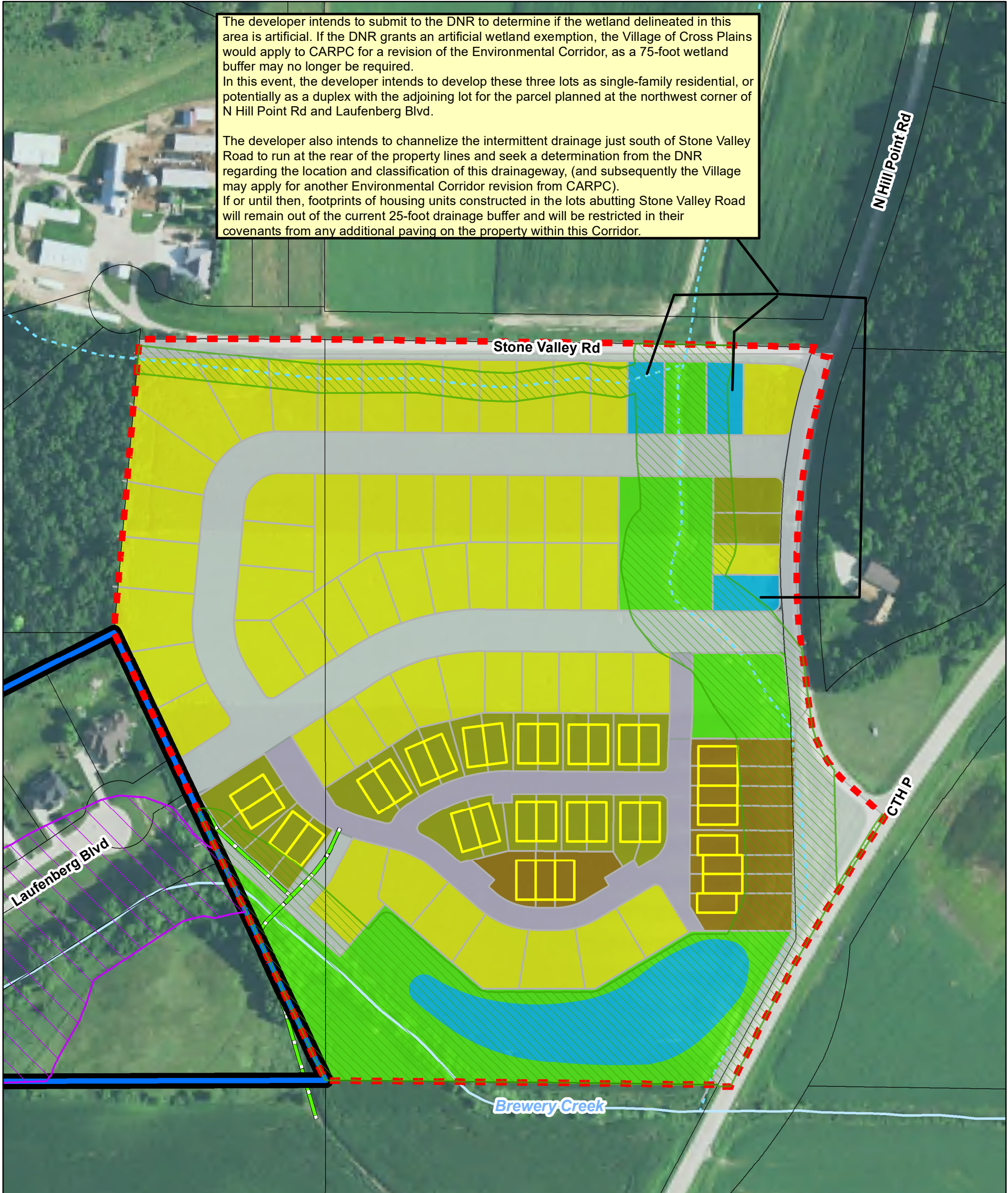
Sincerely,

A handwritten signature in black ink that reads "William Schaefer". The signature is written in a cursive style with a large initial 'W' and a distinct 'S'.

William Schaefer, Transportation Planning Manager

The developer intends to submit to the DNR to determine if the wetland delineated in this area is artificial. If the DNR grants an artificial wetland exemption, the Village of Cross Plains would apply to CARPC for a revision of the Environmental Corridor, as a 75-foot wetland buffer may no longer be required. In this event, the developer intends to develop these three lots as single-family residential, or potentially as a duplex with the adjoining lot for the parcel planned at the northwest corner of N Hill Point Rd and Laufenberg Blvd.

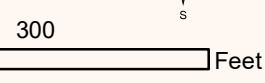
The developer also intends to channelize the intermittent drainage just south of Stone Valley Road to run at the rear of the property lines and seek a determination from the DNR regarding the location and classification of this drainageway, (and subsequently the Village may apply for another Environmental Corridor revision from CARPC). If or until then, footprints of housing units constructed in the lots abutting Stone Valley Road will remain out of the current 25-foot drainage buffer and will be restricted in their covenants from any additional paving on the property within this Corridor.



Map 4: Creek Crossing USA Amendment Future Land Use

- | | |
|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
|  Proposed Environmental Corridor |  Single Family Residential |
|  Proposed USA Addition |  Two-Family Residential |
|  Current CARPC Environmental Corridor |  Small Scale Multi-Family Residential |
|  Current USA Boundary |  Recreation |
|  Municipal Boundaries |  Storm Water Management |
|  Site Plan |  Right-of-Way |
|  Twin-Home/Town-Home Footprint |  Private Road |
|  Planned Trail | |
|  Perennial Stream | |
|  Intermittent Stream | |

Data Sources: CARPC, Dane Co. LIO, DNR, Village of Cross Plains, D'Onofrio Kottke and Associates, Town and Country Engineering, NAIP



TPB (MPO) Agenda Cover Sheet
May 6, 2020

Item No. 5

Re:

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

Staff Comments on Item:

As noted at the last board meeting, because the USH 12/18 (New CTH AB Interchange) project cost is more than \$7 million and due to its regional significance, the MPO's TIP amendment procedures categorize the amendment as a major one, which requires a public hearing.

Following the initial notice of the hearing after the March meeting, staff received only one email comment, which was from the Village of McFarland's Administrator expressing support for the project and attaching a copy of a support letter for the interchange from 2016 following WisDOT's USH 12/18 freeway conversion study.

Written comments may be submitted up through May 5, the day before the MPO Board meeting. Staff will compile and share any comments received at the meeting.

MPO technical and citizen committee meetings won't be held, but the information on this proposed TIP amendment was sent out to committee members for individual comments. Staff will also report on any comments received from them.

Staff put together a presentation with information related to the project, including design, pedestrian/bicycle facilities, history/background, safety/operations analysis, land use development considerations, and cost/funding. Staff will review this at the beginning of the hearing.

Materials Presented on Item:

1. Email from Matt Schuenke, Village of McFarland Administrator with attached project support letter from 2016
2. Presentation on USH 12/18 (New CTH AB Interchange) Project

Staff Recommendation/Rationale:

N/A

Schaefer, William

Subject: FW: Notice of Public Hearing on Amendment to the 2020-2024 TIP to Add CTH AB/USH 12-18 Interchange Project
Attachments: 2017_02-13_I-39-90 US12-18 Development Area Joint Letter.pdf

From: Matt Schuenke <Matt.Schuenke@mcfarland.wi.us>
Sent: Monday, March 9, 2020 1:47 PM
To: Schaefer, William <WSchaefer@cityofmadison.com>
Cc: Brad Czebotar <Brad.Czebotar@mcfarland.wi.us>
Subject: RE: Notice of Public Hearing on Amendment to the 2020-2024 TIP to Add CTH AB/USH 12-18 Interchange Project

Bill,
Thank you for sharing. Very good news. The Village Board has supported this project in the past and I believe will be happy to hear is moving forward. See attached a letter that was signed jointly in the past. Let us know if anything further is needed from the Village. If you would like, we could have the board issue a new letter for this effort and include that with the record.
Thanks,
Matt

From: Schaefer, William
Sent: Friday, March 6, 2020 9:22 AM
To: Schaefer, William
Subject: Notice of Public Hearing on Amendment to the 2020-2024 TIP to Add CTH AB/USH 12-18 Interchange Project
This is to notify you of a proposed major amendment to MATPB's [2020-2024 Transportation Improvement Program \(TIP\) for the Madison Metropolitan Area & Dane County](#). The TIP amendment would add a project to create a full diamond interchange about 1,000 feet east of the existing County Trunk Highway (CTH) AB and U.S. Highway (USH) 12/18 intersection. A new two-way frontage road would be constructed on the south side of USH 12/18 between Millpond Road and CTH AB with the existing Millpond intersection closed except for the allowance of eastbound right-in traffic. The purpose of the project is to address existing serious safety issues at the Millpond Road and CTH AB intersections with USH 12/18. The project will also allow safely handling the anticipated large increase in traffic from planned development on the Ho Chunk property and in the area to the north of these intersections. The Ho Chunk property development alone is expected to add 9,500 weekday trips. From 2014-2018, there were 90 crashes causing 36 injuries and two fatalities at these two intersections. Based on that, they rank in the top five for intersection crash severity in the City of Madison and taken together would rank number one. The intersections are also some of the worst for safety in the entire state. MATPB's [Regional Transportation Plan 2050](#) identifies the CTH AB/Sprecher Road/Reiner Road corridor as an important future north-south principal arterial as planned eastside neighborhoods develop. To support this development, the plan identifies the corridor for capacity expansion in the future with the interchange at USH 12/18. The estimated construction cost is \$28 million with another almost \$8 million in property acquisition costs. Federal Highway Safety Improvement Program (HSIP) and National Highway Performance Program (NHPP) funding would cover the majority of the construction cost. In order to be eligible for HSIP funding, the project had to meet rigorous cost-benefit analysis criteria. Because of its high ranking, it is one of the largest HSIP projects ever funded. An agreement on cost sharing between WisDOT, City of Madison, Dane County, and Ho Chunk Nation still needs to be worked out. WisDOT will be applying for a discretionary federal BUILD program grant, which if successful would modify the funding and cost sharing.
See [memo](#) with attached map showing the project concept design and project listing with the costs, proposed funding, and schedule.
Because this amendment to the 2020-2024 TIP involves the addition of a regionally significant project with a cost well in excess of \$7 million, the amendment is classified as a major one per MATPB procedures for amending the TIP. Major

amendments require a notice and comment period and a public hearing as is done for the annual update to the TIP. The following is the date and location of the public hearing on the proposed TIP amendment:

Public Hearing

Wednesday, April 1 at 6:30 p.m.

Madison Water Utility

119 E. Olin Avenue, Conference Rooms A-B

Written comments or concerns regarding the TIP amendment must be submitted in writing by 4 p.m. on Wednesday, April 1 or submitted at the public hearing. Please address written comments to the MATPB office or email them to MATPB staff at mpo@cityofmadison.com.

MATPB anticipates taking action on the TIP 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.

Bill Schaefer, Transportation Planning Manager
Madison Area Transportation Planning Board - An MPO

100 State Street, #400

Madison, WI 53703

PH: (608) 266-9115

Email: wschaefer@cityofmadison.com

www.MadisonAreaMPO.org

<https://www.facebook.com/MadisonAreaTPB>

WE HAVE MOVED. PLEASE NOTE OUR NEW ADDRESS.

The 2020 Census is coming in March! To learn more about the census and why a complete count is important to the region, visit www.cityofmadison.com/2020Census. #MadisonCounts #2020Census



HO-CHUNK NATION

OFFICE OF THE PRESIDENT

November 28, 2016

Mr. John Vesperman, P.D.S.
I-39 Chief
Division of Transportation System Development
Wisconsin Department of Transportation
111 Interstate Boulevard
Edgerton, WI 53534

RE: Interchange at US 12/18 and CTH AB, and future access improvements to properties adjacent to and bounded by US 12/18 and I-90/39, including Ho-Chunk Gaming Madison, Harley-Davidson of Madison, the City of Madison and the Village of McFarland.

Dear Mr. Vesperman:

As a group of coordinating entities including the Ho-Chunk Nation, City of Madison, Village of McFarland, Ho-Chunk Gaming Madison and Harley-Davidson of Madison, we would like to express our urgent interest and concern related to the **I-39/90 & US 12/18 Interchange project and the US 12/18 Freeway Conversion project**, and the need to achieve near-term access improvements to our respective properties in the adjacent area. As municipalities, businesses and a tribal Nation who will be directly affected by the outcomes of these road projects, we have convened to express our shared concerns and requests with WisDOT regarding the access challenges we currently experience and which we anticipate will deepen significantly without targeted access improvements to the existing transportation system.

As individual entities we have enjoyed strong working relationships with WisDOT that we are confident will gain new focus and momentum through this new local partnership. The Ho-Chunk Nation, Ho-Chunk Gaming Madison, City of Madison, Village of McFarland and Harley-Davidson of Madison have all appreciated the opportunity to work with WisDOT planners and designers in efforts to develop alternatives and address impacts over the past two years. We hope that our new joint effort will add clarity and strength to future communications and we look forward to continuing these working relationships as the US 12/18 freeway conversion and related projects move forward.

As we have discussed in previous meetings and correspondence, the WisDOT projects highlighted above have significant potential to impact each of our communities and businesses in a number of ways, including through area connectivity; visibility and access for businesses and parks; and direct impacts to real estate, particularly in light of future growth and development plans. Each of our entities anticipates increased population density and activity on the southeast side of Madison/northeast side of McFarland, and looks to this area as a major future driver of economic development through new tourism, recreation and commercial development **beginning in the next 2-4 years.**

Safe road access will be a critical component of successful economic development in this important employment area and will be necessary to support job growth and business competitiveness. As major employers and statewide destinations, Harley-Davidson of Madison and Ho-Chunk Gaming Madison already require better access for our many employees and visitors, and future expansions and commercial development in the area will demand the same. Existing vehicle access to Millpond Road is unsafe and creates a negative experience for cars and motorcycles; guests of both businesses regularly comment on the safety of the intersection with US 12/18 and many avoid coming to the area because of these concerns. We hope that WisDOT understands the challenges that these access issues create for business in the area today and will continue to have as businesses expand and develop in the future entertainment district, including the ability to implement safe bus access for employees and visitors.

Regional Partner Planning and Development Updates

The City of Madison recently approved the Yahara Hills Neighborhood Development Plan, which anticipates adding significant population and employment growth to the area over time. In the near-term, there are several major development proposals within the planning area that will place additional demand and associated safety concerns on the transportation system. These include Ho-Chunk Gaming Madison's master development planning for a regional destination entertainment district, which involves expanding the existing casino and adding a hotel and conference center, DeJope Heritage Center, structured parking and additional commercial uses. Included in this master planning effort is a partnership between Ho-Chunk Gaming Madison, the City of Madison and the Greater Madison Convention and Visitors Bureau to explore the feasibility of a regional sports complex that would intensify existing uses and require safe access options for both regional and local users.

Adjacent to these properties, Harley-Davidson of Madison plans significant expansion over the next two years to accommodate the recent consolidation of the Sauk Prairie Harley-Davidson, which is expected to result in 75,000-80,000 total visitors annually in Madison. The planned expansion will include a winter storage site for 500-800 bikes and an all-weather training facility. Together with the showroom, these new facilities are projected to raise annual visitation to 100,000 within two years.

Directly south of these properties across I-90/39, the Village of McEarland is finalizing its comprehensive plan update, and anticipates further growth and development of commercial and residential land uses that will increase the demand for access from new neighborhoods and employment districts. These land uses will be primarily accessed from Siggelkow Road, which connects directly to CTH AB from the north.

As a result of these plans and anticipated developments, we ask that the Department consider the following comments and requests, which we believe are critical to the continued success of our communities and businesses.

Interchange at USH 12/18 and CTH AB

We support WisDOT's recommended alternative for the US 12/18 Freeway Conversion Study, which recommends creating a full diamond interchange approximately 1,000 feet east of the existing County AB intersection with US 12/18. The interchange ramp terminals could be controlled by either traffic signals or roundabouts. The recommended alternative shifts the US 12/18 and CTH AB interchange to the east, minimizing impacts to the Yahara Hills golf course, and maintains a two-way frontage road for accessibility to the Parks Division property and other development.

We believe the recommended alternative provides necessary and adequate traffic infrastructure capacity to accommodate the high traffic volumes projected as a result of planned residential and commercial growth in this area. Therefore, we strongly support this alternative and assert that an interchange at US 12/18 and CTH AB is necessary for safe and efficient access to and from the businesses, employers and residential developments in the area.

In the event that WisDOT believes it necessary or desirable to install a low-cost alternative at CTH AB such as a traffic light, we would be opposed to this action due to the significant safety concerns associated with at-grade signalized intersections in similar locations.

Additional Area Transportation System Improvements


In addition to the interchange at US 12/18 and CTH AB, we ask that WisDOT explore additional transportation system improvements in the area to improve traffic safety, access and circulation. These additional improvements will be critical to ensure not only safe and convenient transportation functionality, but also to ensure orderly growth and development throughout the southeast side of the City of Madison and northeast side of the Village of McFarland. We are hopeful that WisDOT will continue to work with the Ho-Chunk Nation, City of Madison, Ho-Chunk Gaming Madison, Harley-Davidson of Madison and Village of McFarland to explore a variety of transportation system options that will anticipate and meet these needs.


As one example, at the far western portion of the USH 12/18 corridor, we are highly supportive of a new crossing at US 12/18 that would extend Meier Road and shift it to the west. We support a bridge connecting the north and south sides of the USH 12/18 corridor, and feel it is critical for traffic safety and circulation in this area. Related to the programmed Meier Road crossing, the City urges WisDOT to consider a roundabout at the new four-way intersection of Millpond Road and Savannah Road. We feel that a roundabout may be a desirable option given the projected traffic volumes in this area.

These are just a couple of local road improvement ideas that should be considered as components of future planning processes. City of Madison Planning, Parks, Engineering and Traffic Engineering Division staff are in the process of developing a range of local road and connectivity improvements that will help the US 12/18 and Interstate 39-90 corridors function as best they can, and look forward to sharing these ideas with your design team.

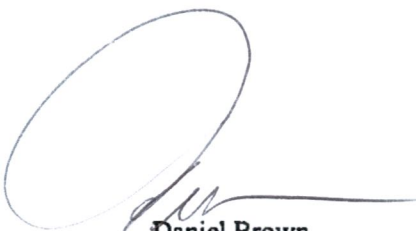
We view all of the above improvements as necessary for the near- and long-term growth and success of this area, which affects each of us and has the potential to be a significant driver of regional community benefit and revenue if appropriately developed.

We would like to thank WisDOT for its attention to our comments and we look forward to a continued dialogue and collaboration as plans progress.

