

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

**February 5, 2020**

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

**6:30 p.m.**

If you need an interpreter, materials in alternate formats, or other accommodations to access this meeting, contact the Madison Planning, Community & Econ. Development Dept. at (608) 266-4635 or TTY/TEXTNET (866) 704-2318.  
*Please do so at least 48 hours prior to the meeting so that proper arrangements can be made.*

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*Por favor contáctenos con al menos 48 horas de anticipación a la reunión, con el fin de hacer a tiempo, los arreglos necesarios.*

Yog tias koj xav tau ib tug neeg txhais lus, xav tau cov ntauw ntauwv ua lwm hom ntauwv, los sis lwm yam kev pab kom koom tau rau lub rooj sib tham no, hu rau Madison Lub Tuam Tsev Xyuas Txog Kev Npaj, Lub Zej Zos thiab Kev Txhim Kho (Madison Planning, Community & Economic Development Dept.) ntauw (608) 266-4635 los sis TTY/TEXTNET (866) 704-2318.  
*Thov ua qhov no yam tsawg 48 teev ua ntej lub rooj sib tham kom thiaj li npaj tau.*

如果您出席会议需要一名口译人员、不同格式的材料，或者其他的方便设施，请与 Madison Planning, Community & Economic Development Dept. 联系，电话是 (608) 266-4635 或 TTY/TEXTNET (866) 704-2318。  
*请在会议开始前至少 48 小时提出请求，以便我们做出安排。*

**AGENDA**

1. Roll Call
2. Approval of January 8, 2020 Meeting Minutes
3. Communications
4. Public Comment (for items *not* on MPO Agenda)
5. Presentation on Dane County Safe Routes to School Program (Shawn Koval, Program Coordinator with UW Health)
6. Resolution TPB No. 170 Approving Amendment #3 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County
  - City of Madison/Metro Transit, Capital Projects, Acquire Property at Oscar Mayer Site for New Satellite Bus Garage [Revise funding to reflect federal discretionary grant received]
7. Approval to Release for Public Review and Comment Proposed Amendment to the Regional Transportation Plan 2050 to Add the East-West Bus Rapid Transit Project to the Fiscally Constrained Plan
8. Letter of Support for Designation of USH 151 (Fond du Lac to Iowa State Line) as an Alternative Fuels Corridor
9. Presentation on National and Local Household Travel Surveys in Dane County
10. Status Report on Capital Area RPC Activities
11. Announcements and Schedule of Future Meetings

12. Adjournment

Next MPO Board Meeting:

**Wednesday, March 4, 2020 at 6:30 p.m.**  
Madison Water Utility, 119 E. Olin Avenue, Room A-B

**Madison Area Transportation Planning Board (an MPO)  
January 8th, 2020 Meeting Minutes**

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

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Vice-Chair Wood called the meeting to order at 6:43 PM.

**1. Roll Call**

**Members present:** Sambah Baldeh, Margaret Bergamini (left during item #9), Kelly Danner (left during item # 9), Tom Lynch, Jerry Mandli, Ed Minihan, Bruce Stravinski, Doug Wood

**Members absent:** Paul Esser, Grant Foster, Steve Flottmeyer, Patrick Heck, Mark Opitz, Mike Tierney

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

**Others present in an official capacity:**  
Nadia Abudi and Brad Nellis (Distillery), Forbes McIntosh

**2. Approval of December 4, 2019 Meeting Minutes**

Minihan moved, Stravinski seconded, to approve the December 4, 2019 meeting minutes. Motion carried.

**3. Communications**

- Letter from WisDOT approving the 2020-2024 TIP as amended in December for the Beltline shoulder running project
- Letters from USDOT WisDOT approving the 2020 MATPB Work Program and Planning funding.

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

None

**5. Resolution TPB No. 167 Approving Amendment #2 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County**

Schaefer stated that a TIP amendment was requested by WisDOT to add two Interstate resurfacing projects and modify the scope and cost/funding of the Interstate expansion project to include rest areas. Also, the schedule for the MPO-funded University Avenue reconstruction project has been pushed back a year. WisDOT has approved this schedule change, and Schaefer said he was hopeful the delay would not affect the MPO's available STBG Urban funding in the next program cycle. Two Section 5310 program projects that were selected for funding in the second round of applications were also added. The board approved the funding award for those projects at the December meeting.

Lynch asked if the delay in University Avenue could potentially result in the loss of funding. Schaefer replied that the money wouldn't be lost. The worst case scenario is that the funding wouldn't be available until the subsequent program cycle in two years. That could result have impacts on use and availability of funding in later years due to the time it takes for projects to be implemented. Stravinski asked if there was another project that could move up, and Schaefer replied that the Exchange Street project in McFarland could potentially be moved up, but the funding for that was small. Wood asked if the cost of the University Project was lower now, leaving funding available for another project. Schaefer replied no, since the cost for traditional stormwater facilities along the roadway had to be added in to the project scope. The city is finalizing the design now and a more refined cost estimate would be available early this year, but it is likely

that allow of the approved federal funding would be needed. Bergamini asked for that amount, and Schaefer replied \$12.7 million.

Mandli moved, Minihan seconded, to approve Resolution TPB No. 167 Approving Amendment #2 to the 2020-2024 Transportation Improvement Program. Motion carried.

**6. Resolution TPB No. 168 Amending the Program Management and Recipient Coordination Plan for the Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities) Program for the Madison Urbanized Area**

Schaefer explained that as part of FTA’s Section 5310 Program MPOs that receive an allocation of funding under the program must adopt a Program Management and Recipient Coordination Plan (PMRCP, or PMP) which identifies the policies and procedures for administering the program. The current PMP was amended in June of 2019 to reflect changes made in the scoring criteria. Following the June 2019 amendment, FTA submitted comments to MATPB regarding changes required to reflect current FTA documents, reporting requirements, drug and alcohol testing, and other requirements. These changes have been incorporated into the proposed PMP amendment along with proposed revisions to the project selection process based on the actual process used, notably board review and preliminary approval of the project awards, and experience in awarding projects. Additionally, the reference in the PMP to applicants’ ability to appeal funding recommendations was changed to “letter of protest” to make clear that this wasn’t intended to allow an applicant to bring in new information not included in the application. Schaefer said it was also suggested by some board members that applicants be provided an opportunity to present their projects to the policy board and answer questions. Schaefer said this opportunity is noted.

Baldehy stated that he felt strongly that 5310 applicants should present their applications to the board or at least be present to answer any questions. Schaefer stated that the language in the PMP could be modified to state applicants are “strongly encouraged” to attend the board meeting, but that staff felt a requirement to attend the meeting might be burdensome to some nonprofit organizations, discouraging applications. Baldehy said he could agree to this change.

Minihan moved, Bergamini seconded, to approve Resolution TPB No. 168 Amending the Program Management and Recipient Coordination Plan for the Section 5310 Program with the change on page 8 under the application process to state that applicants are “strongly encouraged” to attend the board meeting at which staff recommendations are reviewed rather than saying they “may attend” the meeting. Motion carried.

**7. Resolution TPB No. 169 Approving Amendment #2 to the 2019 Unified Planning Work Program and Memorandum of Agreement with Dane County for MATPB to Share in Cost of Fly Dane 2020 Project**

Schaefer explained that Fly Dane is a cooperative Dane County project related to the development of digital orthophotography. The City of Madison, along with other metro area communities, are participating in the 2020 project. MPO staff were approached about participating in the project, which would allow for coverage of the entire MPO planning area and reduce the cost to participating communities by 42%. Staff use the imagery for updates to its facility geodatabases and also felt contributing was a helpful service the MPO could provide to our area communities to save them money on the purchase. Due to staff cost savings from the Administrative Clerk position being vacant for many months, there is funding from the 2019 budget available to cover the cost to the MPO. A work program budget amendment is needed to shift funding to the Fly Dane 2020 project and carry the funding over to 2020 when the purchase will be made.

Baldehy asked if communities within the MPO service area that were not able to afford participation in the project would be able to now get access if the MPO was paying a portion of the total cost. Schaefer replied that communities who didn’t participate probably wouldn’t be able to have access to the imagery. There is also a fairness issue for those communities that did purchase imagery for their communities. Wood asked if communities that initially did not participate in the funding could purchase the orthophotography at a later date. Schaefer said he wasn’t sure.

Minihan moved, Bergamini seconded, to approve Resolution TPB No. 169 Approving Amendment #2 to the 2019 Unified Planning Work Program and Memorandum of Agreement with Dane County for MATPB to Share in Cost of Fly Dane 2020 Project. Motion carried.

#### **8. Submission of Federal Safety Grant Application with City of Madison and UW Traffic Operations Safety Lab**

Schaefer reported that MPO staff were working with City of Madison Transportation staff and the Wisconsin Traffic Operations and Safety Laboratory (TOPS) Lab to submit a grant application through USDOT's "State and Local Government Use of Roadway Safety Tools for Policy and Decision Making" funding opportunity. One of the goals of this funding opportunity is to "Convert Data into Safety Tools Useful to Practitioners." The proposed project is to develop an interactive tool that would easily allow local agencies or MPOs to conduct a network safety screening of their intersections and identify and prioritize improvements to increase safety at the identified intersections. The proposed tool would be developed for the Dane County area, with the ability to be scaled up to other counties across the state and nation. It will build upon the network screening analysis that MPO staff worked on with the TOPS Lab. There is no local match required and the general work involved is included in the MATPB Work Program so Schaefer said no action from the board was required. MATPB received letters of support from many cities in Dane County, and from other MPOs across the state.

#### **9. Presentations and Discussion on Rebranding Project for MATPB and the Rideshare Etc. Program**

Brucaya provided a brief presentation on the history of the rebranding project, and an overview of the Rideshare Etc. program. Baldeh expressed interest in spreading the word about the Guaranteed Ride Home program. Brucaya then introduced staff from Distillery, the consultants hired to lead the project.

Distillery led board members through a facilitated discussion to help with development of the agency mission and vision and inform the rebranding project:

- If you had to describe what the MPO does, what would you say?
  - Prioritize where federal funds go and responsibility for overall regional transportation planning
  - People don't generally understand what the MPO does; requires additional explanation
- What do you call the area the MPO serves?
  - Dane County is the easiest to explain
  - Madison area or Madison Urban area
- What problem does the MPO attempt to solve?
  - Most people are not familiar with the MPO, but it has a major impact on what happens with the area's transportation.
  - MPO provides an opportunity for public input on transportation decisions
  - Challenge of thinking regionally instead of parochially
- What is the unique value that the MPO brings to the region?
  - MPO staff can provide many services to communities, however local governments either are unaware or do not utilize this service enough.
  - Data analysis
  - Ability to plan long term
  - Help create regional identity
- What qualities do you most want people to associate with the MPO?
  - Non-biased
  - Knowledgeable
  - Public body for input
- What is something the current name and logo does not communicate but should
  - Name and acronym is too long

- Mixed feelings as to whether “transportation” needed to be part of the name or just implied by the logo
- Focusing on Madison in the name may not resonate with smaller communities, but it is easier to recognize.

Brucaya stated that the consultant team will be conducting a number of focus groups and individual interviews in February, and will be creating a web-based survey to gather more input. The name is anticipated to be selected in March, with board feedback/concurrence, and then alternative visual systems for the logo design will be created for review and input. The new name and logo, along with marketing rollout strategy, is anticipated to be complete in late May or early June.

## **10. Adjournment**

The meeting ended at 7:37 PM due to a loss of quorum.

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

**Governor Tony Evers**  
**Secretary Craig Thompson**  
[wisconsindot.gov](http://wisconsindot.gov)  
Telephone: (608) 261-2060  
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*Date:* January 17, 2019

*To:* Mitch Batuzich, Federal Highway Administration

*From:* Charles Wade, Wisconsin Department of Transportation

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

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

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

Any 2019 UPWP funding not expended and invoiced by May 31, 2020 will not be eligible for reimbursement. Total reimbursements for 2019 UPWP activities are limited to the approved 2019 UPWP funding allocation of \$970,015.

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

Sincerely,

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

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

<b>Approved:</b>	
<b>MICHAEL V BATUZICH</b>	Digitally signed by MICHAEL V BATUZICH Date: 2020.01.21 06:27:36 -06'00'
FHWA Division	Date

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

**TPB (MPO) Agenda Cover Sheet**  
**February 5, 2020**

**Item No. 5**

**Re:**

Presentation on Dane County Safe Routes to School Program

**Staff Comments on Item:**

MATPB funded the Dane County Safe Routes to School (SRTS) Program from 2017-2019 through a Transportation Alternatives Program (TAP) grant awarded in the 2016-2020 application cycle. The program was launched as an expansion of the former Madison Metropolitan School District Program, which ceased operating in 2014. Dane County initially hired a program coordinator and then when she left the county contracted with the Bicycle Federation of Wisconsin (BFW) to administer the program in partnership with the Healthy Kids Collaborative, a project of UW Health with funding from the American Family Children's Hospital. With the end of the grant, administration and funding of the program has now been taken over by the Healthy Kids Collaborative at UW Health. BFW has applied for TAP funding for the program again for the 2020-2024 program cycle, but has been informed they need to secure a government sponsor by April for the project to be eligible for funding consideration.

Shawn Koval, the current program coordinator with Healthy Kids Collaborative – UW Health, will provide a presentation highlighting 2019-2020 school year activities and reflections on them, drawing from the program's "6 Es" framework: education, encouragement, engineering, enforcement, evaluation, and equity.

**Materials Presented on Item:**

1. Document explaining the program's tier based approach to programming and provision of resources for schools

**Staff Recommendation/Rationale:**

For informational purposes only.



Healthy Kids Collaborative



WISCONSIN BIKE FED

### Safe Routes to School Equity Based Tier System

The Dane County Safe Routes to School (SRTS) program is committed to support schools in Dane County by using a health equity and social justice framework. SRTS will intentionally concentrate programming efforts in communities that have been historically marginalized and affected by health disparities due to socioeconomic status, racism, gender, and geographic region.

Dane County has 185 schools and due to increased interest, the SRTS program will prioritize elementary schools that have a higher rate of free and reduced lunch rates as proxy for poverty and 20% or higher childhood overweight/obesity rates.

Ideally, SRTS would provide 1on 1 assistance to all schools in Dane County, however, staff capacity and time is a barrier. Regardless of the capacity, the SRTS coordinators will continue to provide resources and technical assistance to the schools that are not ‘priority’ because every child deserves the opportunity to be healthy and have access to safer walking and biking routes.

Below is a chart explaining the tiers and resources the SRTS program will offer based on free and reduced lunch results and rates of overweight/obese children. The resources offered align with the 6E’s of Safe Routes to School, which are Equity, Education, Encouragement, Enforcement, Evaluation, and Engineering.

Tier 1 Criteria	Offered Resources (6 E’s)	Need from partner
<ul style="list-style-type: none"> <li>80-100% free and reduced lunch</li> <li>20% or higher rates of childhood overweight/obesity</li> </ul>	<p>Equity</p> <ul style="list-style-type: none"> <li>Target schools that have a high free and reduced lunch rates (using it as a proxy to measure poverty)</li> <li>Assure every child in school has access to age- and ability-appropriate biking equipment</li> <li>Provide written communications in different languages</li> <li>Target low income neighborhoods and primarily ethnic minorities</li> </ul> <p>Education</p> <ul style="list-style-type: none"> <li>Inclusive and culturally relevant bike education and outreach for all school children</li> <li>Distribute educational materials</li> <li>Implement the SRTS curriculum</li> <li>School teacher and staff education</li> <li>Offer training for community champions</li> </ul>	<ul style="list-style-type: none"> <li>Support from school staff, administration and parents by identifying 3 champions or ambassadors</li> <li>Support on the parent survey (parent liaison)</li> <li>Support for school events</li> <li>Pictures/videos of events</li> </ul>