Sincerely,

Wilfred Cleveland
President, Ho-Chunk Nation


Mayor Paul R. Soglin
Mayor, City of Madison


Brad Czebotar
Village President, Village of McFarland



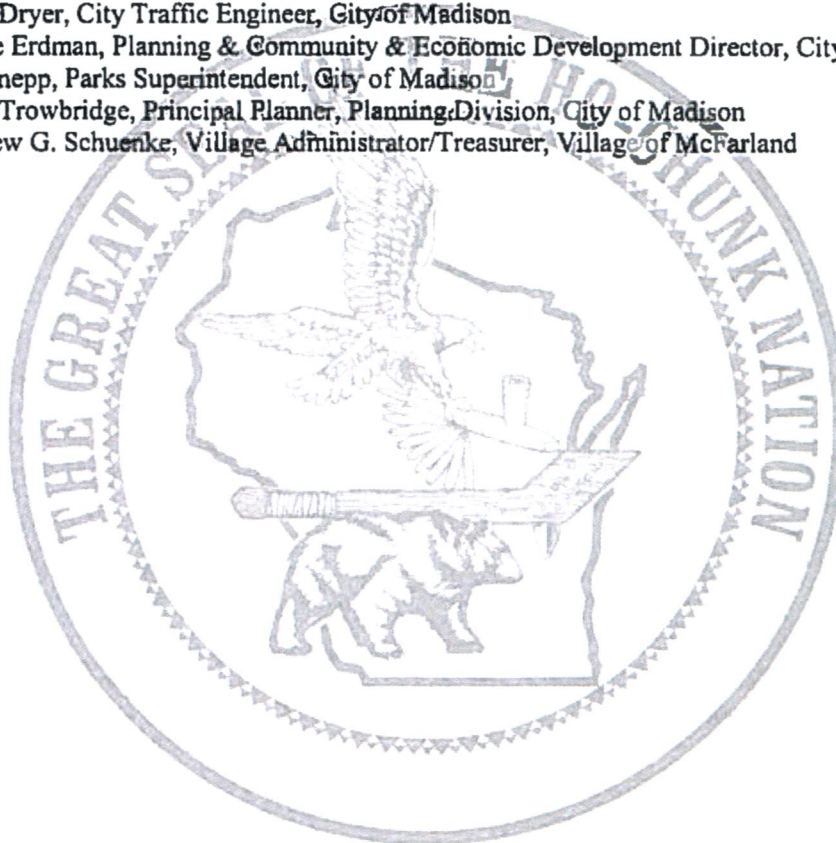
Daniel Brown
Executive Manager, Ho-Chunk Gaming Madison



Virgil "Wolf" Schulenburg
Owner, Harley-Davidson of Madison

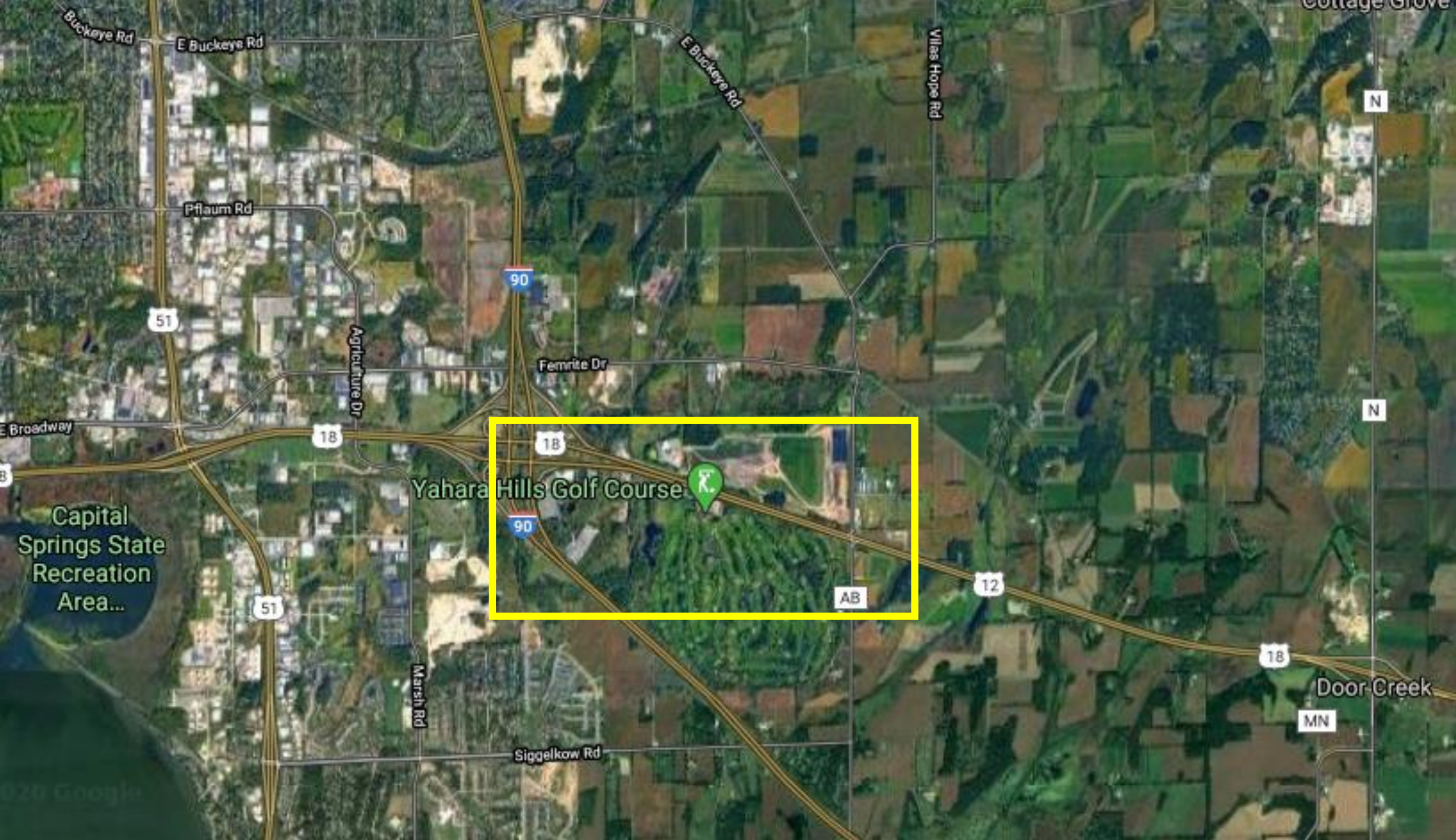
cc:

Craig Pringle, Southwest Region, Wisconsin Department of Transportation
Rob Phillips, City Engineer, City of Madison
David Dryer, City Traffic Engineer, City of Madison
Natalie Erdman, Planning & Community & Economic Development Director, City of Madison
Eric Knepp, Parks Superintendent, City of Madison
David Trowbridge, Principal Planner, Planning Division, City of Madison
Matthew G. Schuenke, Village Administrator/Treasurer, Village of McFarland



USH 12/18 (New CTH AB Interchange) Project

MATPB Meeting
May 6, 2020



Capital Springs State Recreation Area...

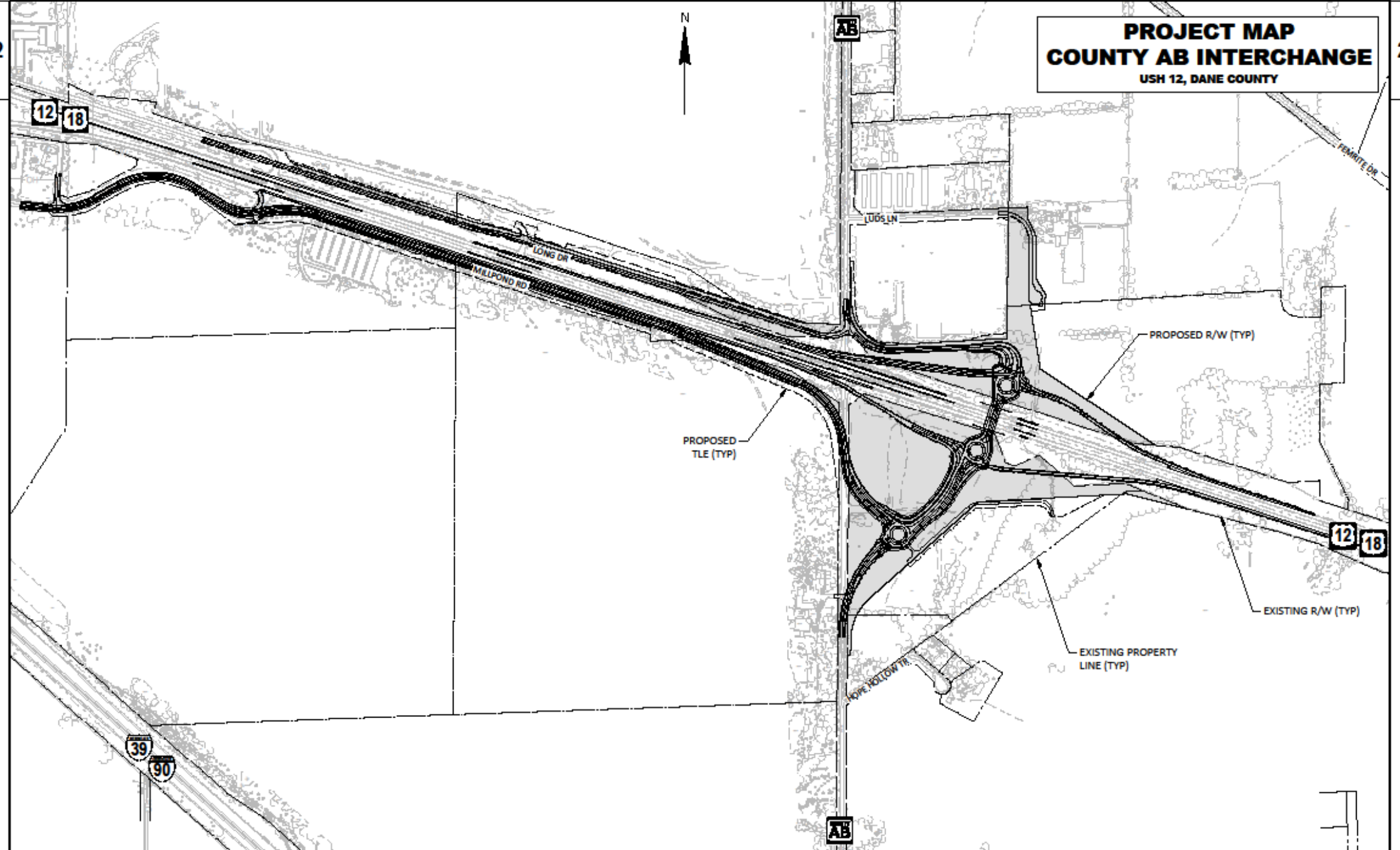
Yahara Hills Golf Course

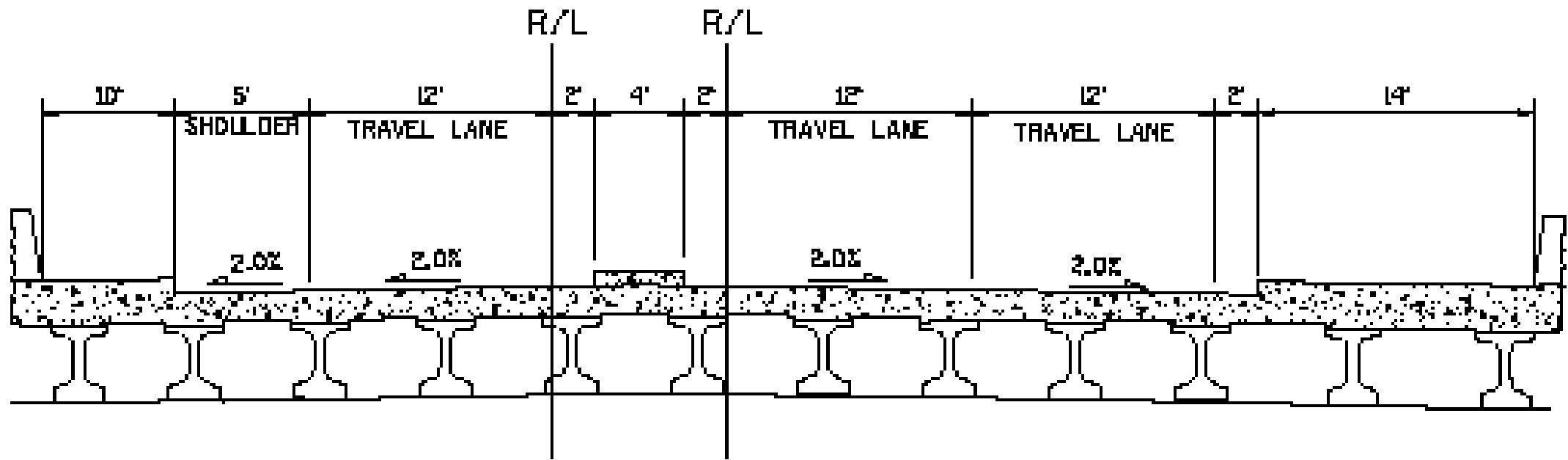
Door Creek

2

2

PROJECT MAP
COUNTY AB INTERCHANGE
 USH 12, DANE COUNTY

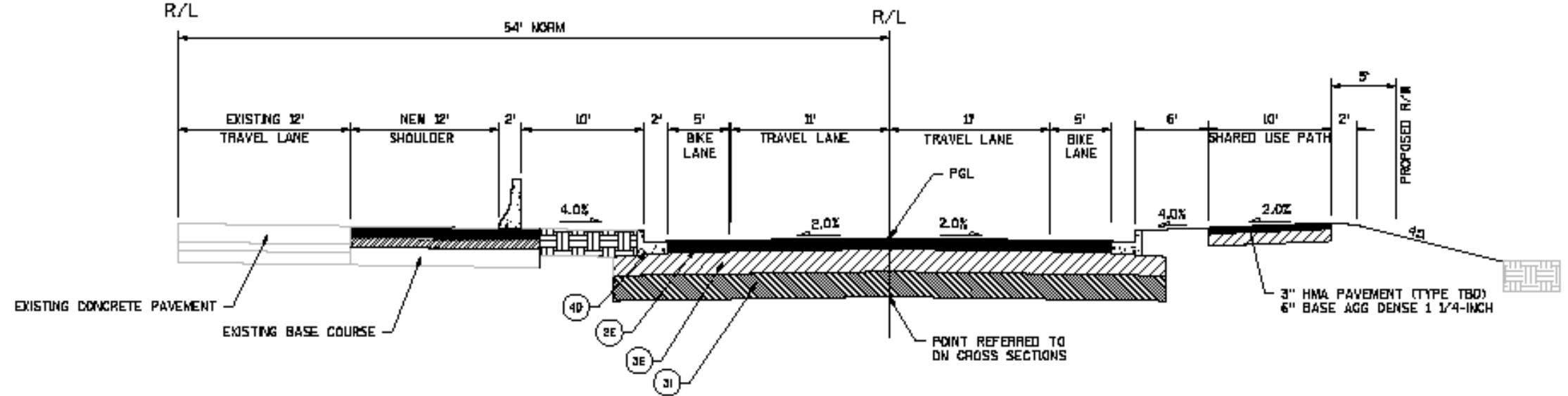




NOTE: PAVEMENT SECTION IS ASSUMED

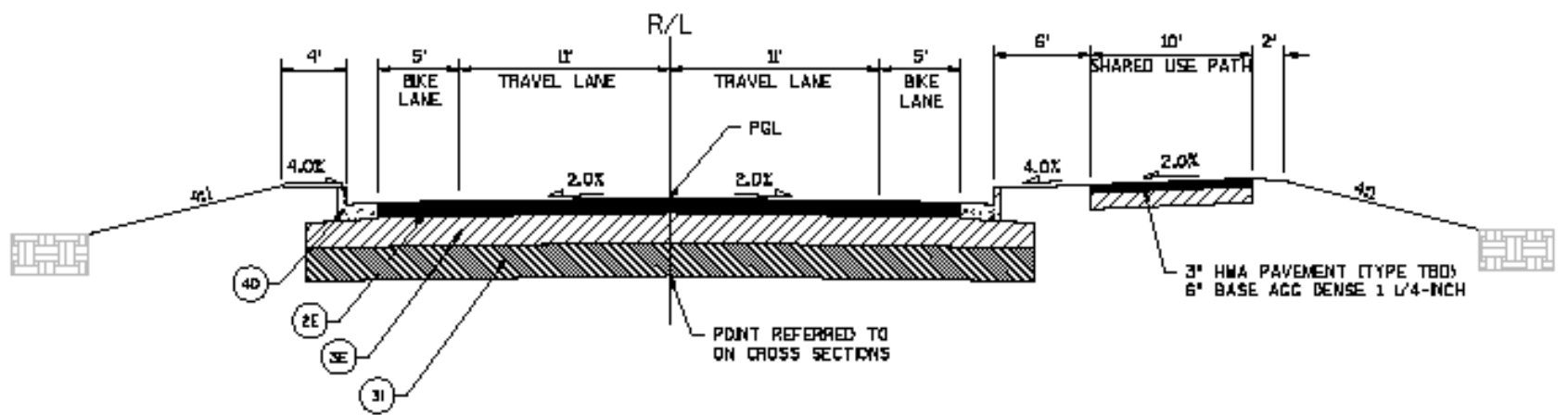
TYPICAL FINISHED SECTION-CTH AB (OVER BRIDGE)

12/18
R/L



TYPICAL FINISHED SECTION-MILLPOND ROAD
(ADJACENT TO USH 12/18)

- LEGEND**
- 2E 5.5" HMA PAVEMENT (TYPE TO BE DETERMINED)
 - 3E 8" BASE AGGREGATE DENSE 1 1/4-INCH
 - 3I 9" BASE AGGREGATE DENSE 3-INCH
 - 40 CONCRETE CURB & CUTTER 30-INCH TYPE D



TYPICAL FINISHED SECTION-MILLPOND ROAD
(NOT ADJACENT TO USH 12/18)

History/Project Background

Intersections of Millpond Road and CTH AB with USH 12/18 have long been a safety problem
High number of angle crashes when vehicles are crossing USH 12/18 or turning onto USH 12/18 from these roadways

2011

Low-cost, short-term improvements at CTH AB

Little to no impact on crashes

2015

Low-cost, short-term improvements at Millpond Road

2015

Completed USH 12/18 freeway conversion study recommended CTH AB interchange with frontage road access to Mill Pond Rd

Same project now being considered

2018

WisDOT considered Meier Road extension/overpass and CTH AB interchange as part of BIC project, but dropped when scope of reconstruction project scaled back

History/Project Background

Approval by City of Madison of Development Plan for Ho-Chunk Nation property highlighted ongoing safety issues at the intersections

- Development would increase daily traffic from 7,000 to 17,000 vehicles/day
- Approval conditioned on safe access, which CTH AB interchange provides

WisDOT initiated process last fall to analyze safety improvements at the intersections

- TIP amendment approved to add design projects with scope to be determined

Analysis showed that at-grade options don't provide sufficient safety benefits and don't operate at acceptable level of service

Safety/Operations Analysis

Between 2015-2019

74 total crashes, 34 serious injuries, and 1 fatality at the two intersections

- High Volumes And Speeds = High Severity Crashes

Majority of high severity crashes occurred during daytime with dry roadway conditions

- Poor LOS (E/F) at intersections suggest poor gap decisions

Both intersections identified as Level of Service of Safety 4.

- Combined both intersections rate as highest in the state for potential safety improvement for stop controlled intersections

Safety/Operations Analysis

Jughandle considered for Millpond Rd., but not consistent with freeway conversion and no regional benefit

- At grade options not feasible due to proximity to BIC

Signal, roundabout, J-turn, & interchanges considered for CTH AB

CTH AB interchange w/ roundabouts at ramp terminals and frontage roads selected because:

Favorable cost-benefit analysis allowed use of HSIP funding

Addresses safety at both intersections

Consistent w/ USH 12/18 freeway conversion plan, RTP 2050, city plan

At-grade options have unacceptable LOS (E/F)

MPO Regional Transportation Plan (2050)

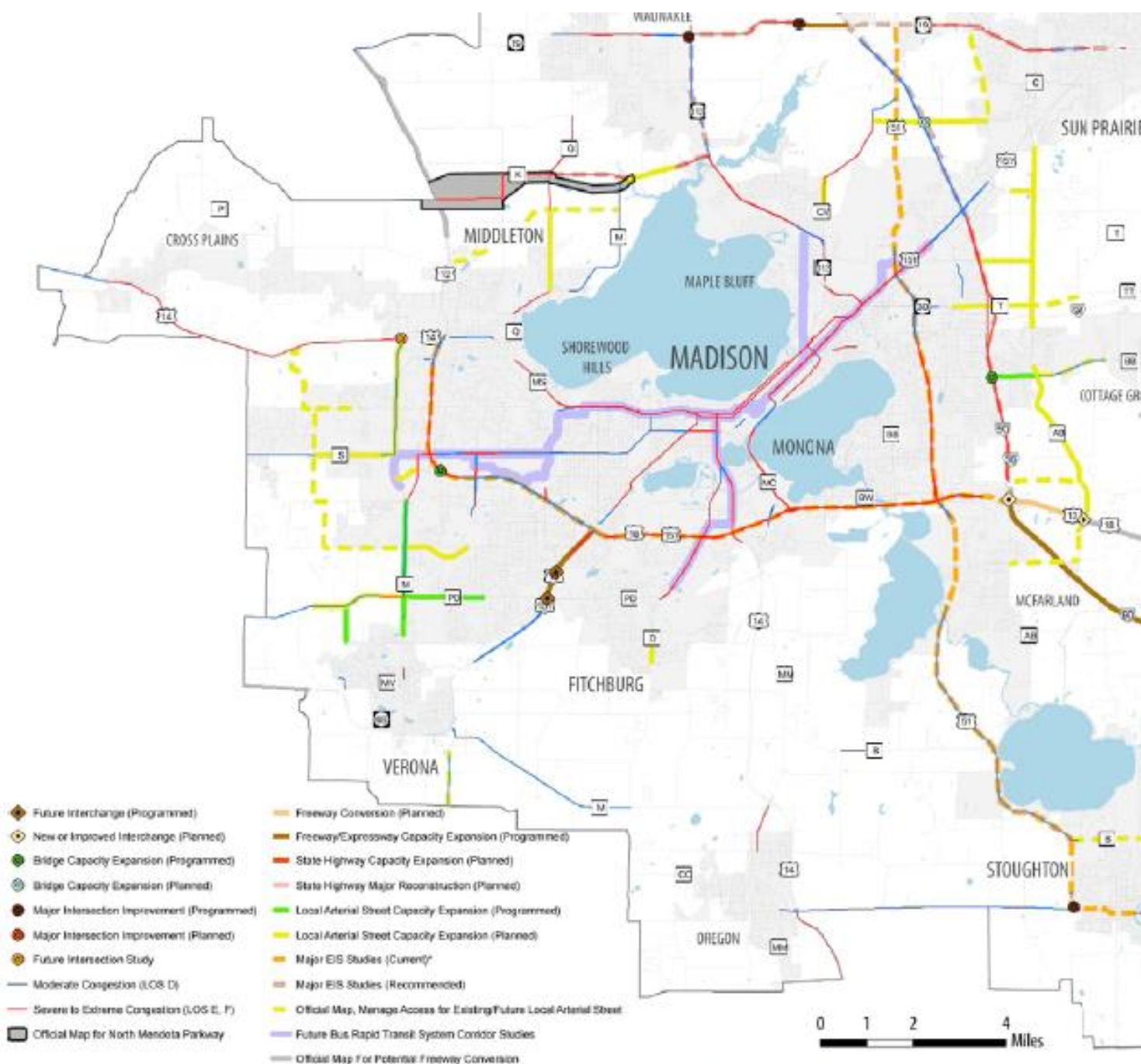


Figure 5-2: Major Roadway and High Capacity Transit Improvements and Studies.

Reiner/Sprecher/CTH AB
identified as long-term major
arterial corridor

Eventual capacity expansion,
interchange recommended in
RTP

Meier Road Overpass

Recommended in Madison's Yahara Hills Neighborhood Plan, and is being officially mapped.

Doesn't make sense to construct now because:

Development of neighborhood won't occur until landfill closed, which won't occur for 10-20 years at least.

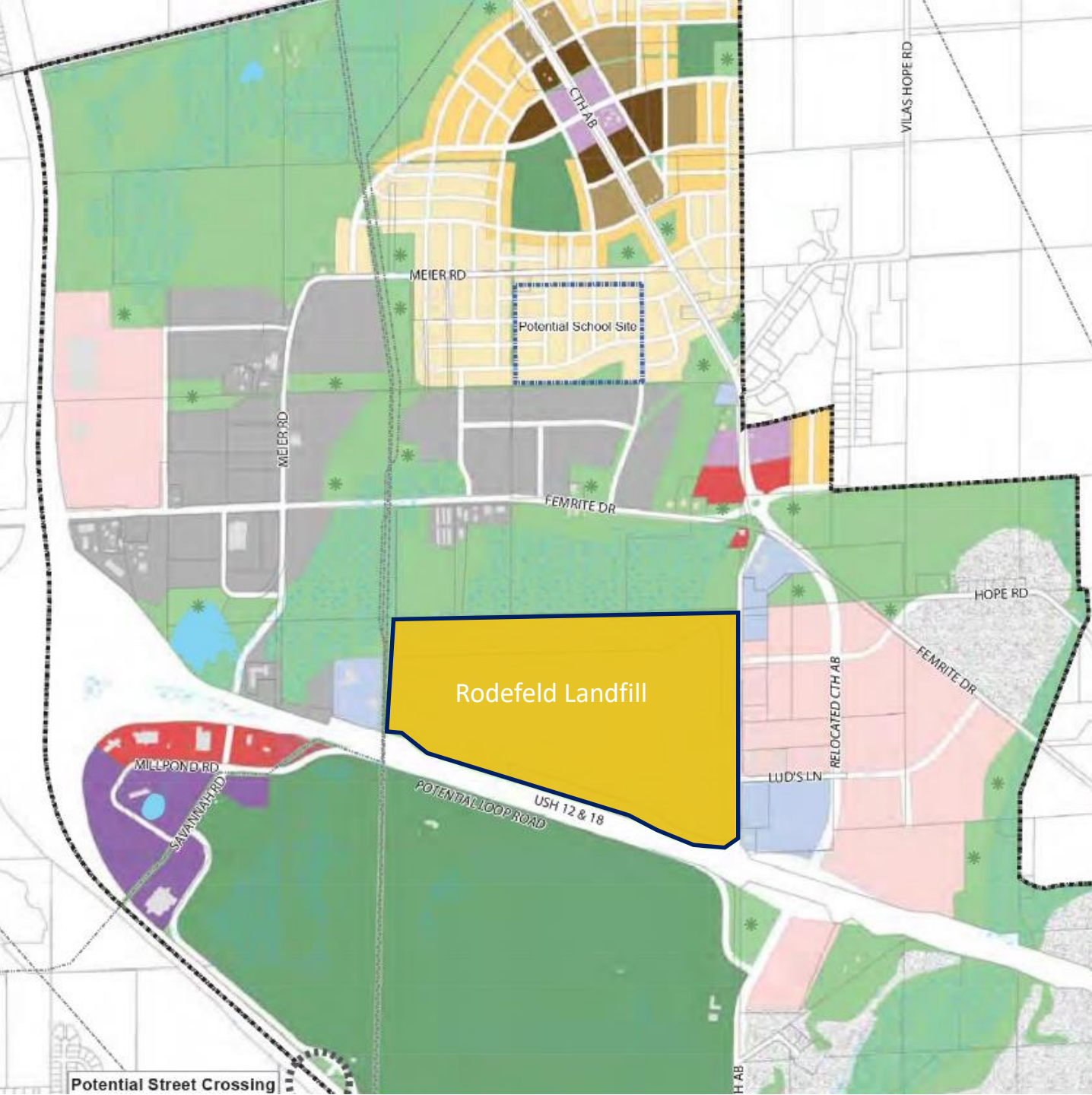
Current uncertainty with neighborhood plan due to proposed solar farm and landfill

Cost would be local responsibility

Yahara Hills NDP Landfill Scenario 1

The YHNDP assumes the current landfill will close in the next **12-17** years.

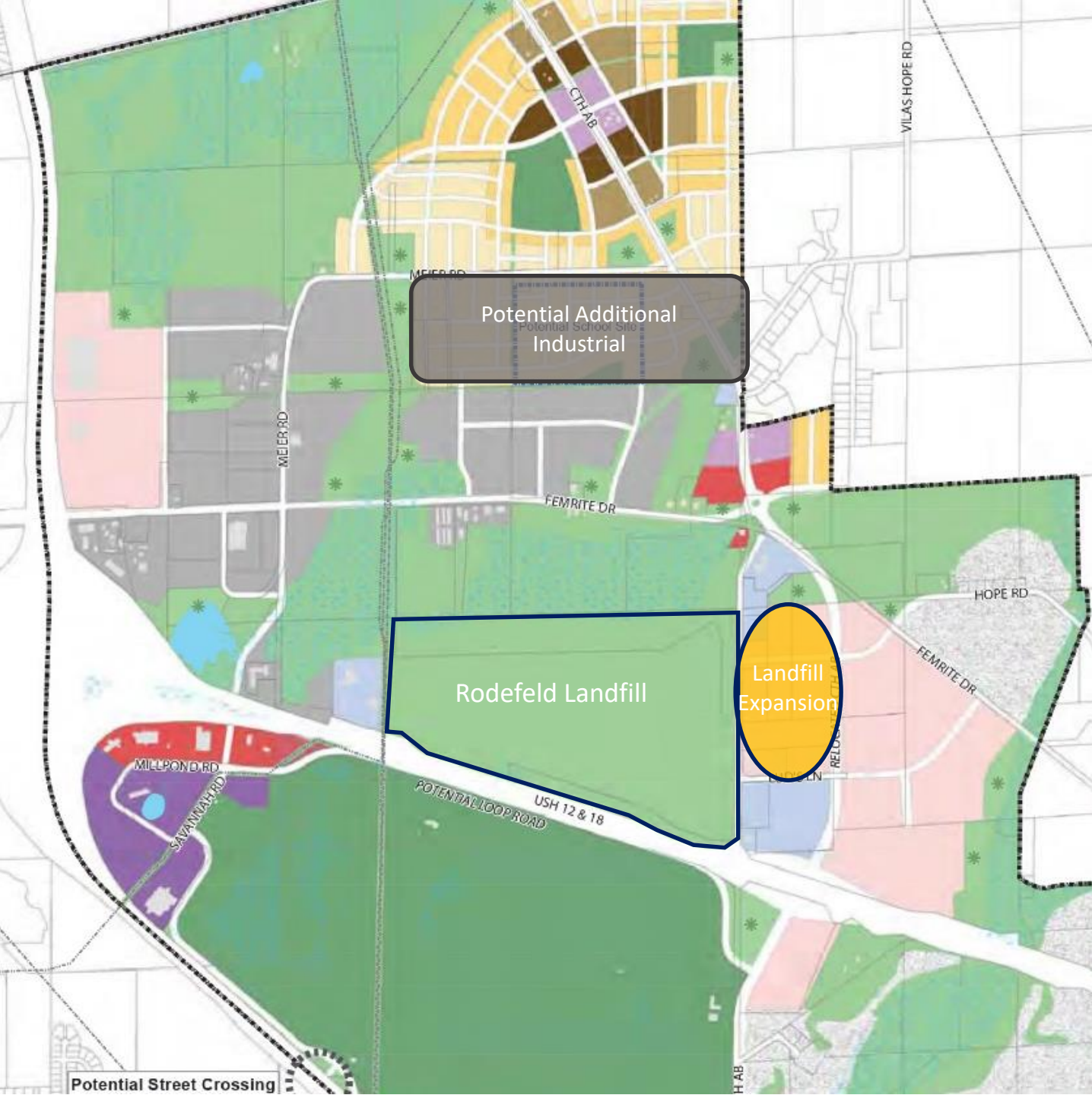
Once the landfill is capped the residentially planned areas could proceed.



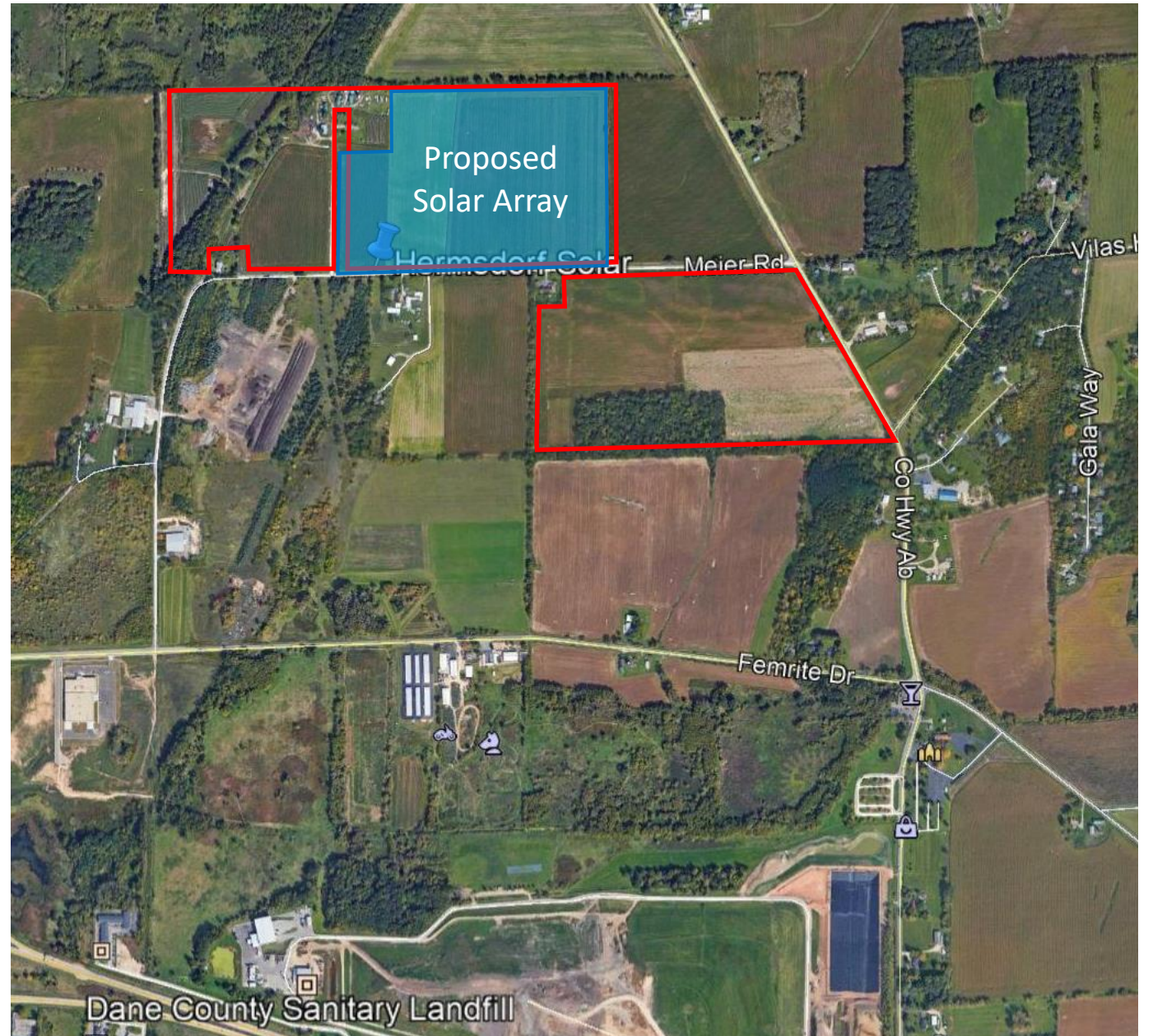
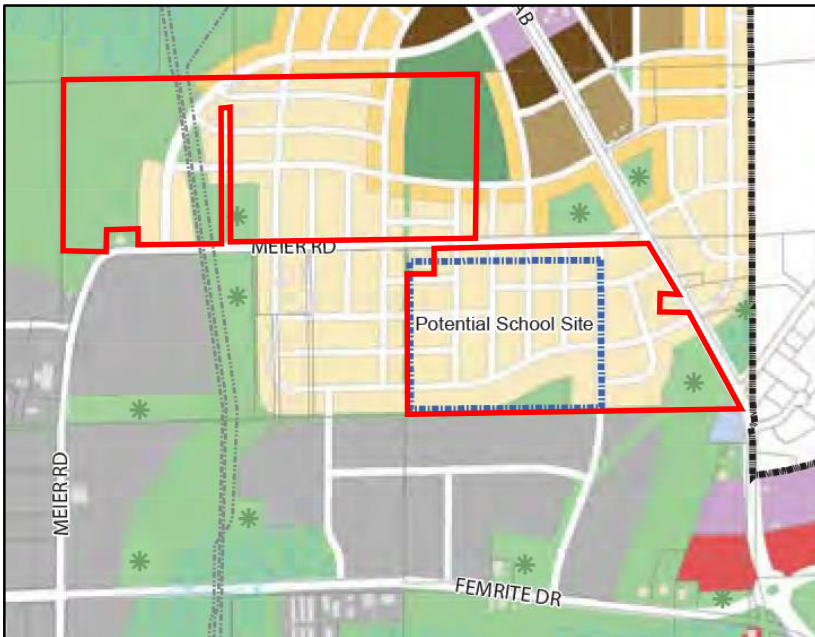
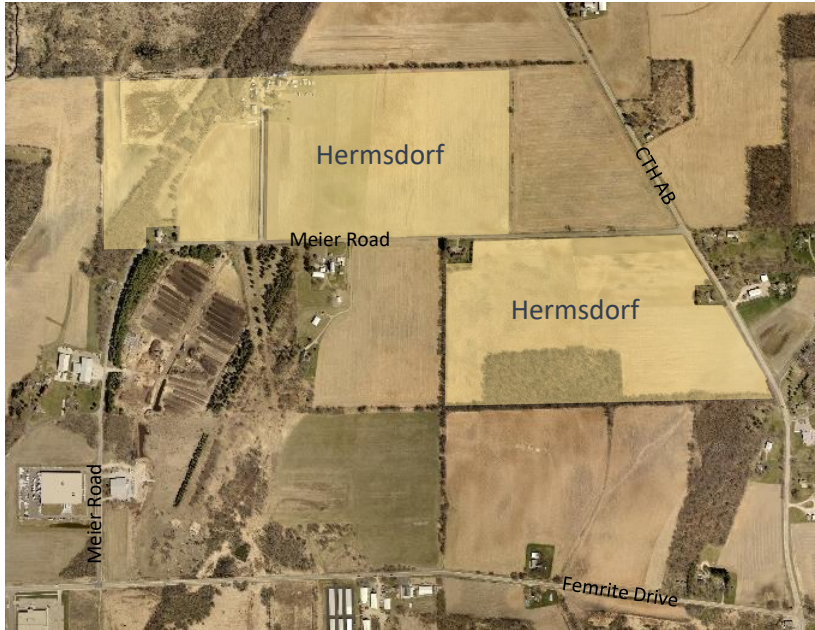
Yahara Hills NDP Landfill Scenario 2

The YHNDP mentions the possibility that the current landfill is expanded to the **east** (over to a relocated CTH AB).

Under this scenario, Madison might decide to change some areas planned for residential in the YHNDP to industrial--assuming that businesses will choose to locate in close proximity to a landfill.



Proposed MGE Solar Array / Hermsdorf Property



Cost/Funding

Total project: \$28 million for construction plus \$8 million for RE

- Federal HSIP being used for bridge for interchange with Federal NHPP funding covering majority of the rest
- Cost sharing agreement still being worked out with City of Madison, Dane County, and Ho-Chunk
- City resolution to support with matching funds scheduled for action on May 5
- WisDOT applying for Federal BUILD grant of \$10-15 million in May

Construction scheduled for 2022-'23

TPB (MPO) Agenda Cover Sheet

May 6, 2020

Item No. 6

Re:

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

Staff Comments on Item:

The intersections of Mill Pond Road and County Trunk Highway (CTH) AB with U.S. Highway 12/18 on the Southeast side are two of the most hazardous intersections in the entire state due to an extremely high number of severe angle crashes that occur when vehicles are crossing USH 12/18 or attempting to turn onto USH 12 from these roadways. The intersections were identified as having high crash severity indexes in the MATPB intersection safety screening analysis completed with the assistance of the UW TOPS Lab. Between 2015-2019 there were 74 crashes, 33 injuries, and one fatality that occurred at these intersections. WisDOT's 2019 intersection network screening identified both as having as a Level of Service of Safety rating of 4 (the highest level), meaning they have the highest potential for safety improvement. In fact, the two intersections together have the highest potential for safety improvement in the state for state controlled intersections. This is the case despite efforts to improve safety at the intersections with lower cost Highway Safety Improvement Program (HSIP) projects in 2011 (CTH AB) and 2015 (Millpond Rd.).

WisDOT worked last fall to analyze other safety improvements at the intersections after initially considering the use of "J-turns" at them. A TIP amendment was approved in late 2019 to add two design projects for the intersections with the scope to be determined. Following an analysis of the safety and operations of different at-grade (traffic signal, roundabout, J-turn) and grade-separated (jug handle, interchanges) options and discussions with the City of Madison, Dane County, and the Ho Chunk Nation, WisDOT decided to pursue a more costly project to fully address the short- and long-term safety and operations issues at the intersections. WisDOT successfully applied for HSIP funding to cover the CTH AB bridge, realignment of CTH AB, and associated work on USH 12/18. This was based on the fact the at-grade options don't provide the same safety benefits and also wouldn't operate at an acceptable level of service using 2016 traffic volumes, let alone with the increase in traffic anticipated with the expansion of Ho Chunk Gaming Madison. That expansion is conditioned on safe access, which the interchange will provide.