	<p>Encouragement</p> <ul style="list-style-type: none"> <li>• Site visits</li> <li>• Provide assistance and connect schools/community centers with key people or organizations for SRTS events (WOW challenge, bike rodeo, kick off support, etc.)</li> <li>• Provide support in making a video</li> <li>• Bike Fleet support</li> <li>• Attend school, PTO and coalition meetings as needed</li> <li>• Monthly check ins</li> </ul> <p>Engineering</p> <ul style="list-style-type: none"> <li>• Develop/update school traffic and safety plan</li> <li>• Work with local city planning team to address barriers for children walking and biking to school</li> </ul> <p>Enforcement</p> <ul style="list-style-type: none"> <li>• Work with neighborhood law enforcement to address staff/parent/children’s safety concerns when walking and biking to school</li> <li>• Meet and be a resource for crossing guards</li> </ul> <p>Evaluation</p> <ul style="list-style-type: none"> <li>• Conduct walk and bike audits with children, parents and staff</li> <li>• Provide recommendations based on the school traffic and safety plan</li> <li>• Implement parent and children tally assessment</li> <li>• Provide recommendations based on assessment results</li> </ul>	
<b>Tier 2 Criteria</b>	<b>Offered Resources (6 E’s)</b>	<b>Need from partner</b>
<ul style="list-style-type: none"> <li>• 40-80% free and reduced lunch</li> <li>• 15% or higher rates of childhood overweight/obesity</li> </ul>	<p>Equity</p> <ul style="list-style-type: none"> <li>• Assist with making sure every child in school has access to biking equipment</li> <li>• Provide written communication in different languages</li> </ul> <p>Education</p> <ul style="list-style-type: none"> <li>• Distribution of educational materials</li> <li>• School teachers/staff education</li> <li>• Offer training for community</li> </ul>	<ul style="list-style-type: none"> <li>• Identify 2 champions/ambassadors</li> <li>• Support from school staff, administration and parents</li> <li>• Share evaluation results with SRTS team</li> </ul>

	<p>champions</p> <p>Encouragement</p> <ul style="list-style-type: none"> <li>• Connect schools/community centers with key people or organizations for SRTS events (WOW challenge, bike rodeo, kick off support, etc.)</li> <li>• Bike Fleet support</li> </ul> <p>Engineering</p> <ul style="list-style-type: none"> <li>• Develop/update school traffic and safety plan</li> </ul> <p>Enforcement</p> <ul style="list-style-type: none"> <li>• Work with neighborhood law enforcement to address staff/parent/children’s safety concerns when walking and biking to school</li> </ul> <p>Evaluation</p> <ul style="list-style-type: none"> <li>• Provide resources and online tools for schools to conduct their own parent survey and children tally survey assessment</li> <li>• Provide recommendations based on assessment results</li> <li>• Provide recommendations based on the school traffic and safety plan</li> </ul>	<ul style="list-style-type: none"> <li>• Support for school events</li> <li>• Pictures/videos of events</li> </ul>
<b>Tier 3 Criteria</b>	<b>Offered Resources (6 E’s)</b>	<b>Need from partner</b>
<ul style="list-style-type: none"> <li>• 0-40% free and reduced lunch</li> <li>• 0-15% rates of childhood overweight/obesity rates</li> </ul>	<p>Equity</p> <ul style="list-style-type: none"> <li>• Provide written educational materials in different languages</li> </ul> <p>Education</p> <ul style="list-style-type: none"> <li>• Distribute educational materials to schools</li> </ul> <p>Encouragement</p> <ul style="list-style-type: none"> <li>• Connect schools/community centers with key people or organizations for SRTS events (WOW challenge, bike rodeo, kick off support, etc.)</li> <li>• Bike Fleet support</li> </ul> <p>Engineering</p> <ul style="list-style-type: none"> <li>• Provide support to update school traffic and safety plan</li> </ul> <p>Enforcement</p> <ul style="list-style-type: none"> <li>• Offer suggestions to law enforcement based on survey results</li> </ul> <p>Evaluation</p> <ul style="list-style-type: none"> <li>• Provide resources and online tools</li> </ul>	<ul style="list-style-type: none"> <li>• Support from school staff, administration and parents by identifying a champion committed to support SRTS efforts</li> <li>• Share evaluation results with SRTS team</li> <li>• Pictures/videos of events</li> </ul>

	for schools to conduct their own parent survey and children tally survey assessment <ul style="list-style-type: none"><li>• Provide recommendations based on assessment results</li></ul>	
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**Sources**

Department of Public Instruction 2017 statistics: <https://dpi.wi.gov/school-nutrition/program-statistics>

Public Health Madison & Dane County Report: "Rates of childhood overweight and obesity: an overview of electronic health record data in Madison and Dane County"

**TPB (MPO) Agenda Cover Sheet**  
**February 5, 2020**

**Item No. 6**

**Re:**

Resolution TPB No. 170 Approving Amendment #3 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County

**Staff Comments on Item:**

A TIP amendment is needed to revise the City of Madison/Metro Transit's capital project to acquire property at the former Oscar Mayer site for a new satellite bus garage to reflect the fact that Metro has now received a Federal Transit Administration (FTA) Section 5339b grant for the project. The current TIP project listing shows the project as 100% local funding, but indicates Metro was applying for the grant. The amendment also revises the project listing to separate out the property acquisition for which federal funding was received from the design and construction of the facility. Metro may apply for a grant for that component of the project as well.

**Materials Presented on Item:**

1. Resolution TPB No. 170 Approving Amendment #3 to the 2020-2024 TIP (including attachments)

**Staff Recommendation/Rationale:**

Staff recommends approval.

**Resolution TPB No. 170**

**Amendment No. 3 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 and adopted TPB Resolution No. 167 on January 8, 2020, approving Amendment No. 2; 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 revise the City of Madison/Metro Transit’s capital project to acquire property at the former Oscar Mayer site for a new satellite bus garage to reflect the fact that Metro received a Federal Transit Administration (FTA) Section 5339b grant for the project; and

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

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

**WHEREAS**, the revised Metro Transit project 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. 3 to the *2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County*, making the following project revision as shown on the attached project listing table:

1. **REVISE** the Metro Transit Capital Projects listing on page 23 of the Transit Capital Projects section, revising the satellite bus garage project to separate out the property acquisition from the design and construction of the facility and reflect the FTA Section 5339b grant received for the property acquisition for the project.

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Date Adopted

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Mark Opitz, Chair  
Madison Area Transportation Planning Board

**PROJECT LISTINGS FOR AMENDMENT NO. 3 TO THE 2020-2024 TRANSPORTATION IMPROVEMENT PROGRAM  
(Cost in \$000s)**

Primary Jurisdiction/ Project Sponsor	Project Description	Cost/ Type	Jan-Dec 2020				Jan-Dec 2021				Jan-Dec 2022				Jan-Dec 2023				Jan-Dec 2024				Comments
			Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	
<b>TRANSIT CAPITAL PROJECTS</b>																							
<b>CITY OF MADISON</b>	<b>B. METRO TRANSIT CAPITAL PROJECTS</b>																						
	40-ft. Low-Floor Buses diesel (up to 15/year) 5307	New/Repl	777		249	1,026	1,885	1,885	3,770	1,998	1,998	3,996	2,113	2,113	4,226	2,233	2,233	4,466				Future s. 5307 UAFP grants	
	40-ft. Low-Floor Buses diesel (up to 15/year) 5337	New/Repl				940	940	1,880	940	940	1,880	940	940	1,880	940	940	1,880					Future s. 5337 UAFP grant	
	40-ft. Low-Floor Buses diesel (up to 15/year) 5339	New/Repl				925	925	1,850	925	925	1,850	925	925	1,850	925	925	1,850					Future s. 5339 UAFP grant	
	40-ft. Low-Floor Buses diesel (10 in 2020)	New/Repl		4,799		4,799																VW Settlement Grant award	
	40-ft. Low-Floor Buses electric (up to 15/year)	New/Repl	1,165		291	1,456			0			0			0			0				0	Future s. 5307 UAFP grant
						0			0			0			0			0				0	
	Acquire property at Oscar Mayer site for new satellite bus garage	RE	7,000		3,240	10,240																	FTA s. 5339b discretionary grant.
	Design and construct new satellite bus garage on former Oscar Mayer site, remodeling buildings 50 and 50A.	PE/Const/Cap			2,653	2,653			16,050	16,050			0		0			0				0	May seek s. 5339b discretionary grant for satellite facility design and const.
	Remodel, renovate existing bus maintenance facility	PE/Const/Cap			8,440	8,440			10,805	10,805			10,000	10,000		540	540				40	40	non GF- GO borrowing, 2023 and 2024 moved to Horizon list
Misc. Equipment	New/Repl			170	170			3,950	3,950			70	70				0			70	70	non GF- GO borrowing	
* Support Vehicles	New/Repl			51	51			51	51			54	54		56	56				59	59	non GF- GO borrowing	
	<b>TOTAL</b>		<b>8,942</b>	<b>4,799</b>	<b>15,094</b>	<b>28,835</b>	<b>3,750</b>	<b>0</b>	<b>34,606</b>	<b>38,356</b>	<b>3,863</b>	<b>0</b>	<b>13,987</b>	<b>17,850</b>	<b>3,978</b>	<b>0</b>	<b>4,574</b>	<b>8,552</b>	<b>4,098</b>	<b>0</b>	<b>4,267</b>	<b>8,365</b>	
			5307/ 5337/ 5339	WI M	M		5307/ 5337/ 5339		M		5307/ 5337/ 5339		M		5307/ 5337/ 5339		M		5307/ 5337/ 5339		M		

**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	63,416	14,487	2,217	3,337	0	63,416	14,487	2,217	3,337	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	0	0	2,570	0	13,842	0	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	0	1,697	0	0	3,108	0	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	<b>8,165</b>	939	954	969	984	<b>8,165</b>	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	1,058	1,075	1,091	1,108	1,126	1,058	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

## February 5, 2020

Item No. 7

**Re:**

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

**Staff Comments on Item:**

The City of Madison is working to finalize the downtown and west side routing for East-West Bus Rapid Transit (BRT) project before submitting a request to the Federal Transit Administration to enter into project development, leading to an FTA Small Starts capital grant application. City staff will be presenting their final routing recommendations to the city's Transportation Planning & Policy Board at its February 3 meeting. Staff is recommending State Street/Square through downtown and West Transfer Point through the UW Research Park to Mineral Point Road for the west side routing. For more information, see staff analysis to be posted on the TPPB 2/3 meeting page [here](#).

During the project development process, project sponsors must select the final "locally preferred alternative (LPA)" (i.e., project details, including route, stations, etc.) and get the LPA included in the fiscally constrained long-range regional or metropolitan transportation plan (RTP). MATPB's RTP 2050 includes a recommendation to implement a BRT system and restructure the local route system to complement BRT (see attached pages from the plan). However, the plan does not include BRT project(s) in the fiscally constrained plan because at the time of plan adoption in early 2017 it couldn't be demonstrated that the necessary federal and local match funding would be available to implement the project. With the passage of the city of Madison's vehicle registration fee to supplement property tax funding and the inclusion of the project in the city's 5-year capital budget, that demonstration can now be made. The city has budgeted a total of \$128 million for engineering/design and construction for the project over the next four years. [Note: The BRT project is included in the TIP, but only as an "illustrative" project seeking federal funding with a note that an RTP amendment would be required along with federal funding to move the project forward.]

Staff is seeking approval from the board to release for public review and comment a proposal to amend the RTP 2050 to add the BRT project to the official, fiscally constrained plan. Staff could potentially wait until the preliminary decision on the routing has been finalized and the LPA endorsed by the Common Council prior to moving forward, but knowing the final routing isn't necessary to amend the project into the plan and thus shouldn't really impact the decision by the board.

**Materials Presented on Item:**

1. Public Transit section of the Needs Analysis and Recommendations chapter of RTP 2050, which includes recommendation on pages 5-12 to 5-14 to implement BRT system and restructure local routes accordingly.

**Staff Recommendation/Rationale:**

Staff recommends approval. The RTP recommends implementing BRT. The amendment is simply needed to add the East-West BRT line as a major project in the fiscally constrained plan.

Simplify navigation of the regional roadway system. There are numerous instances on the regional roadway system where the name of a roadway changes due to crossing jurisdictional boundaries or due to another historic anomaly. Instances such as the one illustrated below should be rectified to ensure that wayfinding is simple for residents, tourists, and freight carriers alike.



*This roadway's name changes from Portage Road to Rattman Road to American Parkway and finally to Nelson Road within a 4 mile stretch. Source: Google Maps.*

Recommendations and Supporting Actions		Timeframe	Implementing Party
<b>7 Address roadway naming inconsistency along corridors.</b>			
A	Initiate a study of regional roadway naming conventions to simplify wayfinding in the region.	1-5 years	MPO

## PUBLIC TRANSIT

The short- and medium-term needs of the Madison area transit system are identified and well documented in the current [Transit Development Plan for the Madison Urban Area](#) and [Madison Transit Corridor Study – Investigating Bus Rapid Transit in the Madison Area](#). The transit element of the Regional Transportation Plan builds upon these planning efforts to identify a long-term vision for the regional transit system.

[Figure 5-5 on page 5-13](#) illustrates this future planned transit network. With implementation of the planned transit network, the number of average weekday boardings on the system is projected to more than double from around 41,000 to 91,000 by 2050 with assumed growth, while the number of trips (excluding transfers) is projected to grow 80% to 74,000. This excludes supplemental school



service ridership. The larger increase in boardings compared to trips is due to the increased transfer rate with the BRT system and additional peripheral routes. BRT system ridership is projected at 26,300, 29% of the system total.

Implementation of the planned transit system would greatly increase job accessibility by transit. Figure 5-3 and 5-4 illustrate the percent of existing jobs that can be reached within 45 minutes (including walking and waiting time) using the existing and planned transit system.

While Figure 5-5 is the transit system vision, a significant new infusion of funding—most likely through creation of a regional transit authority providing a dedicated funding source—will be needed to achieve it. For more information, see [Financial Analysis in Chapter 6](#).

The following describes the identified transit facility and service needs and recommendations with supporting actions to address them.

**Implement a Bus Rapid Transit System and restructure routes accordingly.**

MATPB and Metro Transit led the *Madison Transit Corridor Study* in 2013 using funding secured by the Capital Area Regional Planning Commission through a Sustainable Communities grant. The study identified four corridors that are suitable for BRT. BRT elements identified in the plan include frequent, direct, limited-stop service, branded buses, stations with level boarding, and off-board fare collection, and transit priority measures like bus lanes and transit signal priority. These corridor improvements will increase capacity and reduce travel times for transit riders throughout the Madison area, allowing Metro to reverse the recent downward

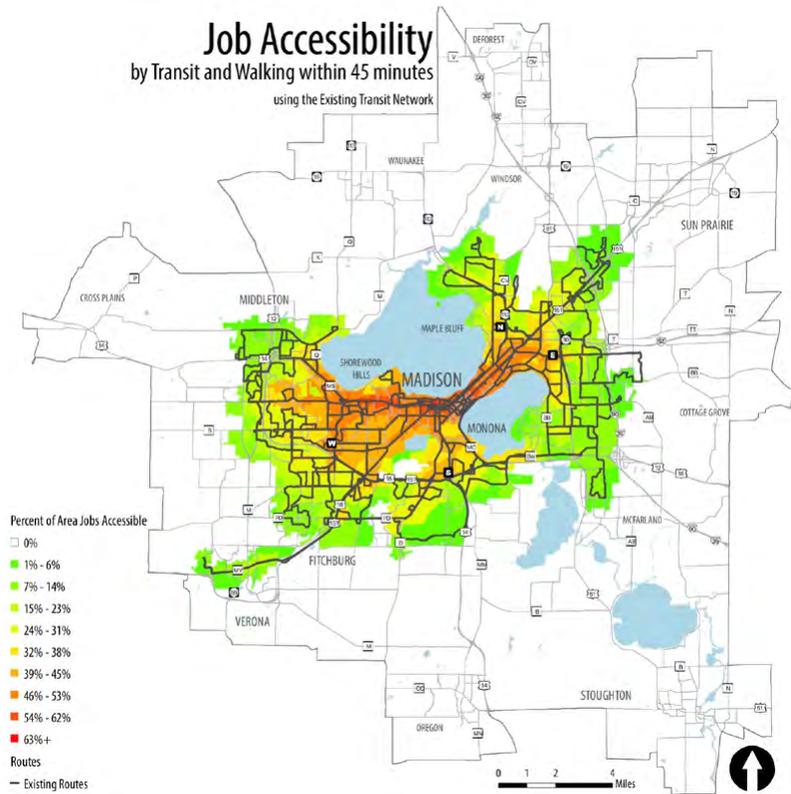


Figure 5-3: Job accessibility within 45 minutes by using existing transit system and walking.