The project concept is essentially the same one as recommended in WisDOT's USH 12/18 freeway conversion study, which was completed in 2015. The project would create a full diamond interchange around 1,000 feet east of the existing CTH AB intersection with the interchange ramp terminals controlled by independent roundabouts. A two-way frontage road would be constructed on the south side of USH 12/18 between Millpond Road and CTH AB with the existing Millpond Road closed except for the allowance of eastbound (EB) right-in traffic only. The interchange with roundabout control provides an additional benefit of more easily accommodating an interim condition for the north leg of CTH AB, curving to the west and connecting with the existing CTH AB alignment, allowing the planned relocated CTH AB corridor north of the interchange to be constructed at a later date.

The extension of Meier Road south over USH 12/18 to Millpond Road is not part of the project as the CTH AB interchange with the frontage road connecting to Millpond Road addresses the safety concerns at that intersection. While this overpass or a ped/bike overpass would be desirable in the future if/when development of the planned Yahara Hills Neighborhood Development Plan occurs, that development – at least the residential portion – is many years away due to the presence of the nearby county landfill. The

landfill is likely to be in operation for at least 10-15 years and possibly longer if the county seeks and is granted approval to increase the height.

The estimated project construction cost is \$28 million with another almost \$8 million in property acquisition costs. As mentioned, Federal HSIP funding would be used for the bridge with National Highway Performance Program (NHPP) funding covering the vast majority of the rest of the construction cost. An agreement on cost sharing with the city, county, and Ho Chunk still needs to be worked out. WisDOT will be applying for a federal BUILD grant in May in partnership with the city and Ho Chunk Nation (see item #7). A Madison city resolution to support that grant with local matching funds, primarily for the frontage roads, is scheduled for action on May 5. If the grant is successful, the funding and cost sharing would change.

In addition to the addition of the USH 12/18 (New CTH AB Interchange) project, as part of the TIP amendment it is also proposed to reallocate some STBG Urban funding between projects in 2020. The MPO approved three roadway projects for STBG Urban funding this year: Cottage Grove Road, Gammon Road, and McKee Road. Based on the let amounts for the projects, Cottage Grove Road was under budget with excess federal funding beyond the 60% per MPO policy while the other two are over budget and short. The City of Madison agreed to release \$450,000 in federal funding from the Cottage Grove Road project. If not released and moved to another project, the funding would be lost. In addition, the City of Madison will not be able to spend all of the funding allocated for its 2019-'20 Pedestrian/Bicycle Safety Education Program due to the two ped/bike coordinator positions being vacant last year and the safety educator position currently being only part-time. So the city is releasing \$40,500 in STBG Urban funds from that project.

The Gammon Road project is currently funded at 48.33% (federal) while McKee Road is funded at 38.81%. Per MPO policy, we allocate any additional funding available to under funded projects proportionately based on how much the project is short of full (60%) funding. Based on this policy and the revised costs for the two projects, staff is recommending that \$165,446 of the \$490,500 be allocated to Gammon Road and \$325,054 to McKee Road.

Finally, per WisDOT request the TIP amendment also adds two resurfacing projects on STH 19, one in Waunakee and Westport and the other between Sun Prairie and Marshall, to allow design to begin this summer. Both projects are scheduled for construction in 2026.

Materials Presented on Item:

1. Resolution TPB No. 172 (including attachments)

Staff Recommendation/Rationale:

Staff recommends approval. The CTH AB interchange project will address the serious safety issues at two of the most dangerous intersections in the area, which will only get worse in the future with the planned additional development on the Ho Chunk property. The reallocation of the STBG Urban funding per MPO policy is necessary to avoid losing almost \$500,000 in funding. The STH 19 resurfacing projects are necessary for system preservation.

Resolution TPB No. 172

Amendment No. 5 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, and adopted TPB Resolution No. 171 on March 4, 2020, approving Amendment No. 4; 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 is needed to add a WisDOT SW Region sponsored project to add the federally funded USH 12/18 (New CTH AB Interchange) project to address the hazardous conditions at the intersections of CTH AB and Millpond Road with USH 12/18; and

WHEREAS, the amendment is also needed to reallocate surplus federal STBG Urban funding (beyond the 60% share per MATPB policy and called for in the project agreement) from the Cottage Grove Road (I-39/90 to Sprecher Road) reconstruction project and surplus funding from the 2019-'20 Madison Pedestrian/Bicycle Safety Education Program to the Gammon Road (Mineral Point Road to Beltline Highway) and McKee Road (Commerce Park Drive to Seminole Highway) reconstruction projects, scheduled for construction in 2020; and

WHEREAS, an amendment is also needed to add two WisDOT SW Region sponsored projects to resurface segments of STH 19 west and east of Sun Prairie to allow design of those projects to begin this summer; 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 major TIP amendments such as this for the CTH AB interchange project have been followed, including an official notice and comment period and holding a public hearing on May 6, 2020; and

WHEREAS, the amendment is consistent with the *Regional Transportation Plan 2050 for the Madison Metropolitan Area*, the long-range regional transportation plan for the Madison Metropolitan Planning Area as adopted in April 2017 and amended in December 2019;

NOW, THEREFORE, BE IT RESOLVED that MATPB approves Amendment No. 5 to the *2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County*, making the following project additions and project funding revisions as shown on the attached project listing table:

1. **REVISE** the City of Madison Pedestrian/Bicycle Safety Education Program Project on page 18 of the Pedestrian/Bicycle Projects section, adding comment noting the reduction in federal STBG-Urban funding of \$40,500 to the funding previously obligated in 2019.

2. **ADD** the CTH AB and USH 12/18 Interchange Project to page 29 of the Street/Roadway Projects section.
3. **ADD** the STH 19 (Division St. in Waunakee to River Road in Westport), Resurfacing Project to page 31 of the Street/Roadway Projects section.
4. **ADD** the STH 19 (Wood Violet Ln. in Sun Prairie to Maunasha River Bridge in Marshall), Resurfacing Project to page 31 of the Street/Roadway Projects section.
5. **REVISE** the McKee Road (Commerce Park Drive to Seminole Highway) Reconstruction Project on page 37 of the Street/Roadway Projects section, adding comment noting an increase in federal STBG-Urban funding of \$298,215 to the funding previously obligated in 2019.
6. **REVISE** the Cottage Grove Road (I-39/90 to Sprecher Road) Reconstruction Project on page 38 of the Street/Roadway Projects section, adding comment noting reduction in federal STBG-Urban funding of \$450,000 to the amount previously obligated, and reallocating those excess funds to the McKee Road and Gammon Road Reconstruction projects.
7. **REVISE** the Gammon Road (Mineral Point Road to Beltline Highway) Reconstruction Project on page 39 of the Street/Roadway Projects section, adding comment noting an increase in federal STBG-Urban funding of \$151,785 to the funding previously obligated in 2019.

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	991	0	2,570	0	13,842	991	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	3,108	7,798	1,697	0	0	3,108	7,798	1,697	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
May 6, 2020

Item No. 7

Re:

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

WisDOT, in partnership with the City of Madison, is applying for a Federal BUILD grant to cover part of the cost of the constructing a 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 was previously known as Transportation Investment Generating Economic Recovery or TIGER. 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.

Materials Presented on Item:

1. Draft Letter of Support for BUILD Grant Application

Staff Recommendation/Rationale:

Staff recommends approval to send letter



Transportation Planning Board
A Metropolitan Planning Organization (MPO)

May 7, 2020

DRAFT

The Honorable Elaine Chao
Secretary
U.S. Department of Transportation
1200 New Jersey Avenue, SE
Washington DC 20590

Re: Strong Support for Wisconsin Department of Transportation BUILD Grant Application

Dear Secretary Chao:

I am writing to express the Madison Area Transportation Planning Board's (MATPB) strong support for the Wisconsin Department of Transportation's (WisDOT) Better Utilizing Investments to Leverage Development (BUILD) grant application to the U.S. Department of Transportation. MATPB is the designed Metropolitan Planning Organization (MPO) for the Madison Metropolitan Area. Obtaining this federal grant will allow WisDOT and its project partners – City of Madison, Dane County, and the Ho-Chunk Nation – to construct a highway interchange that will address two of the most hazardous intersections in the Madison metro area and will be an important component of the future regional transportation network. In fact, the intersections, taken together, are the two most hazardous stop-controlled intersections in the entire state.

This interchange will be located just east of the U.S. Highway (USH) 12/18 and County Trunk Highway (CTH) AB intersection. A frontage road is planned to connect the new interchange to Millpond Road and the Ho-Chunk Gaming facility. CTH AB and Millpond Road are currently stop-controlled intersections with USH 12/18, a high speed expressway. Because of the high volumes of traffic and high speeds, this stretch of roadway currently has a very high fatality and injury crash rate. This interchange will greatly improve the safety conditions there. The interchange will allow safe access to the Ho-Chunk Gaming facility, which is expected to expand in the next few years adding 10,000 trips a day. In addition, the interchange bridge and connecting roads will include pedestrian and on- and off-street bicycle facilities, allowing safe crossing of USH 12/18 and safe access to Ho-Chunk facility and other destinations in nearby Village of McFarland.

The interchange will also serve longer term planned new residential and industrial development in this area north of the interchange. The City of Madison's Yahara Hills Neighborhood Development Plan projects that many more additional jobs and residents will utilize CTH AB to access the USH 12/18 corridor. The MPO's [Regional Transportation Plan 2050](#) has identified the Reiner Road/Sprecher Road/CTH AB corridor as a future major principal arterial roadway connecting USH 151 and USH 12/18 and serving planned new eastside neighborhoods in the Cities of Sun Prairie and Madison. This further emphasizes the regional importance of the planned CTH AB interchange with USH 12/18.

In conclusion, the Madison Area Transportation Planning Board strongly supports WisDOT and its partner agencies' efforts to improve safety at these two hazardous intersections, facilitate safe access to the expanded Ho-Chunk Gaming facility, and help accommodate the long-term orderly regional economic development in that area for many years to come. The Madison region is growing rapidly and faces great challenges and needs U.S. DOT's assistance. Please give this grant application the highest consideration for roadway infrastructure funding. Thank you very much.

Sincerely,

Mark Opitz, Chair
Madison Area Transportation Planning Board

TPB (MPO) Agenda Cover Sheet
May 6, 2020

Item No. 8

Re:

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

We 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 funding available. 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 didn't have sufficient funding to cover 50% of the cost, and the project could not be reduced in scope due to its nature.

Staff is recommending funding five of the projects, one – 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 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. Staff also aren't recommending option 3 because while the Main Street corridor project had some strong elements it was not fleshed out in much detail.

Staff is currently checking with WisDOT to make sure that funding two projects – Sun Prairie path reconstruction and Main Street corridor project – whose total cost is below the recommended \$300,000 amount is acceptable per WisDOT policy.

Materials Presented on Item:

1. Project summaries with attached project maps
2. Project locator map
3. Tables with path and SRTS project scores
4. Tables with recommended funding and alternative funding options.

Staff Recommendation/Rationale:

Staff recommends approval of the proposed projects for TAP funding.

Madison Area Transportation Planning Board (MPO) Transportation Alternatives Program (TAP) Descriptions of Project Applications for 2020 Funding

Sponsor:	Bicycle Federation of Wisconsin Education Foundation, Inc.
Project:	Dane County Safe Routes to School (SRTS)
Requested TAP Amount:	\$137,280 (80%)
Project Rank:	1 (Recommended for Funding)

The Dane County SRTS program was launched in 2017 as an expansion of the former Madison Metro School District SRTS program. Initially a partnership between Healthy Kids Collaborative & the Wisconsin Bicycle Federation, the program developed an equity-based tier system to prioritize & steadily grow school-based walking & biking activities within communities most at-risk of adverse health, safety, & environmental outcomes over the last 3 years. The project scope, developed in collaboration with partners, schools, & the SRTS Steering Committee, is as follows: **1. Coordinate SRTS Programming, Resources, Communication.** SRTS coordinator will partner & collaborate with schools to increase walking & biking access in Dane County schools & neighborhoods, prioritizing tier one & two schools using the Dane County SRTS equity-based tier system. Provide educational resources, encouragement strategies, technical support, & programmatic support to identified schools. Convene & coordinate the Dane County SRTS Steering Committee, an interdisciplinary group consisting of community members & program stakeholders. Develop a communication plan & materials related to safe biking & walking in Spanish & other languages to be disseminated in schools & community centers. **2. Identify Recommended Walk & Bike Routes.** Conduct walk/bike audits with students, staff, families, elected officials, & community members. Use “Participatory Photo-Mapping” with student & community groups to identify hazards or barriers & document them in digital mapping software. Develop recommended safe biking & walking routes based on audits & stakeholder feedback. Create neighborhood maps linking the school to commonly visited neighborhood sites. **3. Improve Facilities for Walking & Biking.** Develop School Traffic Safety Plans with targeted schools that request assistance or lack an updated plan. Work with city entities (traffic engineering, planning, law enforcement) to ameliorate identified barriers. **4. Safe Routes Community School Programs.** Recruit & provide ongoing assistance to school-based SRTS “champions” at MMSD community schools. Work with community schools to launch or maintain Walking School Bus routes to increase student active transportation along these paths, promote attendance, & engage the broader community through route leader volunteer opportunities & walk-to-school events. **5. Biking & Pedestrian Safety Education.** Implement bicycle & pedestrian safety education classes in schools using SRTS curricula. Deliver professional development for teachers in target schools on SRTS curricula, use of the bicycle fleet. Repair and maintain educational bike fleet & storage trailer used in program. Implement lessons supporting walking that can be inserted into the core learning objectives of target schools. Continue professional development, training for project staff **6. Program Evaluation.** Program evaluation activities will include annual student travel tallies, parent surveys & focus groups, teacher surveys for pedestrian safety & bicycle education classes, & a Dane County SRTS Project Report.

Sponsor:	Village of DeForest
Project:	DeForest Schools Safe Route Path
Requested TAP Amount:	\$351,101 (63%)
Project Rank:	3 (Recommended for Funding)

Through Village/DeForest Area School District (DASD) collaboration, the Proposed Path will fill missing links in DeForest’s bike/ped system and provide an essential school connection. The Proposed Path will be 10’ wide, meet applicable design requirements, and through plowing and lighting will be available in all seasons and times of day. The Proposed Path will connect student-rich neighborhoods to the high and middle school campus. Nearly 450 middle and high school students live within 1 mile. The Proposed Path will also connect the two schools to each other, enabling

student movement between schools and to shared athletic facilities. The Proposed Path will provide other connections, including to the 1,000-employee DeForest Business Park. The Proposed Path is a missing link along a 6-mile path network from the Business Park to Token Creek County Park on DeForest and Windsor's east side, and advances adopted local and County shared use path plans. The County plans path connections to Madison and Sun Prairie from Token Creek Park.

The Proposed Path will be entirely within public rights-of-way, public lands, and a recorded easement from St. Olaf's Catholic Congregation. Nearly all of the corridor is, or will by 2021, be pre-graded for path installation. Much of the Proposed Path has also been preliminarily engineered. The southern/western Path segments will cross high ground bisecting DASD athletic fields and a stormwater management complex. The southern/western Path segments will also run adjacent to the tennis courts and student parking lot. The eastern/northern Path segment will run along the west side of Holum Street and along the south side of a new Jefferson Street roadway segment that the DASD will build as part of its 2020-21 high school expansion project.

Sponsor:	City of Madison
Project:	Autumn Ridge Path
Requested TAP Amount:	\$2,443,200 (60%)
Project Rank:	5 (Forward to WisDOT for Consideration)

The Autumn Ridge Path, located on the east side of Madison, will connect Ziegler Rd and Stein Ave with a bridge over Hwy 30. The proposed path will be a 10-ft wide asphalt path and the bridge structure will be a 14-ft clear width with vertical protection similar to other bridge structures in Madison. The path will include lighting and wayfinding signage and will be maintained for winter use. This is the first segment of the Autumn Ridge Path which will link eastside neighborhoods, parks and commercial areas to the Capital City Path into downtown Madison. Eventually this path is planned to continue east to Burke Rd as well as to Garver Path. The proposed segment of the Autumn Ridge Path focuses on removing the main barrier to pedestrian and bicycle travel in this area, crossing WIS 30.

Sponsor:	City of Madison
Project:	Main Street Bicycle and Pedestrian Improvements
Requested TAP Amount:	\$423,360 (60%)
Project Rank:	4 (Recommended for Partial Funding)
Recommended TAP Amount:	\$110,505 (55%)
Recommended Scope Change:	Reduced project scope to include only: RRFB at Proudfit - Main and priority improvements to East and West Main

Main Street provides a connection to Madison’s Capitol Square providing a low stress route that parallels East and West Washington Streets, which are both high volume arterial routes into downtown Madison. This project focuses on ensuring that both streets provide an all ages and all abilities level route to access both the Capitol Square as well as the businesses along East Washington and West Washington Avenues. The improvements will meet the All Ages & Abilities Bikeways criteria established by the National Association of City Transportation Officials (NACTO). Treatments may include improvements such as traffic diverters, speed humps, traffic circles, curb extensions and similar design elements to slow speeds and target a max motor vehicle volume of approximately 1,500 where the speed limit is 25mph. Some sections where parking can be removed and traffic volumes are higher the project would include separated bicycle lanes. The project would also include bike boxes, other green marking, Rectangular Rapid Flash Beacons, and appropriate signage. The project also includes a connection from the current S Blount cycletrack to E Main St, which would allow bicyclists to connect to/from the Capital City Path and a connection from the Brittingham Park Path across Proudfit St to the current W Main St Bike Boulevard.

Sponsor:	City of Madison
Project:	Tancho Drive Path
Requested TAP Amount:	\$394,464 (60%)
Project Rank:	6 (Forward to WisDOT for Consideration)

The Tancho Drive Path provides a connection to the Highway 151 Underpass and on to Sun Prairie from the American Family area of east Madison. The path travels through Madison's Northeast Park to connect to the current underpass of US Highway 151. This area has high levels of employment and growing number of housing units including a senior living complex and a large number of apartments. This path also provides a more direct route to get from the Highway 151 Underpass to the bike route on Portage Rd, which then connects with the Reindahl Park Path.

Sponsor:	City of Madison
Project:	West Towne Path Extension
Requested TAP Amount:	\$351,727 (62%)
Project Rank:	2 (Recommended for Funding)

This extension of the West Towne Path extends from Commerce Drive to the Ice Age Junction Path as a 10-foot wide shared-use path. Currently a segment of the path is built from S High Point Rd to Commerce Drive and the proposed segment closes the gap to the Ice Age Junction Path. Although this is not the final segment of the West Towne Path, it is a key segment that needs to be completed and can be built within the required timelines. This segment of the West Towne Path is important as it connects a thriving commercial area and growing residential area into the larger pedestrian/bicycle path network and allows residents in this area of town to access both local businesses and businesses in Verona and further west. Eventually this segment will be part of a connection from Whitney Way in Madison to Verona and from there to regional trails that extend to Dodgeville and Freeport, IL.