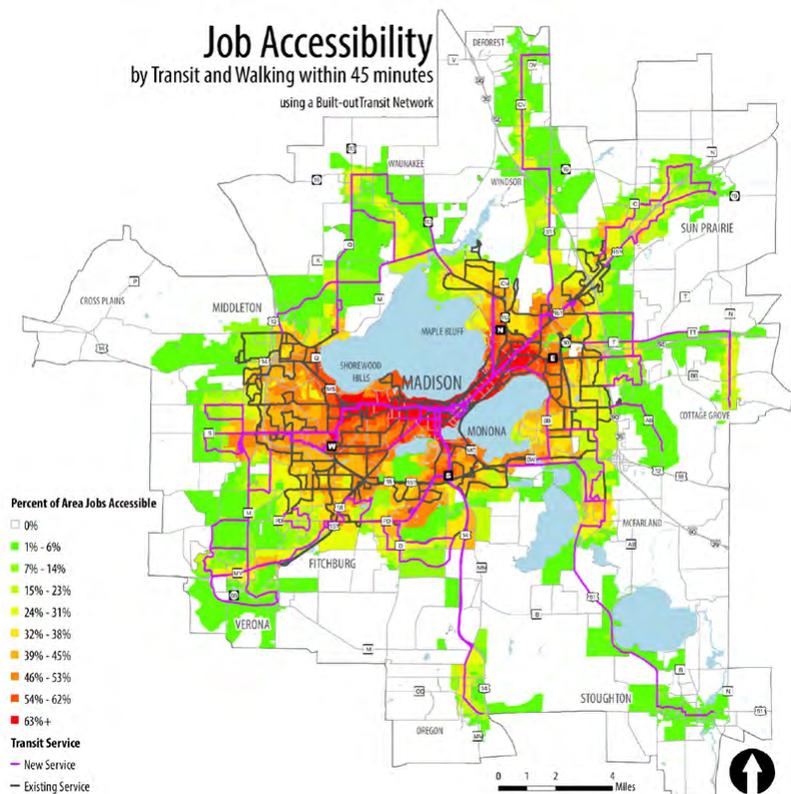


Figure 5-4: Job accessibility within 45 minutes by using planned transit system and walking.

trend in bus ridership over the past two years. Capital costs could be funded in large part through a federal Small Starts grant.

Policy-makers and planners in the Madison area have recognized the need for a large-scale investment in public transportation like light rail, commuter rail, and bus rapid transit for several decades. Planning documents in the 1980s showed a combination of light rail and bus rapid transit. In the 1990s and 2000s the focus shifted to commuter rail using underused and abandoned rail corridors. The Transport 2020



Example BRT configuration. Source: CDOT

## Future Planned Regional Transit System within the Madison Metropolitan Planning Area

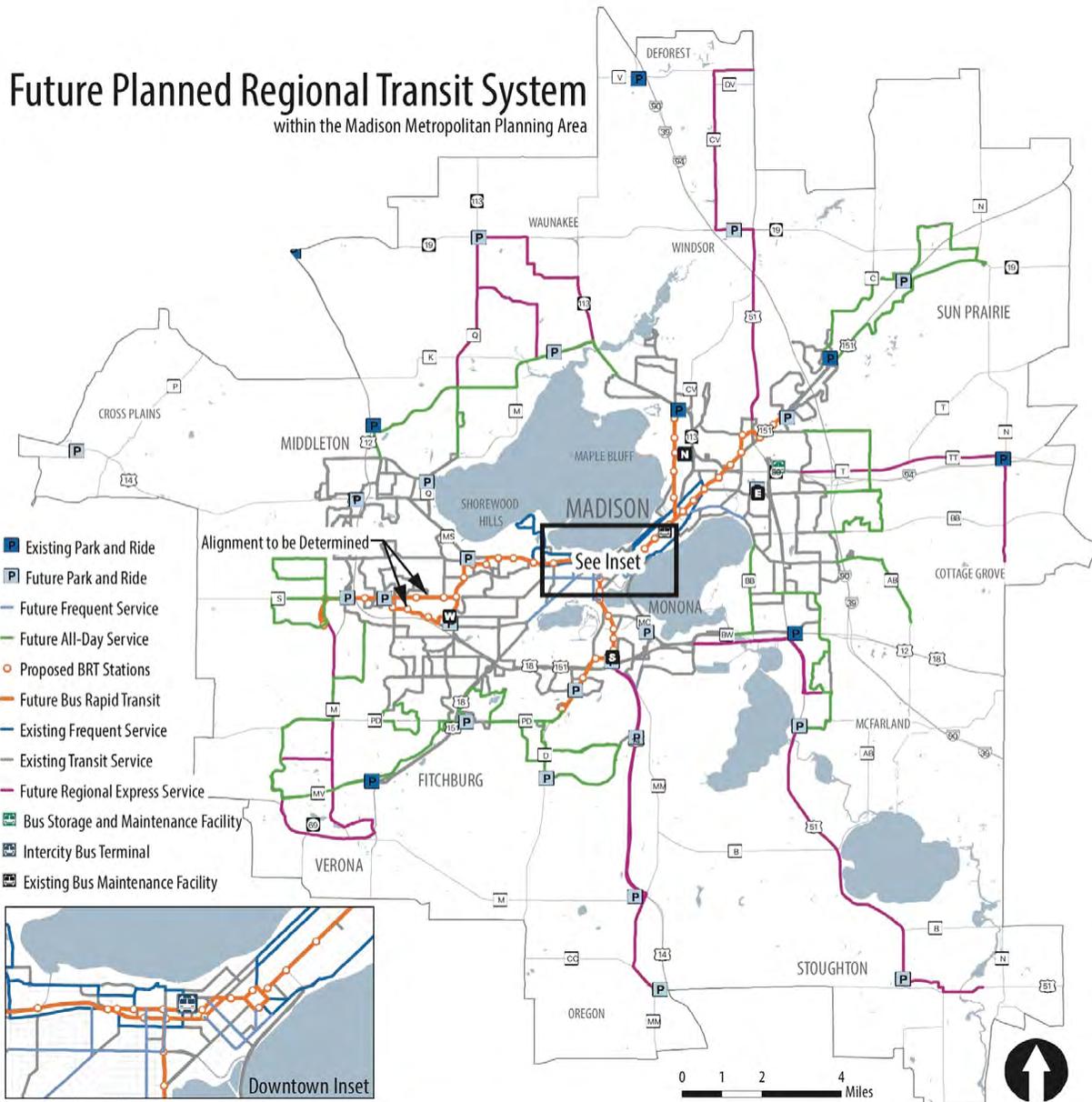


Figure 5-5: Future Planned Regional Transit System

study culminated in a locally preferred alternative in 2008 including a hybrid light rail / commuter rail line in the east-west corridor between Middleton and northeast Madison. The project was put on hold due to lack of funding.

BRT is essentially rail-like bus service, with many of the advantages of rail at a small fraction of the cost. The introduction of a BRT system will necessitate a restructuring of the bus routes on a scale similar to the 1998 restructuring when the transfer point system was adopted. Local routes will be adjusted to reduce duplication with BRT and provide better connections to the new high quality service. Besides better integration with BRT, restructuring routes will address other local transit needs, such as making the system easier to understand by replacing many overlapping low-frequency routes with fewer high-frequency routes.

## Existing and Planned Transit System

with Employment Centers, Activity Centers, and Transit Corridors  
Madison Metropolitan Planning Area

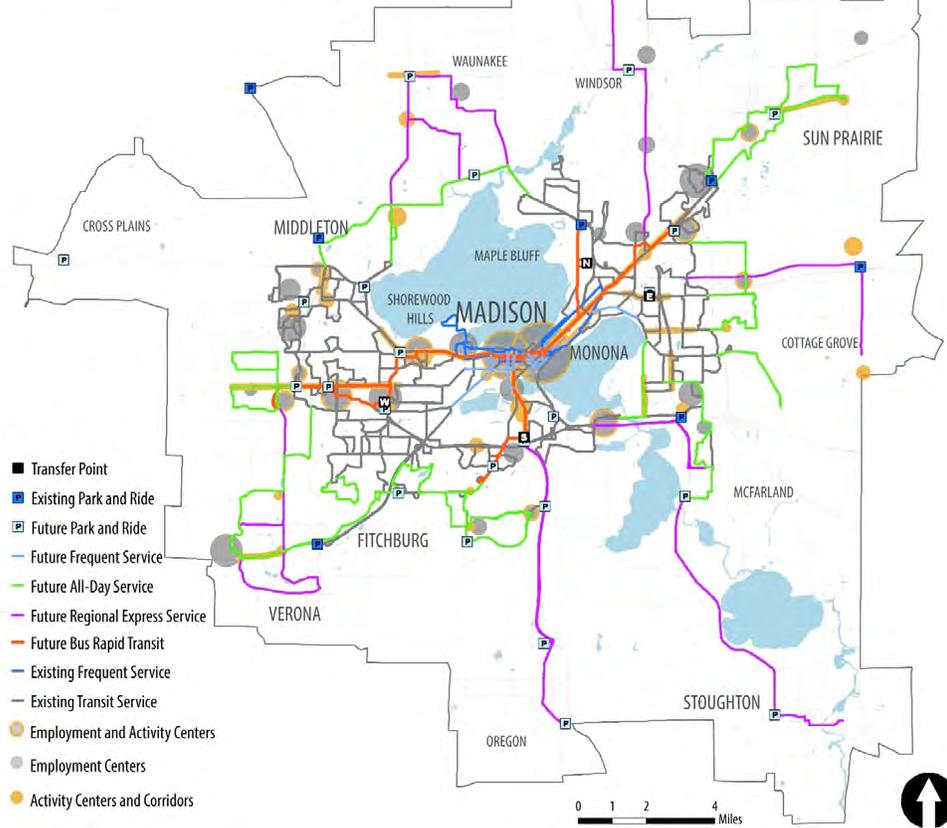


Figure 5-6 Existing and Planned Transit System with Employment Centers and Activity Centers and Corridors

Recommendations and Supporting Actions		Timeframe	Implementing Party
<b>1 Implement a Bus Rapid Transit System.</b>			
A	Complete an alternatives analysis and project planning, leading to an initial BRT Project.	1-5 years	City of Madison and other Local Governments, Metro, MPO
B	Expand the BRT network to fulfill the BRT Vision in the Madison area.	5-15+ years	Cities of Madison and Fitchburg, Metro, MPO
C	Plan for the expansion of BRT into other corridors, including Middleton, southwest Madison, Fitchburg, southeast Madison, and Sun Prairie.	15+ years	Metro, MPO, Local Governments
D	Expand the use of transit priority treatments, focusing on the BRT corridors.	Ongoing	Metro, MPO, Local Governments

Improve the existing local bus network by reducing travel times, increasing frequency, increasing capacity, providing service to new neighborhoods, and enhancing first and last mile connections. With a growing service area and limited service outside peak periods and on weekends, transit travel times for longer distance trips are far greater than driving. Many cross-town trips take an hour or longer due to routing through neighborhoods and transfers. Travel times must be shortened and more direct service added throughout the day.



Related to the need for reduced travel times is a need increase service frequency in some parts of the network in the greater Isthmus area. High-frequency routes are generally defined as those in which a rider does not have to check a schedule before traveling to a transit stop – generally 15 minute service or better. Currently, a limited number of neighborhoods in the region are served with high-frequency service and are predominantly located in central Madison. High density corridors need consistent, frequent local all-day service. Such corridors include Monroe Street, Regent Street, Mills Street, Broom and Bassett Streets, and Atwood Avenue.

Along with frequency improvements, capacity improvements must be made on heavily traveled routes. Metro operates a fixed-route fleet of 40-foot transit coaches that seat about 35 and allow for about 20 standees. Several routes routinely suffer from overcrowded conditions, including instances where passengers are passed by because the bus is full. Constructing the Nakoosa Trail bus storage and maintenance facility will allow Metro to increase its fleet and introduce larger articulated buses which will be required to accommodate future high-capacity transit, new all-day service, and regional routes.

When new neighborhoods are fully developed, full transit service should be provided. Some neighborhoods in peripheral Madison, Middleton, Fitchburg, and Verona currently only have service during weekday peak periods and require service throughout the day to provide access to jobs with nontraditional schedules as well as trips serving other purposes. Sun Prairie arguably has the most urgent need for all-day fixed-route bus service. With a population of about 30,000, Sun Prairie is now served by a publicly subsidized shared-ride taxi system. While popular, this system is strained by capacity limitations and does not provide convenient and affordable service to Madison.

Finally, the transit system must be accessible for those that live and work near transit stops, but outside of reasonable walking distance. Connecting transit routes provide a good option, but their typical low frequencies and circuitous routes, combined with transfers, drive up travel times. Further, they sometimes have low usage and can be expensive to operate, providing relatively low utility to the community.

Alternative first mile/last mile strategies are emerging that may be a viable alternative to new fixed-route service in low-density, peripheral areas. Improving pedestrian and bicycle access to transit stops may provide riders with increased access to the transit network. Bike-share programs like BCycle are an option but they require a high density of docking stations to be successful and are not an option for everybody, especially during cold and rainy weather. Public shared-ride taxi systems and other rideshare schemes may be effective in very low demand areas.

Point-deviation routes have not historically been widely deployed in the Madison area, but with Madison's peripheral neighborhoods growing and stretching Metro Transit's resources, they may fill a limited niche. Point-deviation routes typically follow a route with a conventional schedule, but are allowed to deviate slightly in order to serve riders. In low-density areas, point-deviation routes have the potential to serve larger areas within a fixed budget compared to fixed routes. They also have

the potential to reduce the number of transfers for long cross-town trips, which are more likely to be relied upon by low-income and minority riders, according to the 2015 Metro Transit Onboard Passenger Survey.

In the example route shown in figure 5-7, a bus would travel between the South Transfer Point and West Towne Mall along the dark blue line, but could make reasonable deviations to serve the light blue shaded area. Such a route may provide cost-effective all-day service to neighborhoods that currently have no all-day service, with reasonable travel times.

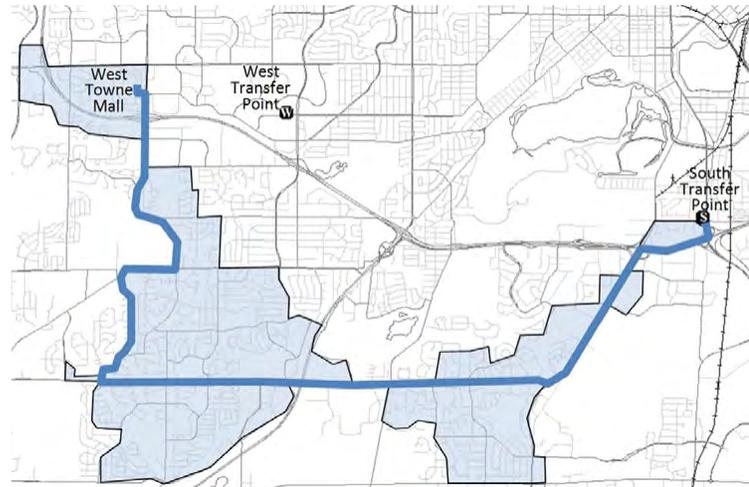


Figure 5-7: An example of route deviation.