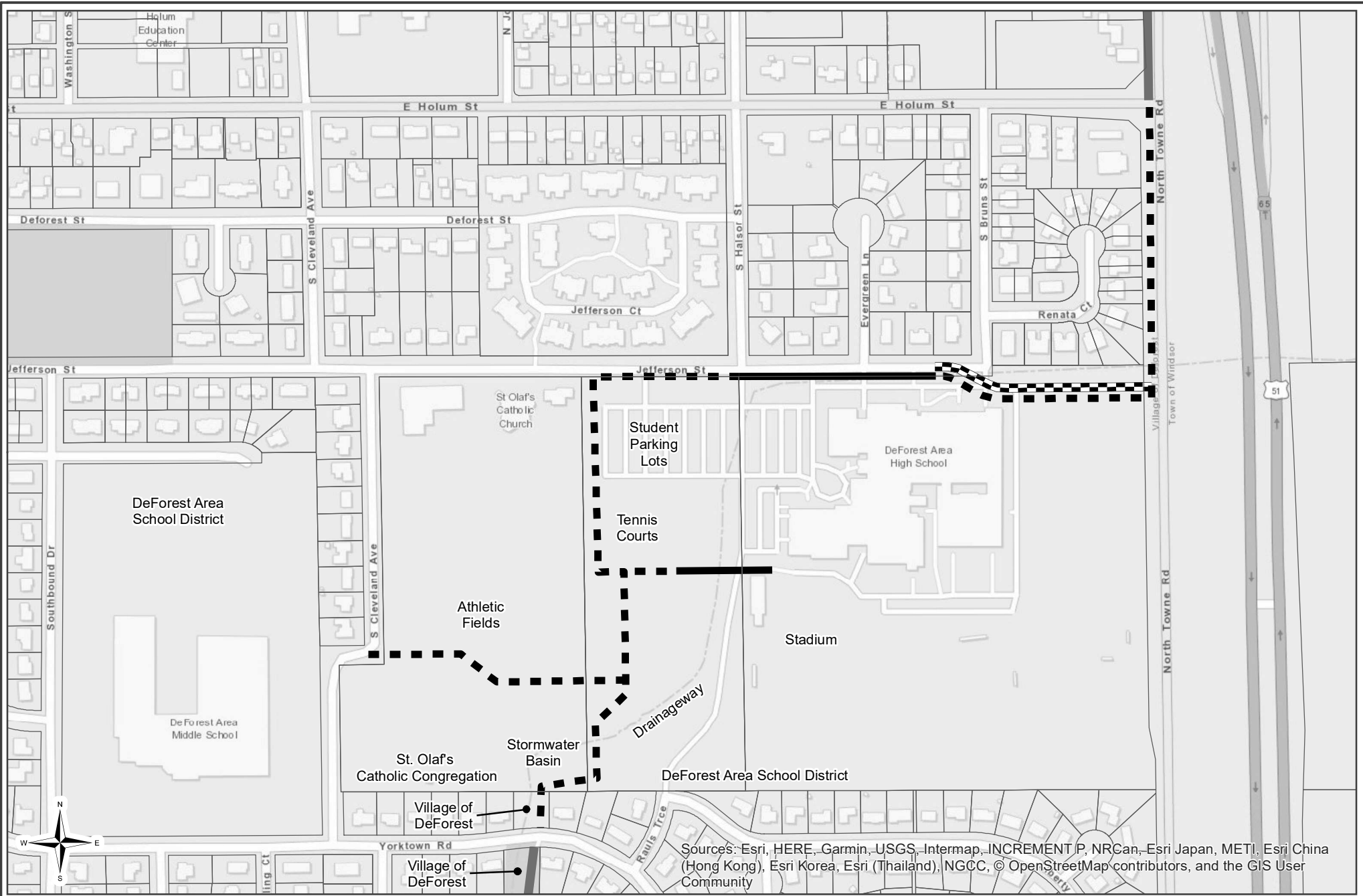
Sponsor:	City of Sun Prairie
Project:	Commercial Avenue Multi-Use Path Replacement
Requested TAP Amount:	\$201,246 (80%)
Project Rank:	7 (Recommended for Funding)

The proposed project would reconstruct an existing variable width multiuse path to a consistent 10' multiuse path. The path would also be striped for bi-directional traffic. The path is a critical connection between a dense residential area that includes a number of low-income housing units and a middle school. The path would be completed along the same timeframe as a path through the middle school site, which will link the neighborhoods to Sun Prairie East High School. Finally, the corridor would aid in economic development, by connection residents to downtown and the new Ashley Field Stadium.

Sponsor:	City of Sun Prairie
Project:	Grove and Main Street Path Replacement
Requested TAP Amount:	\$279,169 (75%)
Project Rank:	8 (Forward to WisDOT for Consideration)






The proposed project would reconstruct an existing variable width multiuse path to a consistent 10' multiuse path. The path would also be striped for bi-directional traffic. The path is a critical connection between a number of dense residential areas that include a number of existing and future low-income housing units and a high school. The path would be completed along the same timeframe as sidewalk-to-multi-use path trail conversion

projects along Musket Ridge Road, increasing the overall reach and benefit of the proposed project. The proposed project would provide a vital link between these neighborhoods and the Sun Prairie East High School.

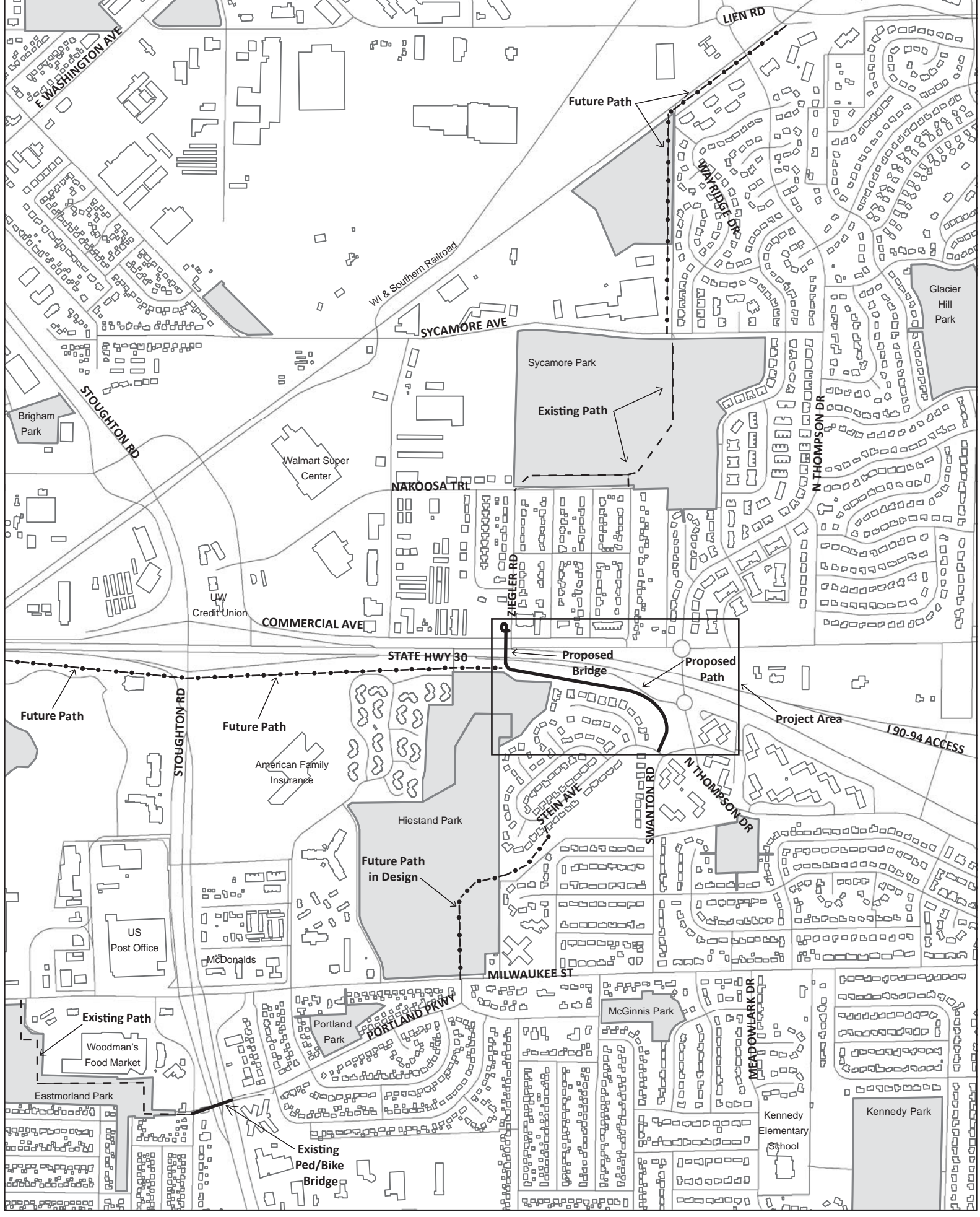


DeForest Schools Safe Route Path Project

Village of DeForest/DeForest Area School District

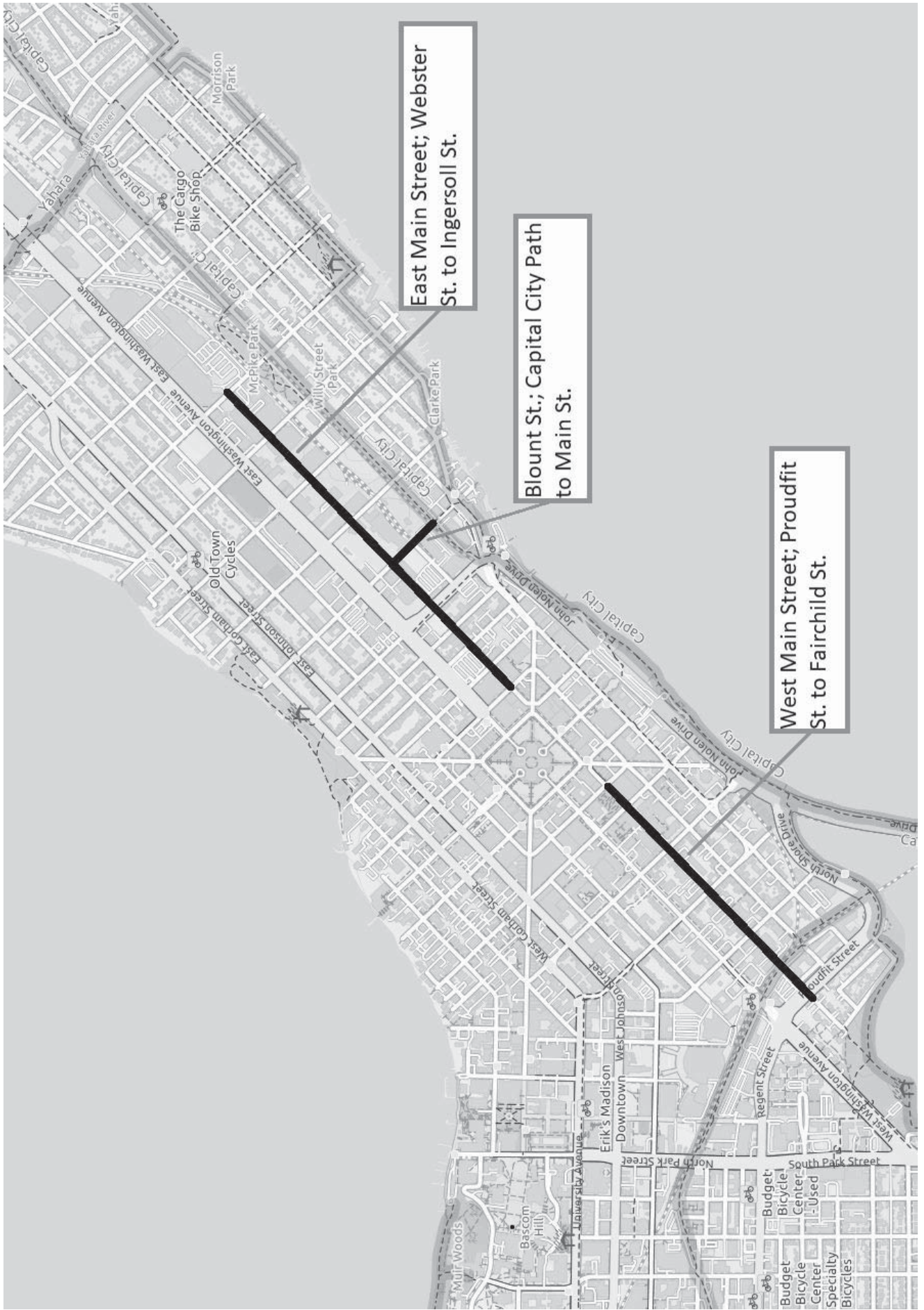
-  Parcels (Sept 2019)
-  Existing 10' Wide Shared Use Path
-  School District 2020-21 Path Installations
-  Proposed Shared Use Path
-  2020-21 Jefferson St Extension





Autumn Ridge Path Project Area

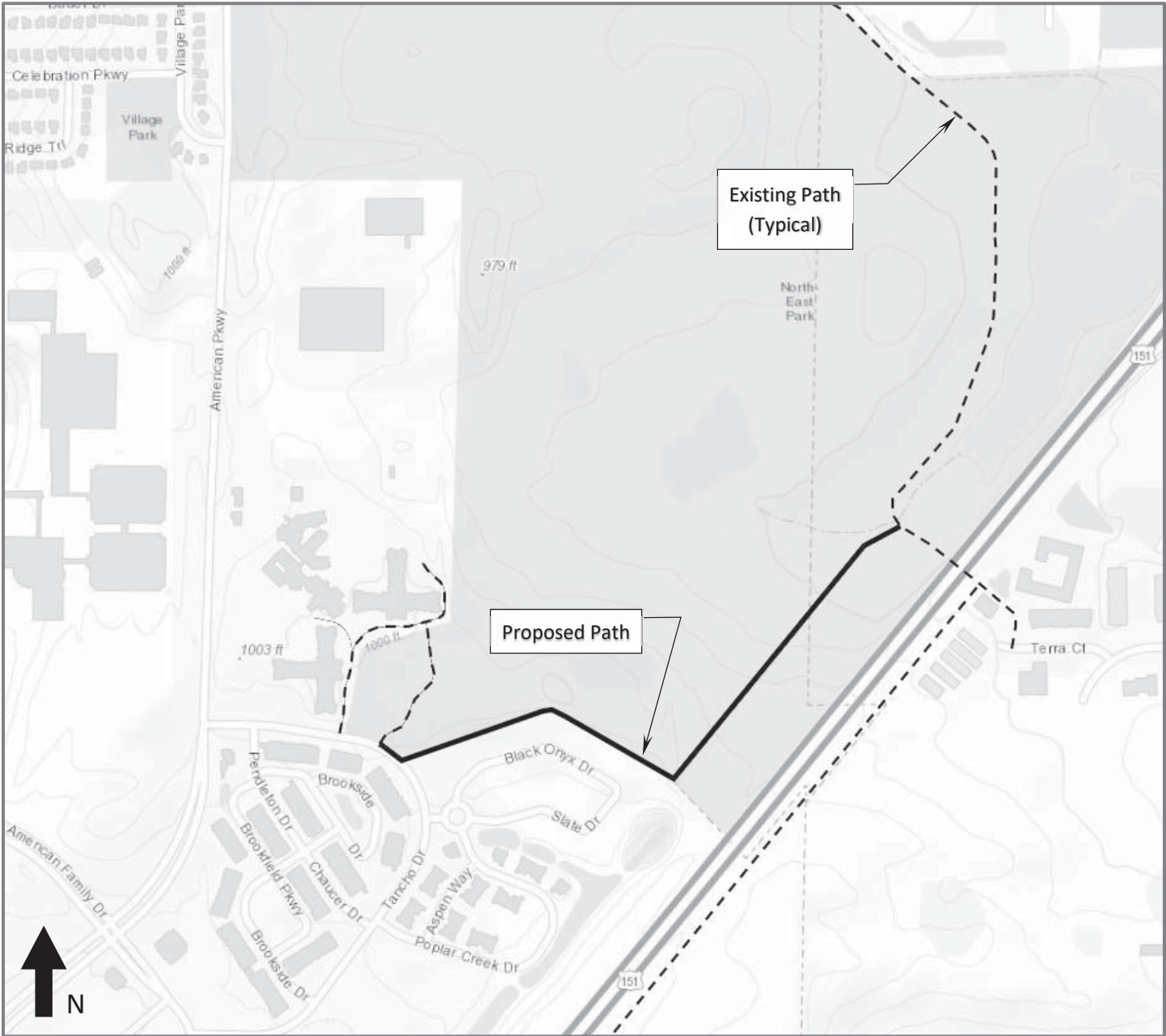




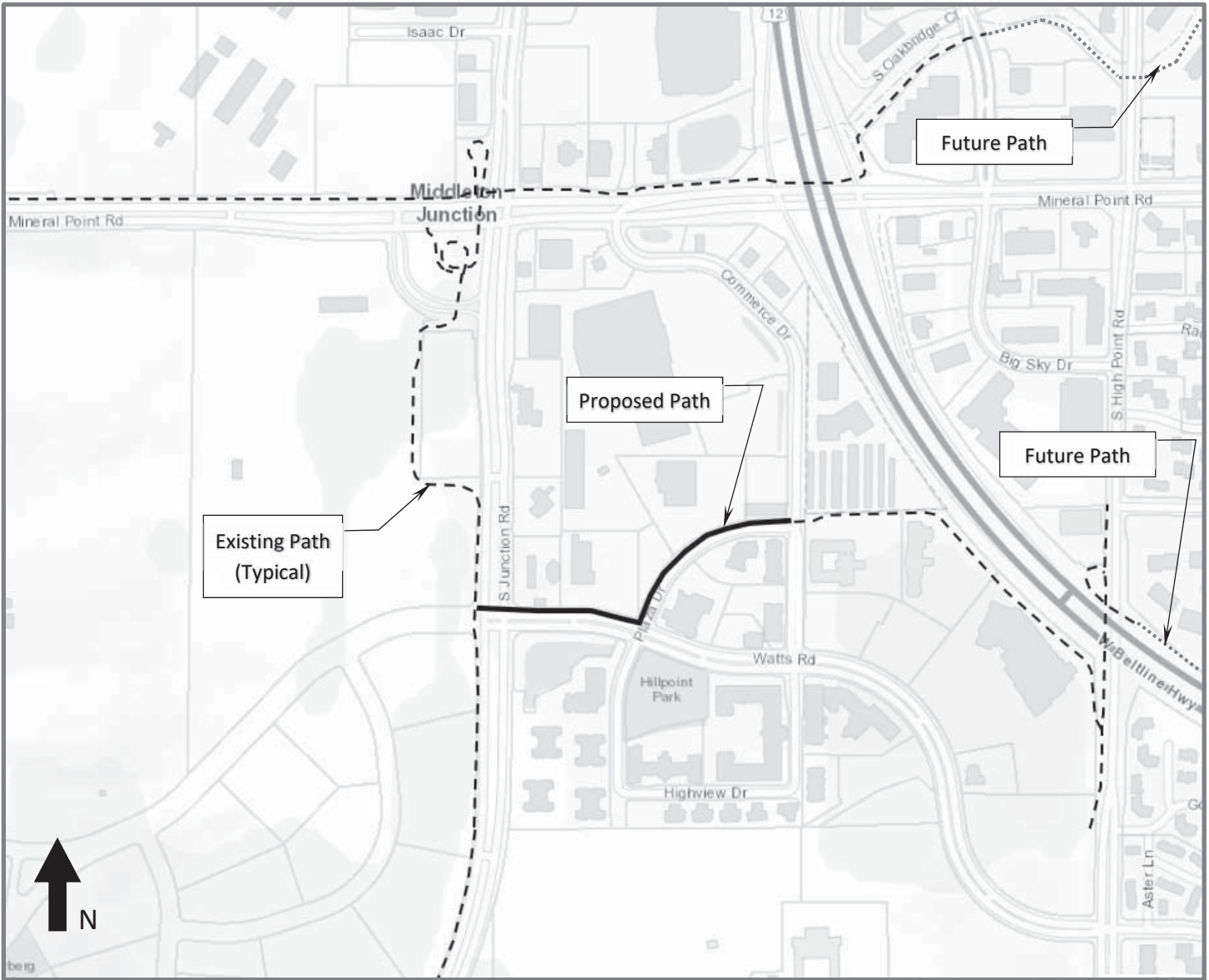
East Main Street; Webster St. to Ingersoll St.

Blount St.; Capital City Path to Main St.

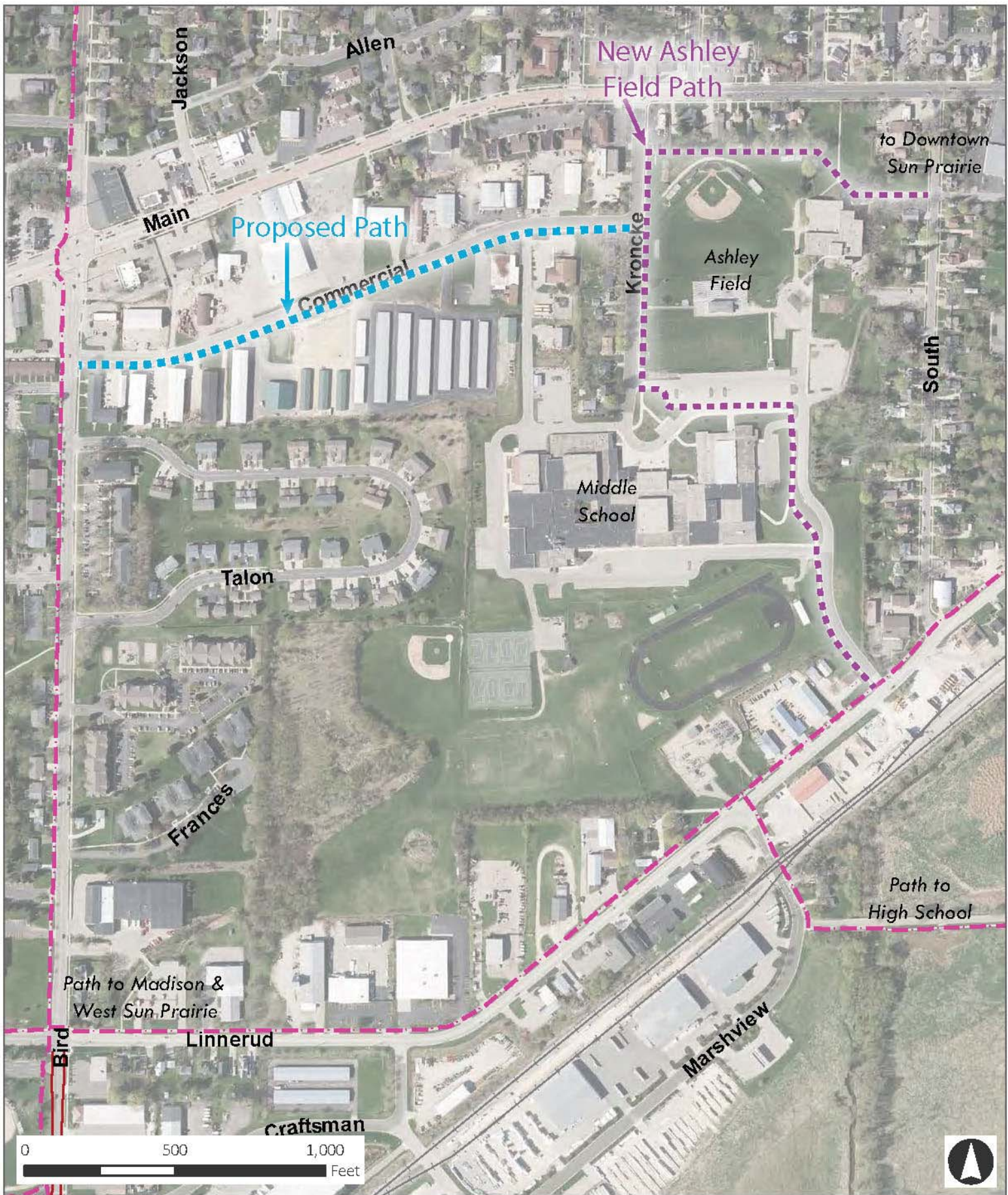
West Main Street; Proudfit St. to Fairchild St.



TANCHO PATH PROJECT AREA

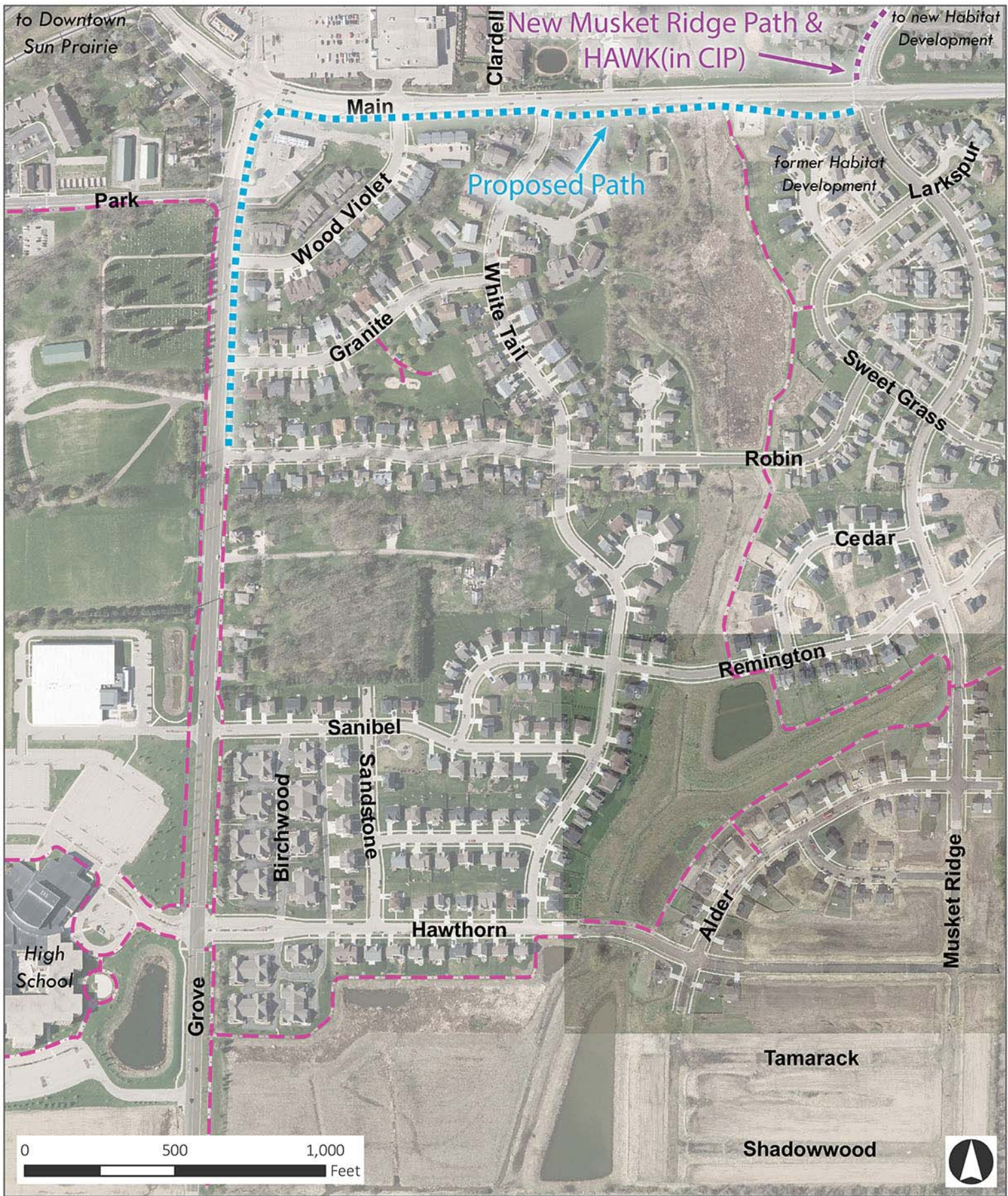


WEST TOWNE PATH PROJECT AREA



Commercial Avenue Path Replacement

City of Sun Prairie, Wisconsin

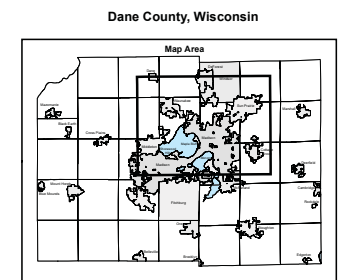
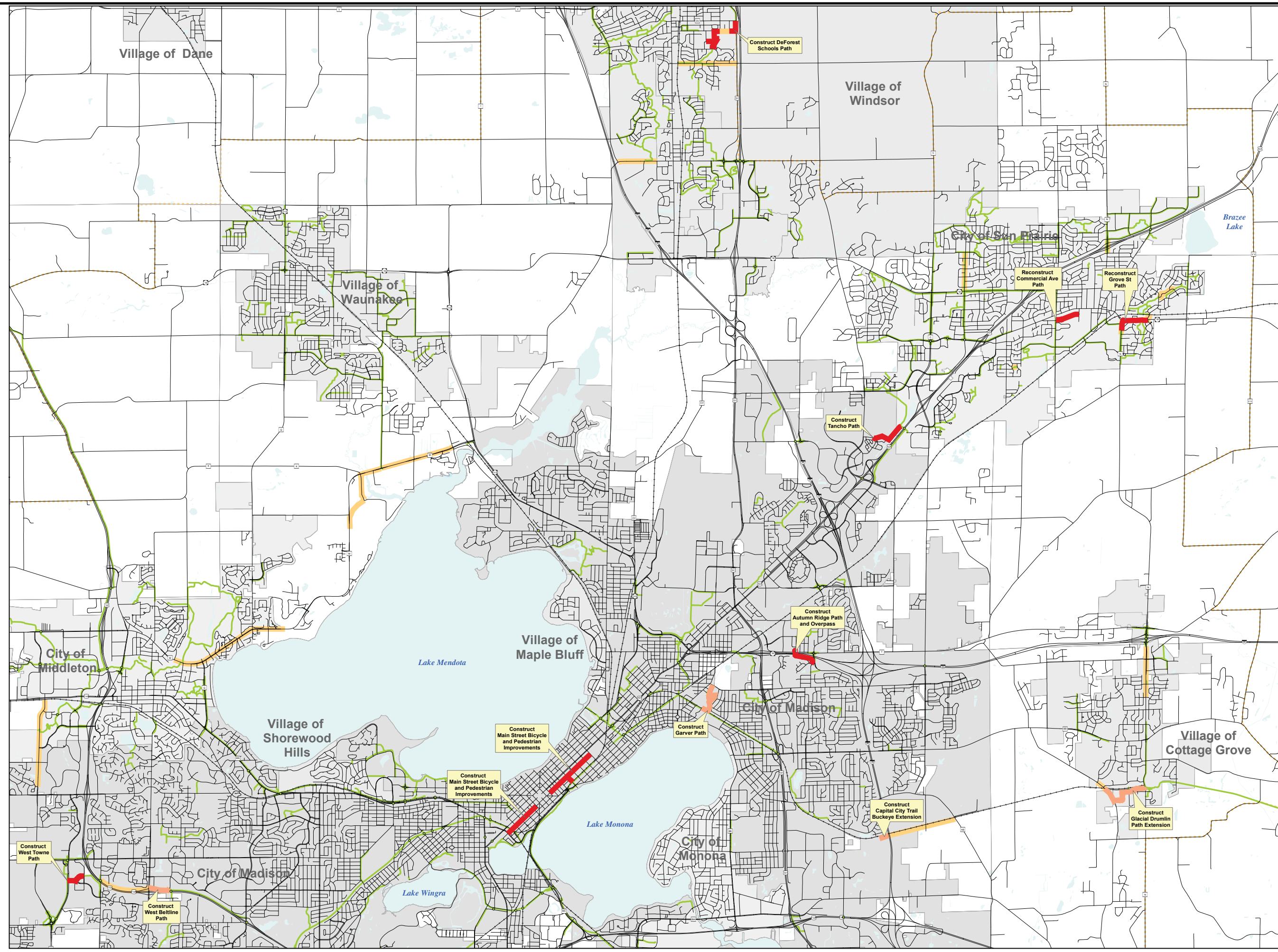


Main & Grove Path Replacement

City of Sun Prairie, Wisconsin

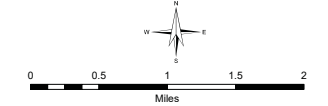
2020 - 2024 Approved and Candidate New Transportation Alternatives Program Projects

- █ TAP Candidate Projects
- █ Programmed TAP Projects
- █ Other Programmed Projects
- Existing Over/Underpass
- █ Existing Bike Path



Prepared by staff to the:
Madison Area
T.P.B.
Transportation Planning Board
A Metropolitan Planning Organization (MPO)

Date Revised: 2/28/2020



Coordinate System: NAD 1983 HARN WISCRS Dane County Feet
Projection: Lambert Conformal Conic

Source Info:
Street Base: 2020 (MATPB DCLIO)
Hydrography: 1200, 1:24,000 (WISDR)
Civil Division Limits: 2020, Annular Records (DCLIO)

Map Date: 2/28/2020
Map Project: 2020-001
Map Scale: 1:24,000
Map File: W:\MPO_2045\2020\ConstructTAP2020Map_2020.mxd

TAP Scores - Bike/Pedestrian Infrastructure Projects - 2020	DeForest Schools Paths	Madison Autumn Ridge	Madison Main St	Madison Tancho Dr	Madison West Towne	Sun Prairie Grove St	Sun Prairie Commercial Ave	Dane County SRTS
Enhances Mobility and Connectivity	19%	25%	17%	19%	21%	7%	11%	See Scores on Next Page
Regional or Local/Neighborhood Importance	8%	10%	7%	7%	10%	5%	7%	
New or Missing Link, Network Extension, or Elimination of Barrier	11%	15%	10%	12%	11%	2%	4%	
Usage and Accessibility	17%	19%	14%	17%	27%	17%	18%	
High Usage	7%	4%	6%	4%	8%	7%	8%	
Increases Access to Jobs, Services, & Other Destinations	5%	5%	2%	5%	5%	1%	1%	
Quality of Life	2%	4%	3%	5%	5%	0%	0%	
Environmental Justice & Health Equity	3%	6%	3%	3%	9%	9%	9%	
Safety	12%	17%	18%	10%	12%	5%	5%	
Crash History, Documented Safety Problem, or Other Safety & Accessibility	12%	17%	18%	10%	12%	5%	5%	
Cost Effectiveness	13%	3%	9%	5%	15%	8%	12%	
Project Cost/Benefit	8%	1%	7%	5%	10%	6%	10%	
Other Funding , Cost Efficiencies	5%	2%	2%	0%	5%	2%	2%	
Congestion Management	2%	0%	5%	3%	5%	3%	4%	
Opportunity Risk	2%	0%	0%	0%	0%	3%	3%	
TOTAL	65%	64%	63%	54%	80%	43%	53%	89%
Rank	3	4	5	6	2	8	7	1

DRAFT 3/5/2020

TAP Scores - SRTS Non-Infrastructure Projects - 2020	Dane County SRTS
Scope of Audience/Reach/Impact	42%
Large portion of students in district impacted	15%
Adds value to other improvements or programs	9%
Likely to increase # of students walking and bicycling	11%
Engages broader community	7%
Health, Safety, and Environmental Justice	47%
Located at schools with high rate of students eligible for free and reduced price lunches	20%
Fosters improved childhood health, reduced childhood obesity, and encourages a healthy and active lifestyle	13%
Increases real or perceived bicycle, pedestrian, and traffic safety	14%
TOTAL	89%

Option 1 - Funding Recommendation for FY 2020-2024 Transportation Alternatives Program (TAP) Projects					
Recommended Projects	Fiscal Year	Total Cost	Federal Share	Percent	Rank
WI Bike Fed - Dane County SRTS	2023	\$ 171,600	\$ 137,280	80%	1
C. Madison - West Town Path Extension	2024	\$ 563,160	\$ 351,727	62%	2
V. DeForest - DeForest Schools Safe Route Path	2023	\$ 560,662	\$ 351,101	63%	3
C. Sun Prairie - Commercial Avenue	2023	\$ 251,558	\$ 201,246	80%	7
C. Madison - Main Street*	2024	\$ 200,000	\$ 110,505	55%	4
Total Available Federal Funds			\$ 1,151,859		
Remaining Available Federal Funds			(\$0)		

Projects Forwarded to WisDOT for Consideration	Fiscal Year	Total Cost	Federal Share	Percent	Rank
C. Madison - Autumn Ridge	2024	\$ 4,072,000	\$ 2,443,200	60%	5
C. Madison - Tancho Drive	2024	\$ 657,440	\$ 394,464	60%	6
C. Sun Prairie - Grove Street	2023	\$ 370,860	\$ 279,169	75%	8
Total Funding Requested from WisDOT			\$ 3,116,833		

*Reduced project scope to include only: RRFB at Proudfit - Main, priority improvements to East and West Main, and 20% State Construction Review

Option 2 - Funding for FY 2020-2024 Transportation Alternatives Program (TAP) Projects					
Recommended Projects	Fiscal Year	Total Cost	Federal Share	Percent	Rank
WI Bike Fed - Dane County SRTS	2023	\$ 171,600	\$ 137,280	80%	1
C. Madison - West Town Path Extension	2024	\$ 563,160	\$ 407,569	72%	2
V. DeForest - DeForest Schools Safe Route Path	2023	\$ 560,662	\$ 405,763	72%	3
C. Sun Prairie - Commercial Avenue	2023	\$ 251,558	\$ 201,246	80%	7
Total Available Federal Funds			\$ 1,151,859		
Remaining Available Federal Funds			\$ 0		

Projects Forwarded to WisDOT for Consideration	Fiscal Year	Total Cost	Federal Share	Percent	Rank
C. Madison - Main Street	2024	\$ 705,600	\$ 423,360	60%	4
C. Madison - Autumn Ridge	2024	\$ 4,072,000	\$ 2,443,200	60%	5
C. Madison - Tancho Drive	2024	\$ 657,440	\$ 394,464	60%	6
C. Sun Prairie - Grove Street	2023	\$ 370,860	\$ 279,169	75%	8
Total Funding Requested from WisDOT			\$ 3,540,193		

Option 3 - Funding for FY 2020-2024 Transportation Alternatives Program (TAP) Projects					
Recommended Projects	Fiscal Year	Total Cost	Federal Share	Percent	Rank
WI Bike Fed - Dane County SRTS	2023	\$ 171,600	\$ 137,280	80%	1
C. Madison - West Town Path Extension	2024	\$ 563,160	\$ 352,603	63%	2
V. DeForest - DeForest Schools Safe Route Path	2023	\$ 560,662	\$ 351,101	63%	3
C. Madison - Main Street*	2024	\$ 500,000	\$ 310,875	62%	4
Total Available Federal Funds			\$ 1,151,859		
Remaining Available Federal Funds			\$ 0		

Projects Forwarded to WisDOT for Consideration	Fiscal Year	Total Cost	Federal Share	Percent	Rank
C. Madison - Autumn Ridge	2024	\$ 4,072,000	\$ 2,443,200	60%	5
C. Madison - Tancho Drive	2024	\$ 657,440	\$ 394,464	60%	6
C. Sun Prairie - Commercial Avenue	2023	\$ 251,558	\$ 201,246	80%	7
C. Sun Prairie - Grove Street	2023	\$ 370,860	\$ 279,169	75%	8
Total Funding Requested from WisDOT			\$ 3,318,079		

*Reduced project scope to include only: RRFB at Proudfit - Main, priority improvements to East and West Main, and 14% State Construction Review

TPB (MPO) Agenda Cover Sheet
May 6, 2020

Item No. 9

Re:

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

Our 2019 Work Program (yes, last year's program) needs 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.

Materials Presented on Item:

1. Resolution TPB No. 173 approving amendment #3 to the 2019 UPWP

Staff Recommendation/Rationale:

Staff recommends approval.