Recommendations and Supporting Actions		Timeframe	Implementing Party
<b>2 Improve the local bus network.</b>			
A	Continue to optimize the local bus network to maximize its utility with available resources.	Ongoing	Metro, MPO
B	Measure and monitor the effects of service changes on low-income and minority populations.	Ongoing	Metro, MPO
C	Improve integration with bordering transit systems in Monona and Sun Prairie.	Ongoing	Metro, MPO
D	Reduce travel times and simplify service.	Ongoing	Metro
E	Expand and enhance the network of frequent local service in central Madison.	5-15 years	Metro
F	Make changes to local routes when BRT is opened in order to reduce duplication and enhance connections.	5-15+ years	Metro, MPO
G	Improve and expand data collection and analysis to support service planning.	Ongoing	Metro, MPO
<b>3 Add service in developing neighborhoods.</b>			
A	As developing neighborhoods are built out, enhance limited-service routes so that they provide regular service throughout the day.	Ongoing	Metro, Local governments
B	Add new all-day service in unserved peripheral neighborhoods and suburban communities such as Sun Prairie, McFarland, and Verona.	5-15+ years	Metro, Local governments
<b>4 Enhance transit stops with improved pedestrian/bicycle access and amenities.</b>			
A	Coordinate with municipalities, businesses, and neighborhood associations to plan and provide funding for stop improvements.	Ongoing	Metro, MPO, Local governments
B	Utilize TID funding and other alternative financing mechanisms to fund stop improvements.	Ongoing	Local governments
C	Plan and reserve space for transit stops/stations as part of new developments where appropriate.	Ongoing	Local governments
<b>5 Utilize alternative service delivery models to serve low-demand areas.</b>			
A	Analyze bus route productivity and identify service with low use and high travel times that may better serve neighborhoods with alternative transit models.	1-5 years	Metro, MPO
B	Develop peripheral routes with small vehicles that can deviate from their route with the goal of providing service in low density areas at a lower cost and reducing multiple-transfer trips.	1-5 years	Metro, MPO, Private Providers, Non-Profits
C	Investigate using transportation network companies and shared-ride taxi service to connect to transfer points, BRT, and regional express service.	1-5 years	Metro, MPO, Private Providers, Non-Profits
D	Plan for the use of driverless shuttles in low-density transit markets and niche areas like business parks and campuses.	1-5 years	Madison Traffic Eng, UW, Metro, MPO

Manage and improve the quality of transit capital assets. Aging infrastructure needs to be maintained and updated. Transit buses last 12 to 15 years and need to be regularly replaced. Metro’s four transfer points were constructed in 1998 and will need to be replaced or in some cases relocated and/or expanded by 2050. Metro currently uses a diesel-powered fleet, about 10% of which is hybrid diesel-electric. Transitioning to a low-emission or emission-free fleet will reduce Metro’s dependency on petroleum fuel, improve public health, air quality, and the pedestrian environment in bus route corridors. Metro is in the process of developing a comprehensive transit asset management plan in accordance with new federal rules. The plan must cover all transit agency assets, including vehicles, facilities, equipment, and other infrastructure.

Recommendations and Supporting Actions		Timeframe	Implementing Party
<b>6 Maintain, expand, and enhance bus rolling stock and supporting facilities.</b>			
A	Renovate and remodel the existing Metro maintenance/bus storage facility and address maintenance issues.	1-5 years	Metro
B	Build a new satellite bus facility on Nakoosa Trail to accommodate a larger fleet, including articulated buses and electric buses.	1-5 years	Metro
C	Replace buses on a regular cycle to ensure reliability and comfort.	Ongoing	Metro
D	Expand the use of alternative fuel vehicles with a goal of having a fully emission-free electric fleet by 2050.	Ongoing	Metro
E	Introduce articulated 60-foot buses to the fleet to reduce overcrowding and accommodate BRT.	5-15 years	Metro

Improve regional access to the transit network. Regional transit service in the Madison area is extremely limited with bus service confined to some of the contiguous municipalities bordering Madison and Verona. Workers living in DeForest, Windsor, Waunakee, Sun Prairie, Cottage Grove, McFarland, Stoughton, Oregon, and Cross Plains that work in the Madison area have effectively no public transit options outside of commuting to a park-and-ride lot or transfer point within Madison.

A new regional express service network will address the needs of people in these communities to commute to many jobs, particularly in central Madison. It will also provide access to people living within the existing transit service area to jobs in suburban employment centers. Employers in some of the communities have indicated they have difficulty filling entry level, lower wage jobs because of the lack of transit service. With direct, limited-stop service within Madison, the regional service will be time-competitive with driving and carpooling.

New park-and-ride lots will help supply passenger demand for the new regional express service. Many suburban communities are not well laid out for one route to serve all neighborhoods – many commuters will be best served if they have the option of making a short trip by auto or bicycle and using transit for the majority of their trip. Park-and-ride lots may be newly constructed, publicly owned lots, or private lots (e.g., at a shopping center) with lease agreements.

Recommendations and Supporting Actions		Timeframe	Implementing Party
<b>7 Implement a regional express bus network.</b>			
A	Expand and optimize the existing regional express service to Middleton and Verona.	5+ years	Metro, Local governments, MPO
B	Operate new routes primarily during the morning and afternoon peak periods to suburban Madison communities.	5-15 years	Metro, Local governments
C	Optimize the regional express transit service to provide service from Madison to suburban job centers as well as from residential areas to central Madison.	5-15 years	Metro, MPO, local governments
D	Provide limited stop service within City of Madison to provide fast service within Madison and connections to BRT and local service.	5-15 years	Metro, Local governments

Recommendations and Supporting Actions		Timeframe	Implementing Party
8	Expand park-and-ride facilities in conjunction with BRT and express services.		
A	Investigate opportunities to share space at shopping centers, churches, and other private facilities as well as public facilities such as parks, where appropriate. See <a href="#">Fig. 5-5, Planned transit System</a> .	1-5 years	Metro, MPO, Local governments
B	Explore partnerships with local communities and agencies to maintain park-and-ride facilities.	1-5 years	Metro, Local governments

Implement a regional transportation entity to ensure financial solvency of the transit agency. A regional funding mechanism such as a regional transit authority with taxing authority is necessary to implement the vision of expanded transit service in the Madison region, including construction and operation of a bus rapid transit system and expansion of bus storage and maintenance facilities. A regional governance structure would also improve service efficiency and allow for more equitable decision-making.



Recommendations and Supporting Actions		Timeframe	Implementing Party
9	Implement a regional transit entity with stable funding and representative governance.		
A	Ensure that funding for transit remains equitable and that decisions are made fairly, with communities represented appropriately.	Ongoing	Metro, Local governments
B	Explore alternatives to supplement or replace the property tax for local public funding, including a vehicle registration fee and sales tax (if state enabling legislation passed).	1-5+ years	Local governments
C	Implement a new regional transit authority or district with the mission of providing regional transit service if state enabling legislation is passed.	1-5+ years	Metro, Local governments

## BICYCLES

Although the region's bikeway network is well developed compared to peer communities, gaps in the network persist. Bicycle planners need to consider the needs of bicyclists of all abilities, including young and old people, and people who are not comfortable biking in traffic.

The 2015 Bicycle Transportation Plan identified streets that do not have bicycle accommodations or have insufficient bicycle accommodations. However, as these facilities are generally evaluated when opportunities arise, such as street reconstruction, they were not prioritized. This plan goes one step further and identifies missing facilities that represent major gaps and barriers in the bikeway network.



**TPB (MPO) Agenda Cover Sheet**  
**February 5, 2020**

**Item No. 8**

**Re:**

Letter of Support of Designation of U.S. Highway 151 as an Alternative Fuels Corridor

**Staff Comments on Item:**

In October 2019 the Federal Highway Administration released a Request for Nominations for Round 4 of the Alternative Fuels Corridor Program. Started in 2016, it is designed to establish a national network of alternative fueling and charging infrastructure along national highway system corridors, although there is no funding currently associated with the program. WisDOT recently completed an analysis of alternative fueling station locations for the program, and has decided to nominate USH 151 along with some other corridors in the state as either corridor-pending or corridor-ready for various alternative fuels. More information about the program can be found on FHWA's website at this link:

[https://www.fhwa.dot.gov/environment/alternative\\_fuel\\_corridors/](https://www.fhwa.dot.gov/environment/alternative_fuel_corridors/). The proposed designations are based on DOE data at this link: <https://afdc.energy.gov/stations/#/find/nearest>.

As a part of the application process, FHWA requests letters of support for those with a vested interest in the nominated routes. WisDOT has asked MATPB to submit a letter of support for the designation of USH 151. This is consistent with the policy in our Regional Transportation Plan 2050 to "promote the transition to low and no emission fuels for vehicles" under the goal of reducing the environmental impact of the transportation system.

**Materials Presented on Item:**

1. Draft letter of support

**Staff Recommendation/Rationale:**

Staff recommends approval of the letter of support.



**Transportation Planning Board**  
A Metropolitan Planning Organization (MPO)

**DRAFT**

February 5, 2020

Secretary Craig Thompson  
Wisconsin Department of Transportation  
4822 Madison Yards Way, S903  
Madison, WI 53705

RE: Letter in Support of Designation of U.S. Highway 151 as an Alternative Fuels Corridor

The Madison Area Transportation Planning Board (MATPB), the designated Metropolitan Planning Organization for the Madison Urbanized Area, is pleased to provide this letter in support of the Wisconsin Department of Transportation's (WisDOT) recommendation to designate U.S. Highway (USH) 151 as an Alternative Fuels Corridor.