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

WHEREAS preparation and adoption of a Unified Planning Work Program is a requirement for all Metropolitan Planning Organizations (MPOs) receiving federal and state planning financial assistance; and

WHEREAS the Madison Area Transportation Planning Board (MATPB) is the designated MPO for the Madison, Wisconsin Metropolitan Area with responsibilities to perform regional transportation planning and programming; and

WHEREAS the MATPB Unified Planning Work Program is annually updated, and the 2019 Work Program dated November 2018 was approved on November 7, 2018; and

WHEREAS the 2019 MATPB Unified Planning Work Program was amended on October 2, 2019 in order to carry over into 2020 some 2019 funding to cover part of the cost for the travel model project, renewal of the Streetlight data subscription, and finish work on the MATPB and Rideshare Etc. program rebranding project; and

WHEREAS the 2019 MATPB Unified Planning Work Program and budget was amended again on January 8, 2020 to add a project to participate in Fly Dane 2020, shifting \$12,000 in funding from Work Element 2200 (Long Range Multi-Modal System-wide Planning) to a new work element for this project; and

WHEREAS the 2019 Work Program needs to be amended one more time to extend the time one month within which to complete two of the carryover activities from May 31 to June 30 – the rebranding project and the Streetlight data subscription renewal (if necessary) – 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; and

WHEREAS planning grants for 2019 planning activities were received, including funds from the Federal Transit Administration, Federal Highway Administration (FHWA), Wisconsin Department of Transportation (WisDOT), and several local governmental units; and

WHEREAS the City of Madison is MATPB's fiscal and administrative agent and is a legally constituted entity under the laws of the State of Wisconsin and able to receive these funds; and

WHEREAS MATPB is requesting that the 2019 Work Program be amended to extend the date one month within which to complete two carryover activities from May 31 to June 30 – the rebranding project and the Streetlight data subscription renewal (if necessary) – and to expend the funds (see attached budget as revised via Amendment 2) and invoice for those projects:

NOW, THEREFORE, BE IT RESOLVED that MATPB approves Amendment #3 to the 2019 Unified Planning Work Program to extend the date to complete the rebranding and Streetlight Data subscription renewal projects until June 30, 2020 with the carryover funding to be spent and invoiced by that date; and

BE IT FURTHER RESOLVED that the MPO Transportation Planning Manager is authorized and directed to submit this work program amendment to WisDOT and FHWA for approval; and

BE IT FURTHER RESOLVED, in accordance with 23 CFR 450.334(a) the Madison Area Transportation Board hereby certifies that the metropolitan transportation planning process is addressing major issues facing the metropolitan planning area and is being conducted in accordance with all applicable requirements of:

1. 23 U.S.C. 134 and 49 U.S.C. 5303, and this subpart;
2. Title VI of the Civil Rights Act of 1964, as amended (42 USC 2000d-1) and 49 CFR part 21;
3. 49 USC 5332, prohibiting discrimination on the basis of race, color, creed, national origin, ex, or age in employment or business opportunity;

4. Sections 1101(b) of the Fixing America's Surface Transportation (FAST) Act (Pub. L. 114-357) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises in the US DOT funded projects;
5. 23 CFR part 230, regarding the implementation of an equal employment opportunity program on Federal and Federal-aid highway construction contracts;
6. The provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 *et seq.*) and 49 CFR Parts 27, 37, and 38;
7. The Older Americans Act, as amended (42 U.S.C 6101), prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance;
8. Section 324 of title 23, U.S.C regarding the prohibition of discrimination based on gender; and
9. Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and 49 CFR 27 regarding discrimination against individuals with disabilities.

May 6, 2020

Date Adopted



Mark Opitz, Chair
Madison Area Transportation Planning Board

2019 MADISON AREA TRANSPORTATION PLANNING BOARD BUDGET AND WORK PROGRAM ELEMENTS

WORK ELEMENT NUMBER	WisDOT Work Element Percent (6)	PERSON MONTHS	STAFF HOURS	FHWA/ FTA PL FUNDS 80.0%	WisDOT (1)	MPO/ Local	STBG-U 80% (2)	OTHER PROGRAMS			TOTAL MPO Non-Local	Total MPO/ Local	MPO PROGRAM TOTAL	
				80.0000%	4.8474%	15.1527%	MPO/ Local	(See Key)	OTHER	MPO/ Local				
STAFF AND INDIRECT COSTS														
2100	100% AD	11.20	1,881	94,349	5,717	17,870					100,066	17,870	117,936	
2200	100% LR	19.06	3,200	160,533	9,727	30,406					170,260	30,406	200,666	
2300	50% LR	19.00	3,190	160,056	9,698	30,316					169,754	30,316	200,070	
	50% SR													
2400	100% SR	7.00	1,175	58,968	3,573	11,169					62,541	11,169	73,710	
2500	100% SR	5.00	840	42,120	2,552	7,978		(3)	See note		44,672	7,978	52,650	
2600	100% TIP	4.20	705	35,381	2,144	6,701					37,525	6,701	44,226	
2700	60% LR	7.80	1,310	65,707	3,981	12,445					69,689	12,445	82,134	
	40% SR													
2800	100% SR	10.72	1,800				88,800	22,200			88,800	22,200	111,000	
									(4)	9,000	3,000	9,000	3,000	12,000
2900	100% LR	0.53	88						(5)	5,457		5,457	0	5,457
OTHER DIRECT COSTS														
4040				50,098	3,036	9,489					53,134	9,489	62,623	
4050				79,200	4,799	15,001					83,999	15,001	99,000	
4060				20,000	1,212	3,788					21,212	3,788	25,000	
4070				9,600	582	1,818					10,182	1,818	12,000	
SUMMARY OF TOTAL COSTS BY TYPE														
TOTAL PERSON-MONTHS AND HOURS		84.50	14,190											
CONSULTING SERVICES AND SOFTWARE/DATA (7)				158,898	9,628	30,097					168,526	30,097	198,623	
RIDESHARE/TDM ADVERTISING & MATERIALS										9,000	3,000	9,000	3,000	12,000
OTHER DIRECT COSTS														
STAFF				617,114	37,392	116,886	88,800	22,200		14,457	3,000	757,763	142,086	899,849
TOTAL 2019 COST				776,012	47,020	146,983	88,800	22,200		14,457	3,000	926,289	172,183	1,098,472

(1) FHWA/FTA PL (80%), WisDOT (4.85%), MPO (15.15%)
 (2) STBG Urban Rideshare (80%) MPO (20%)

(3) Dane County (\$5,000 for Specialized Transp Services)
 (4) Rideshare Advertising: WisDOT, UW, DANE COUNTY, MPO

(5) Capital Area Regional Planning Commission
 (6) LR = Long Range; SR = Short Range; AD = Administration; TIP = TIP
 (7) Consultant Services

2018 MADISON AREA TRANSPORTATION PLANNING BOARD CARRYOVER FUNDING BUDGET AND WORK PROGRAM ELEMENTS

WORK ELEMENT NUMBER	WisDOT Work Element Percent (6)	PERSON MONTHS	STAFF HOURS	FHWA/ FTA PL FUNDS 80.0%	WisDOT (1)	MPO/ Local	STBG-U 80% (2)	OTHER PROGRAMS			TOTAL MPO Non-Local	Total MPO/ Local	MPO PROGRAM TOTAL
							MPO/ Local	(See Key)	OTHER	MPO/ Local			
4040				151,394	9,548	28,301					160,941	28,301	189,242
TOTAL 2018 CARRYOVER COST				151,394	9,548	28,301					160,941	28,301	189,242

TPB (MPO) Agenda Cover Sheet

May 6, 2020

Item No. 10

Re:

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

Our rebranding project consultant, Distillery, provided a presentation for the board that staff reviewed at the March meeting on the results of the audit process to get stakeholder and community feedback on perceptions of the MPO and TDM program, transportation concerns, and other information to inform the project. Potential new names for MPO and TDM program were discussed with the board. Based on the audit and feedback from the board, staff worked with the consultant to come up with recommended agency and TDM program names as well as draft mission and vision statements. See attached document.

The proposed name is Greater Madison MPO for which there seemed to be strong consensus on from the board. The proposed TDM program name is RoundTrip with tagline of “Smart options for everyday trips.” GoDane or GoSmart are alternatives. The preferred options that came out of discussion at the board meeting were RoundTrip and GoDane. The name “CommuteDane” was also discussed and liked by some, but is not being recommended for continued consideration because of the sole focus on commuting. After discussing with our consultant, they recommended that we avoid having a geographic component to the name due to considerations around ease of marketing and future program flexibility; this was echoed by the TDM committee members, who felt that a geographic component may make some feel excluded (Madison College students as one option). The TDM committee liked RoundTrip and also suggested a new option, GoSmart. Our consultant, however, recommended against using “smart” in the program name due to that word’s association with technology – smart phones, smart cars, etc. We thought picking up the “smart options” idea as part of the tagline was a good way to incorporate that concept.

Staff are seeking approval from the board of the MPO and TDM program names so the consultant can complete development of the alternative logos and design concepts for presentation at the next meeting. That meeting will be a joint meeting with CARPC. CARPC contracted with Distillery to also create a logo and design concept for it. A potential concept is to also create an umbrella logo for the two agencies to convey our close relationship as regional planning agencies. See attached schedule for completing the project.

Materials Presented on Item:

1. Recommended MPO and TDM program names (with alternatives) and draft mission and vision statements
2. Schedule for completing the rebranding project
3. Presentation on Phase 1 audit findings from last meeting (for refresher)

Staff Recommendation/Rationale:

Staff recommends approval of the proposed new MPO and TDM program names and taglines. Staff feel good about the mission and vision statement, but those don't necessarily need to be approved if the board wants more time to discuss them.

MPO and TDM Program Rebranding Project

The following are proposed name, tagline, and mission and vision statements for the MPO and TDM program:

MPO Name: Greater Madison MPO (Recommended); Madison Area MPO (Alt.)

Tagline: Connecting people, places, and opportunities

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

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

TDM Program Name: RoundTrip (Recommended); GoDane or GoSmart (Alternatives)

Tagline: Smart options for everyday trips

Mission Statement: To connect individuals, businesses and organizations with transportation options in the Madison region

Remaining MATPB (MPO) and TDM Program Rebrand Project Schedule

1. May 6th: MPO Board
 - a. Approve MPO and TDM program names and discuss, possibly approve mission and vision statements
2. May 19th: Ad Hoc Project Committee Meeting #1
 - a. Review initial three alternative logo/design ideas for MPO, TDM Program, and CARPC
3. June 3rd Joint MPO and CARPC board meeting
 - a. Review summary of audit findings; discuss alternative logo/visual system options, potential umbrella branding of two agencies, and associated messaging for both agencies; possibly make preliminary recommendation
4. Mid-June: Ad Hoc Project Committee Meeting #2
 - a. Review logo/design revisions based on feedback at joint board meeting and make recommendations
5. July 1st: MPO Board
 - a. Approve MPO and TDM program logo/visual system

[Note: CARPC will also approve its new logo/visual system at its July meeting]
6. By end of July: Distillery to provide rollout strategy and final deliverables



**MADISON AREA
TRANSPORTATION
PLANNING BOARD**

Rebranding: Phase I Results

AUDIT PROCESS

Research and evaluation of the current landscape and perception of the organization involved the following:

1. Focus groups with key stakeholders in the region
2. Interviews with prominent stakeholders with wide range of backgrounds and involvement with the organization
3. Interviews with the MATPB board and staff
4. External landscape audit of related organizations
5. Evaluation of existing content, messaging, marketing strategy, and materials

FOCUS GROUP & INTERVIEWS

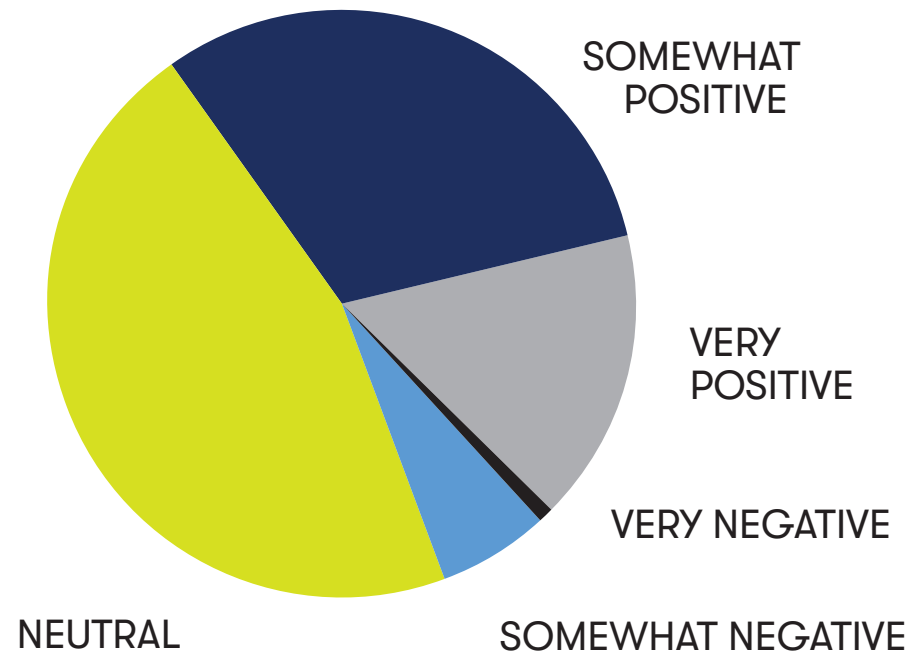
- Held 15 focus groups and interviews with over 50 key stakeholders across four weeks.
- Participants ranged in industry, location, and familiarity with the MATPB and its functions.

SURVEY

- Online surveys were designed to gauge public sentiment of the organization and gather stakeholders' views on transportation needs, communication methods, and transit usage.
- Survey was sent to 1,115 people of which 607 (54%) participated.
- 73% of survey respondents said they heard of the MATPB and 27% were unfamiliar with the organization.

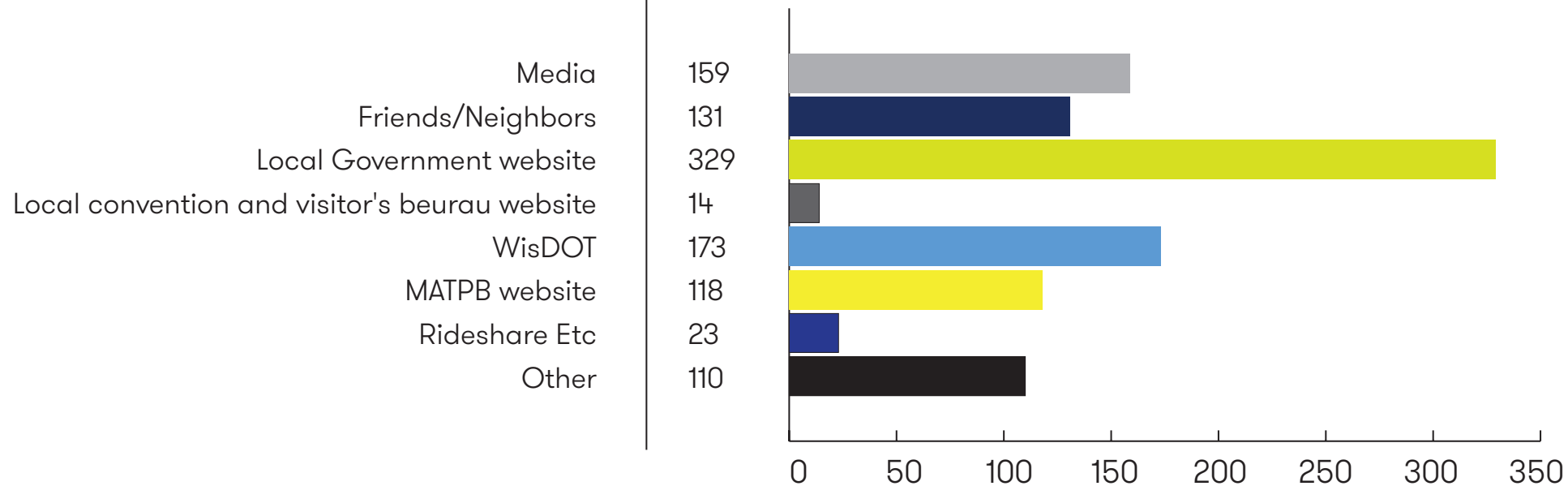
SNAPSHOT

Public Impression



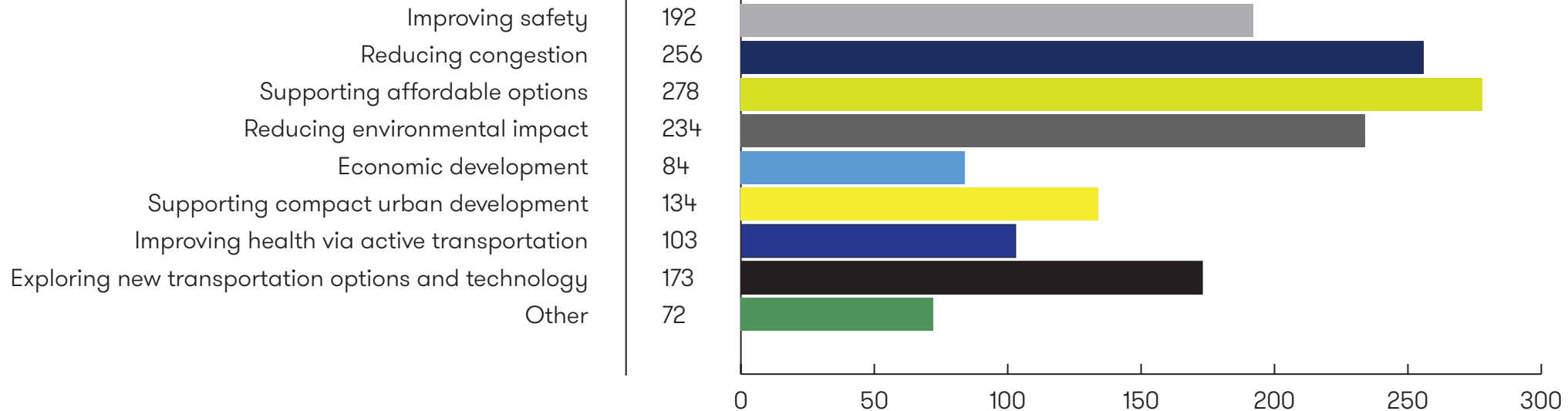
SNAPSHOT

Who do you turn to for transportation information?



SNAPSHOT

What transportation concerns matter most?



FINDINGS: Name

Current name usage:

Focus groups and interviews revealed that those familiar with the organization only refer to agency as “the MPO” and not “MATPB”.

Participants stated the reason for calling it “MPO” was due to difficulty in “MATPB” pronunciation and familiarity with MPOs from other regions.

Areas of improvement:

Common confusion around name due to:

- Sentiment that the word “board” in the name is a barrier for public audiences and misleading due to multiple committees under the organization.
- Perception that the MATPB was created to serve Madison and not outlying communities.
- Overall lack of understanding of agency’s function.
- Current logo does not convey agency’s function.

FINDINGS: Perception of organization

Current perception:

Majority of participants have a **neutral** or **positive perception** of the MATPB. Of those that interact with the agency, there is a very positive perception of the MATPB staff. Staff is described as helpful and accessible.

A small percentage of participants believe the MATPB serves Madison government and Madison political values that do not represent entire region.

Survey participants list **knowledgeable**, **useful**, and **engaged** as the top 3 descriptors of the MATPB.

Areas of improvement:

Many participants have a general confusion about the function of the MATPB, stating that each interaction with the agency reveals a new function they didn't know MATPB offered.

There is a large confusion around the role of the MATPB and its relationship with governments and other transportation-related entities.

There is a perception that the primary focus of the MATPB is related to cars and car-driving.

Participants expressed concern over the lack of awareness of the MATPB and their resources both with key stakeholders and the community.

FINDINGS: Perception of transportation

Current perception:

Strong agreement among participants that transportation is **essential** to a high quality of life.

Focus group and interview participants overwhelmingly stated **workforce access** as the highest priority for regional transportation planning.

Survey participants stated that supporting **affordable transportation options**, reducing **traffic congestion**, and reducing **environmental impact** are their top priorities regarding transportation in the region.

Areas of Improvement:

Participants believe that there is a lack of knowledge about regional transit concerns within the broader community.

A high concern of falling behind and/or a fear of consequences in economic development and community wellbeing in the region due to infrastructure that does not support growth.

Many participants think that a lack of access to transportation is due, in part, to a lack of information available about transportation options.

FINDINGS: Value

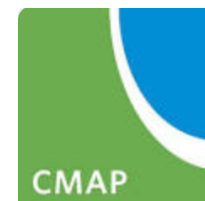
- Participants place a high value on the technical expertise the MATPB.
- Participants also place a high value on the MATPB's ability to operate with a regional perspective, a view that participants believe other entities and municipalities do not have the ability to do.
- Focus group and interview participants see a strong potential for the MATPB to be an accessible resource and database.

For example: A database of municipal plans and model ordinances other municipalities can access and use. Increased scenario planning with visuals and maps that can be used.

FINDINGS: Vision

- Participants have a strong desire for the MATPB to play a leadership role in the region and be at the forefront of transportation concerns and decision-making.
- Participants desire the MATPB to facilitate greater collaboration and build coalition between local governments, regional organizations, and the community.
- Among many participants is an aspiration for the MATPB to create plans and mapping that include more than transportation (e.g. land use) in order to view a more holistic vision for the region.

LANDSCAPE



Reviewed and evaluated numerous organizations across the nation.

This is a small sampling of the total organizations examined.

STRENGTHS

Based on audit, below are the biggest strengths the MATPB has as a brand.

1. Organization provides reliable spatial data and science-based research as well as custom mapping and analysis that regional partners depend on.
2. Organization offers a unique regional perspective.
3. Staff of the organization are widely respected and trusted among key partners.
4. Organization operates independently of local political governance, an objective and unbiased entity.

CHALLENGES

Based on audit, below are the biggest challenges the MATPB is facing as a brand.

1. Organization is not widely known in the region. Turnover of elected officials and/or key stakeholders presents challenge to remain known.
2. Transportation planning not seen as urgent matter compared to other regional issues.
3. There is confusion about the name of the organization, its functions, and its relationship to other organizations in the region.
4. Perception from stakeholders that organization favors Madison and its needs as well as favors car-centric solutions.
5. Limited staff and resources to dedicate to outreach capabilities.

OPPORTUNITIES

Based on audit, below are the biggest opportunities the MATPB has as a brand.

1. Organization is positioned to interact with a wide range of entities in the region to raise awareness of itself and its messaging.
2. High interest expressed among partners to engage more with the organization provides a ready marketing opportunity to increase usage of the MATPB and boost positive perception.
3. Organization is positioned to fill existing gap of a unifying force in the region for regional mobility and development.
4. Increased collaboration with CARPC provides opportunity to develop unifying umbrella brand for regional planning and joint marketing efforts to raise awareness of both organizations.

KEY AUDIENCE

1. Elected officials
2. Regional agency staff
3. Service providers
4. Media outlets
5. Prominent businesses
6. TDM organizations
7. Community advocacy groups
8. General public

POSITIONING: POINT OF DIFFERENCE

MATPB is COLLABORATIVE

MATPB is FORWARD-THINKING

Your positioning is the **when, where, and how** your organization sits in the mind of your audience.

1. The MATPB is dedicated to prioritizing and funding safe transportation systems as well as increase mobility choices within the region. Reliable and knowledgeable staff aid stakeholders with critical data analysis and mapping, connecting regional partners with resources and with each other.
2. The organization works to create a transportation **partnership** for the benefit of the entire region.
3. The MATPB provides a collaborative **long-term view** to help the region become a resilient leader in innovative regional connectivity, equitable economic development, and community health to meet the needs of those who live and work in the area.

VOICE & TONE

A consistent brand voice and tone is necessary to effectively deliver an organization's messaging and engage audiences. Based on the findings we believe the following is best suited for the MATPB.

Voice:

Authoritative
Informative
Reliable
Professional
Accessible

Tone:

Clear and direct
Factual
Formal
Engaging
Supportive

CORE VALUES

The core values of an organization are evident and consistent across all messaging.

1. Transparency
2. Equity
3. Collaboration
4. Sustainability
5. Innovation

NAMING EXPLORATION

THEME 1: Contemporary

- Metroplan Greater Madison
- Dane Smart
Metropolitan Planning Organization
- MAP - Madison Area Passageways

Reasoning:

In an effort to overcome a name and acronym that is perceived as confusing, these options provide easier to pronounce acronyms (MGM and MAP) or an option to include the already widely used “MPO” in the organization’s tagline.

Contemporary names are designed to reach a wider audience and aid marketing outreach efforts with simple and engaging language.

NAMING EXPLORATION

THEME 2: Direct

- Unified Dane – *regional transportation vision*
- Greater Madison Mobility Planning Organization
- Lakes Area Transportation Planning
- TRIP Greater Madison
Transportation Review, Insight, & Planning

Reasoning

Rooted in the more traditional metropolitan planning names, these options use direct and transparent language to clearly and effectively communicate the role and function of the organization.

Each option expands the region's name to shift focus away from the city center and reduce perceived bias.

The terms "mobility" and "vision" are increasingly being used in place of traditional transportation planning language.

NAMING EXPLORATION

THEME 3: Unified brand with CARPC

- Metro Area Planning
Mobility; Community Development

Reasoning:

Mutual goal of MATPB and CARPC organizations to create stronger partnership between both organizations and increase collaborative regional solutions.

CARPC is currently exploring potential parallel branding opportunity.

If selected, further exploration of unified brand names will be conducted.



RIDESHARE, ETC.

Rebranding: Phase I Results

AUDIT PROCESS

Research and evaluation of the current landscape and perception of the program involved the following:

1. Focus groups with key stakeholders in the region
2. Interviews with current and potential program partners
3. External landscape audit of related organizations
4. Evaluation of existing content, messaging, marketing strategy, and materials

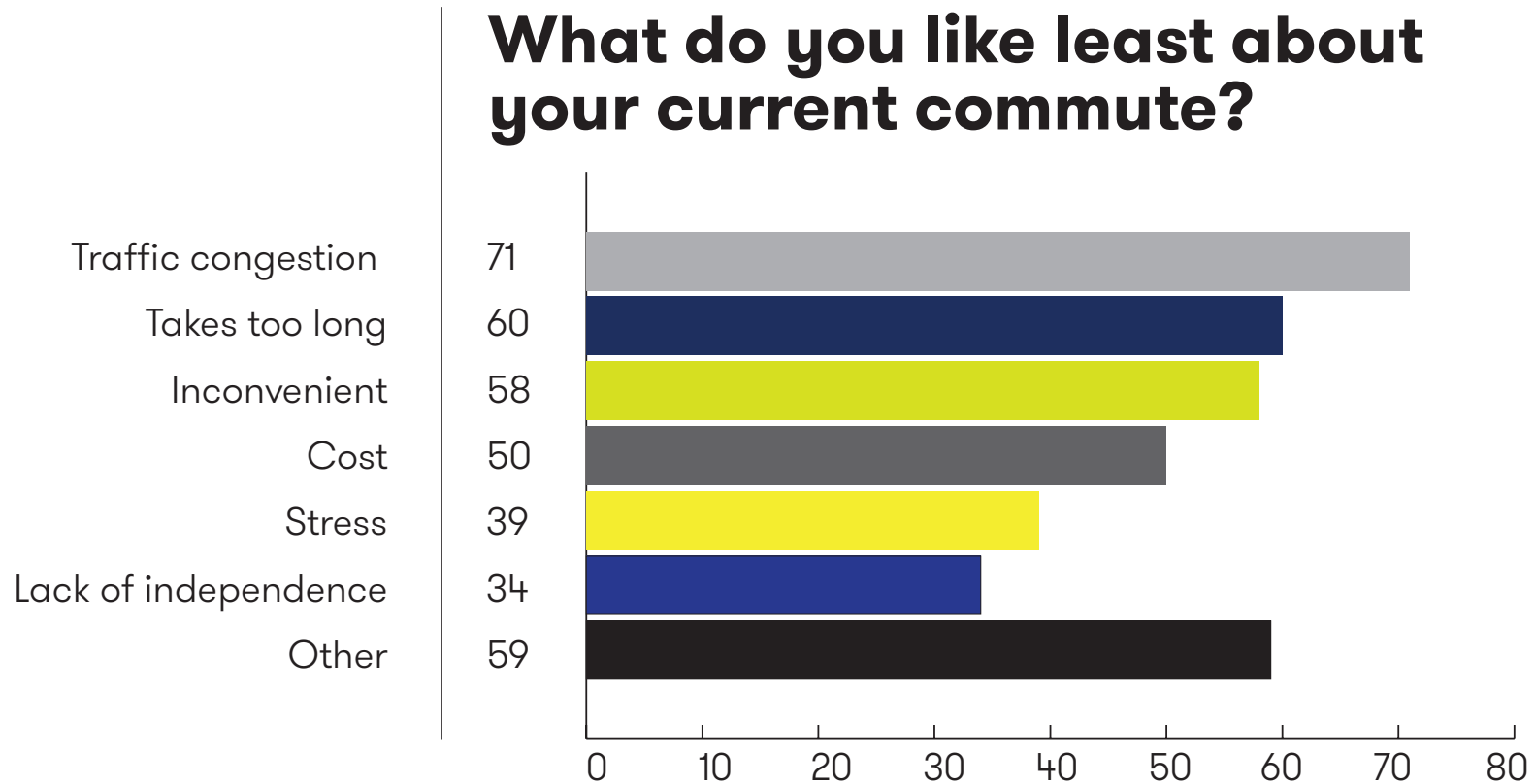
FOCUS GROUP & INTERVIEWS

- Held 15 focus groups and interviews with over 50 key stakeholders across four weeks.
- Participants ranged from TDM organizations and prominent employers to local chambers and economic development agencies.

SURVEY

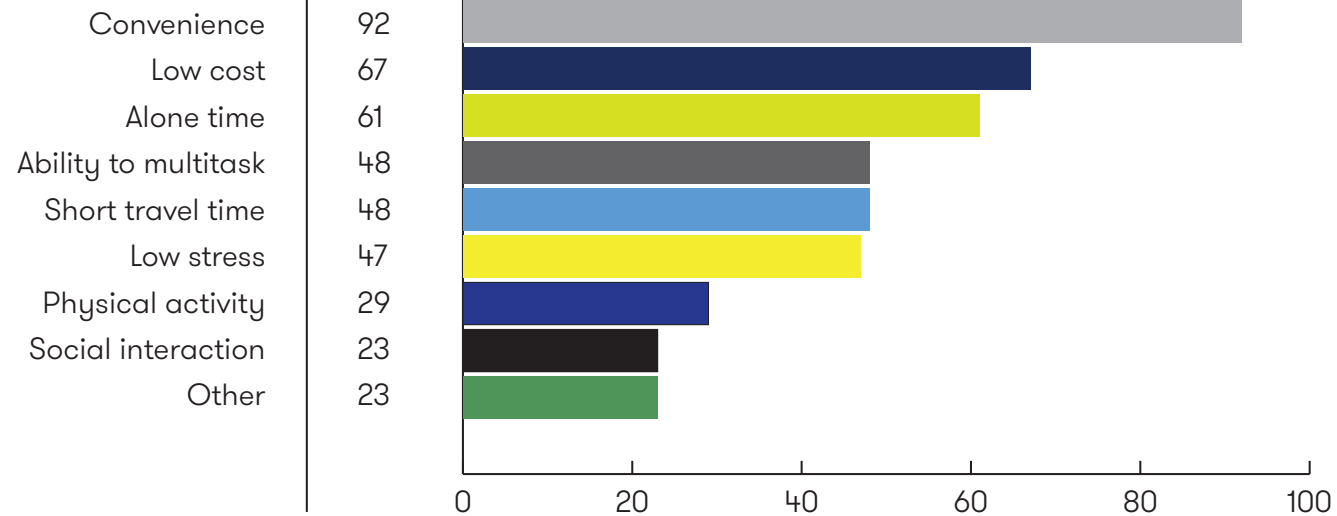
- Online survey designed to gauge public sentiment of the Rideshare, Etc. program and their views on current commute options.
- Both the Rideshare, Etc. survey and questions about Rideshare, Etc. on the MATPB survey yielded a total of 817 survey responses.
- 30% of total survey respondents are not familiar with the Rideshare, Etc. program.

SNAPSHOT



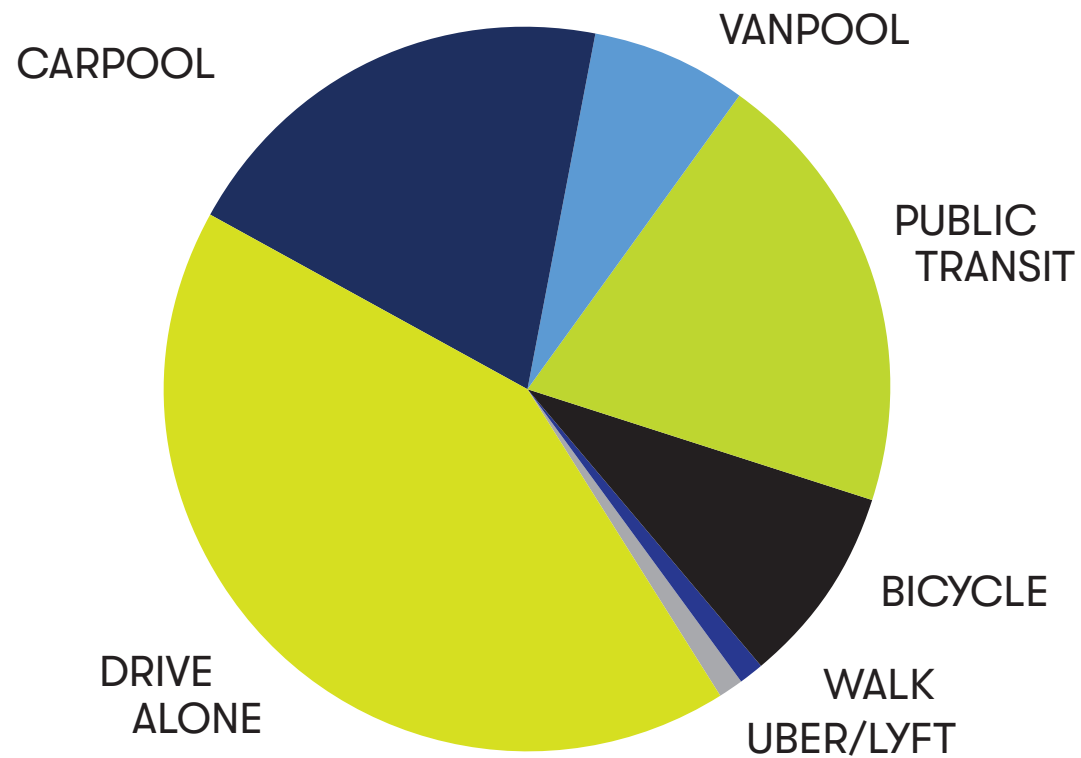
SNAPSHOT

What do you like best about current commute?



SNAPSHOT

**How do you
primarily
commute?**



FINDINGS: Name

Current name usage:

Focus groups and interviews revealed that those familiar with Rideshare, Etc. refer to the program as “Rideshare” and do not include “etc.” in the name.

Majority of participants (60%) had not heard of the Guaranteed Ride Home program.

Areas of improvement:

Common confusion around name due to:

- Lack of knowledge about program and how it works.
- Perception that program is only for carpooling and carsharing.
- Name does not convey entirety of Rideshare, Etc.’s offerings.
- Belief that current logo is outdated, and existence of two different logos add to confusion.

FINDINGS: Perception of program

Current perception:

42% of survey participants have no opinion of the Rideshare, Etc. website and 29% believe it provides a **useful service**.

Focus group and interview participants who have worked with Rideshare, Etc. throughout its history have a positive perception of the program and its **benefit to the community**.

Areas of improvement:

Common feedback by participants expressed perception that program is outdated and out of touch with today's needs.

Perception that program is ineffective due to lack of participation.

Difficulty navigating program website, participants express desire for a more accessible method of connection.

Concern around safety (e.g. are rides safe, how do I access services).

Sentiment that program is unknown and there is a lack of access to information about program.

FINDINGS: Perception of transportation

Current perception:

Strong agreement among participants that transportation is **essential** to a high quality of life.

For survey participants **convenience** was listed as the #1 factor to influence their choice to use an alternative transportation method, followed by **reliability** and **affordability** as additional factors.

Participants found the terms “**commute options**” and “**alternative transportation**” to be most understandable and terms such as “multimodal” to be least understandable.

Areas of Improvement:

Frustration expressed about lack of information about transportation methods and access within region (what is available, how can I reach it, what time will I arrive, etc.).

Lack of available transportation options due to limitations relating to convenience and affordability.

FINDINGS: Value

- Participating community organizations and businesses place a high value in a ridesharing program and see a strong potential for Rideshare, Etc. program to be an accessible resource and asset to the greater Madison region.
- Participants place a high value on having multiple transportation options available.
- Organizations in focus groups and interviews expressed preference to partner with locally run rideshare programs over private companies.

FINDINGS: Vision

- A public desire for a reduction in congestion and a desire to increase multimodal options.
- Participants frequently mentioned an upward trend of people wanting to use transportation outside of single occupancy cars. Participants envision greater usage of Rideshare, Etc. and related programs as desire to increase alternative transportation continues.
- Participants expressed need for responsive solutions that are part of a more comprehensive narrative (e.g. sustainability, access, and equity).
- Among many participants is a desire for resources and support to provide affordable solutions.

LANDSCAPE



Reviewed and evaluated numerous programs and rideshare offerings across the nation.

This is a small sampling of the total organizations examined.

STRENGTHS

Based on audit, below are the biggest strengths Rideshare, Etc. has as a brand.

1. The program has strong connection to prominent regional businesses and organizations who prefer to promote local program over private business solutions.
2. Rideshare, Etc. operates with multiple modes of transportation, not just car.
3. The program has a long history in the region. Those familiar with the program prior to the rise of private ridesharing apps express a very positive perception of the program.

CHALLENGES

Based on audit, below are the biggest challenges Rideshare, Etc. is facing as a brand.

1. Program is not widely known in region by general public and employers.
2. Competing with popular private ridesharing apps such as Waze, Lyft, and Uber.
3. Difficulty reaching target audience due to overcrowded marketplace, dispersed media landscape, and limited resources.
4. The public perception that Rideshare, Etc. is outdated and difficult to navigate.
5. Rideshare, Etc. faces a lack of trust from the public on the reliability and accessibility of program.

OPPORTUNITIES

Based on audit, below are the biggest opportunities Rideshare, Etc. has as a brand.

1. Enthusiastic support and desire from employers and organizations to receive more information and outreach from Rideshare, Etc. Leverage existing partnerships to increase program awareness and disseminate information.
2. Majority of survey participants (60%) hear about Rideshare, Etc. from their employer meaning it is a successful method of communication that the program can expand.
3. Majority of participants want more transportation options in the region for their commute and leisure.
4. Change 'wary' public perception of ridesharing through stronger branding and engaged marketing.

KEY AUDIENCE

1. Prominent businesses and employers
2. Current and former Rideshare, Etc. users
3. TDM organizations
4. Community advocacy groups
5. General public

POSITIONING: POINT OF DIFFERENCE

RIDESHARE, ETC is AFFORDABLE

RIDESHARE, ETC is ACCESSIBLE

Your positioning is the **when, where, and how** your organization sits in the mind of your audience.

1. Rideshare, Etc is designed to serve the community through **cost-effective** alternative transportation methods that connect you where you need to go.
2. The program supports strong **partnerships** with employers for the benefit of both employers and employees.
3. Enhanced mobility options positively impact local economy and **improve the quality of life** within communities.
4. Commuting via rideshare programs save participants commuting costs and reduce the pain point of congestion.

VOICE & TONE

A consistent brand voice and tone is necessary to effectively deliver an organization's messaging and engage audiences. Based on the findings we believe the following is best suited for Rideshare, Etc.

Voice:

Friendly

Resourceful

Positive and fun

Authentic

Tone:

Approachable

Helpful

Encouraging

Simple and concise language

CORE VALUES

The core values of an organization are evident and consistent across all messaging.

1. Sustainability
2. Accessibility
3. Efficiency
4. Innovation
5. Affordability

NAMING EXPLORATION

THEME 1: Modern and catchy

- RoundTrip
- GoWisco
- RideLink
- RideSure

Reasoning:

Modern and catchy names are designed to compete with commonly used apps and stand out among other options within the region.

Each option, paired with a visual logo, will be designed to look and sound accessible, approachable, and friendly. Each option is free of jargon and uses language that encompasses trips of all kinds.

NAMING EXPLORATION

THEME 2: Straightforward and clear

- Commute Dane
- RideSync
- Smart Commute
- Madison Area Commute Options

Reasoning:

Participants in interviews, focus groups, and survey overwhelmingly stated that “commute options” and “commute solutions” were the most understandable and accurate descriptions of the Rideshare, Etc. program.

Straightforward names that illustrate the program’s function clearly are more effective to reach audiences of all ages and backgrounds.

Distillery

THANK YOU