MATPB understands this designation, made pursuant to the Fixing America's Surface Transportation Act, is intended to designate USH 151 as an Alternative Fuel Corridor from Fond du Lac, WI through the Madison area to the Iowa State Line. Specifically, WisDOT is recommending this entire corridor for designation for Electric (Pending/Ready) and CNG fuels (Ready) and the Madison to State Line segment for LPG (Propane) (Pending/Ready). Designation of USH 151 as an Alternative Fuel Corridor will benefit the state of Wisconsin and further MATPB's policy in its Regional Transportation Plan 2050 to promote the transition to low and no emission fuels for vehicles. This designation will make personal and commercial alternative vehicle users aware of the availability of alternative fuel stations along the corridor. It may also improve freight viability for the urban areas along the USH 151 corridor, including Madison. Finally, the designation of USH 151 as an Alternative Fuel Corridor will complement the previously designated corridors in Wisconsin. Wisconsin's Interstates 39, 41, 43, 90 and 94 were previously designated as Alternative Fuel Corridors.

MATPB supports the WisDOT recommendation regarding the addition of USH 151 and looks forward to the final determination.

Sincerely,

Mark Opitz, Chair  
Madison Area Transportation Planning Board

**TPB (MPO) Agenda Cover Sheet**  
**February 5, 2020**

**Item No. 9**

**Re:**

Presentation on National and Local Household Travel Surveys in Dane County

**Staff Comments on Item:**

The [Nation Household Travel Survey \(NHTS\)](#) is conducted by the U.S. Department of Transportation every 7-8 years. The survey includes two components: (1) a questionnaire asking about general travel behavior and related questions; and (2) a trip log that participants fill out documenting information on all trips taken in a 24-hour period. One of the primary uses of the survey data – in particular the trip log data – is in the development of regional travel models. The survey provides data unavailable from other sources, including “big data” from GPS and cell phones. This includes data on the number of trips households make for different trip purposes given the number of workers, vehicles, and drivers, and household income, as well as far people travel for those trips.

WisDOT purchased additional samples of the NHTS in Wisconsin. However, MPO staff discovered that even these extra samples were not enough the last time this was done in 2001 to generate sufficient sample sizes of certain trips (e.g., transit and bike trips) for use in calibrating the travel model. Therefore, MATPB contracted with the UW Survey Center to conduct a local mail version of the same survey, targeting (i.e., oversampling) areas with high bicycle and transit use and high concentrations of minority and low-income populations who don’t typically respond as well to surveys.

Staff has put together some charts summarizing some of the trip data and responses to the survey questions. We will be doing additional analysis of the data. Our travel model consultant is working with the trip data to calibrate the next version of our regional travel model.

**Materials Presented on Item:**

1. Presentation slides with summary statistics from the surveys

**Staff Recommendation/Rationale:**

For informational purposes only.

# 2017 Local and National Household Travel Survey

Summary Statistics for the Madison Metropolitan Area

- National and Local Survey Methodology
  - Background
  - Statistics
  - Distribution
- Travel Data
  - Trips by Purpose
  - Trips by Mode
  - Trips by Number of Travelers
- Questionnaire
  - Household and Person Characteristics
  - General Travel Behavior (Questions involving multiple modes)
  - Use of Different Modes (Walk, Bicycle, Motor Vehicle, Transit)

# Background

- The National Household Travel Survey (NHTS) is conducted nationwide every 7-8 years. 2017 is the most recent survey year.
- The MPO conducted a local household survey concurrently with the NHTS to provide additional trip data for the MPO's travel model update.
- Both surveys were made up of two parts:
  1. Travel log – Respondents recorded all of the places they went, how and when they traveled there, and what they did at each location for a 24-hour period (4:00am – 4:00am)
  2. Questionnaire – Respondents answered questions about their travel behaviors, preferences, and demographics.

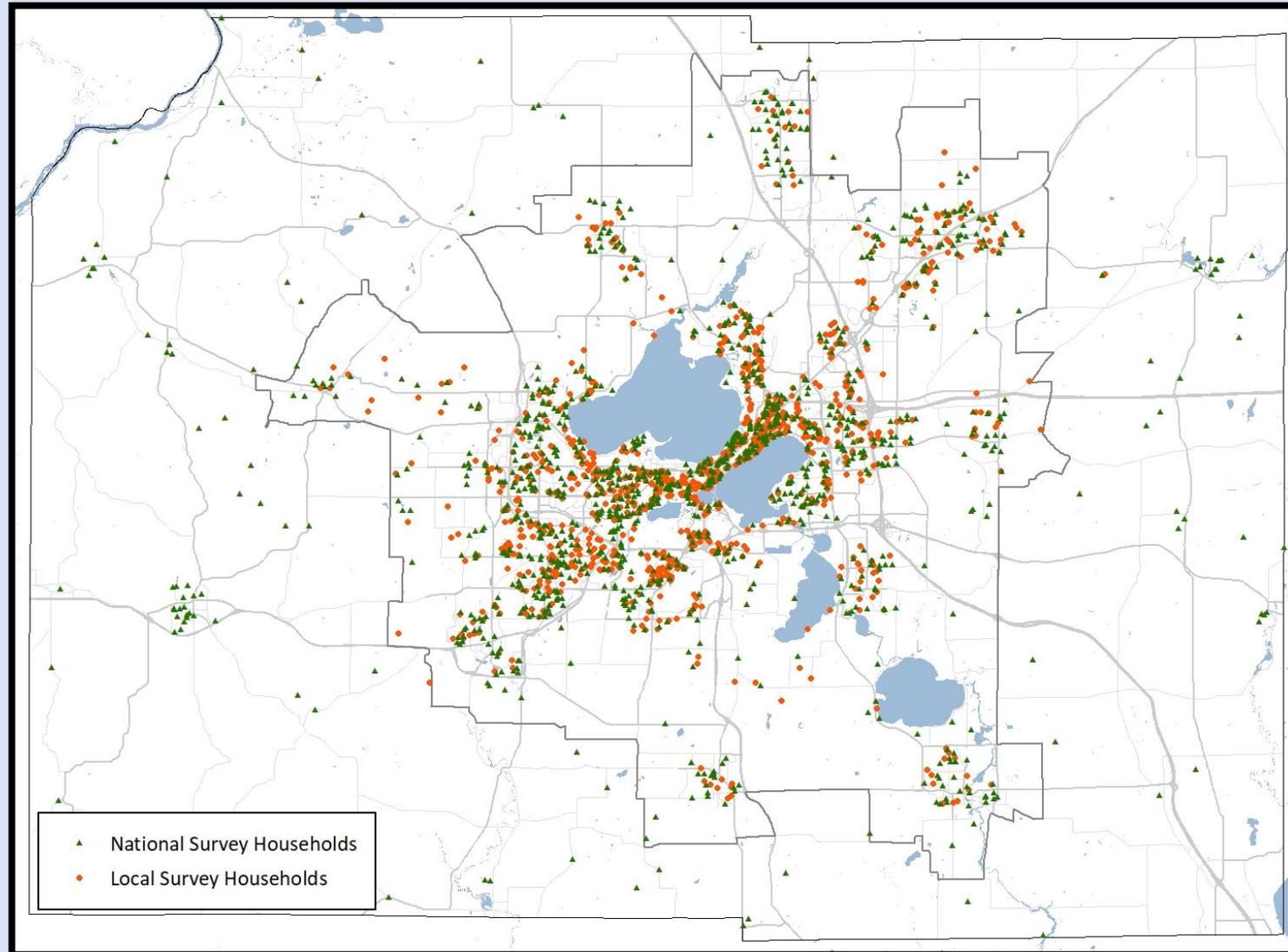
# Statistics

	<b>Local (MPO Area)</b>	<b>National (Dane Co.)</b>
Households with Completed Surveys	1,191	1,237
Persons Living in Households with Completed Surveys	2,331	2,623
Persons with Completed Person-Level Surveys living in Households with Completed Surveys	1,993*	2,623
Trips Logged by Persons in Households	7,898	9,809
Persons with Logged Trips	1,706*	2,197**
Households with Logged Trips	1,063	1,176

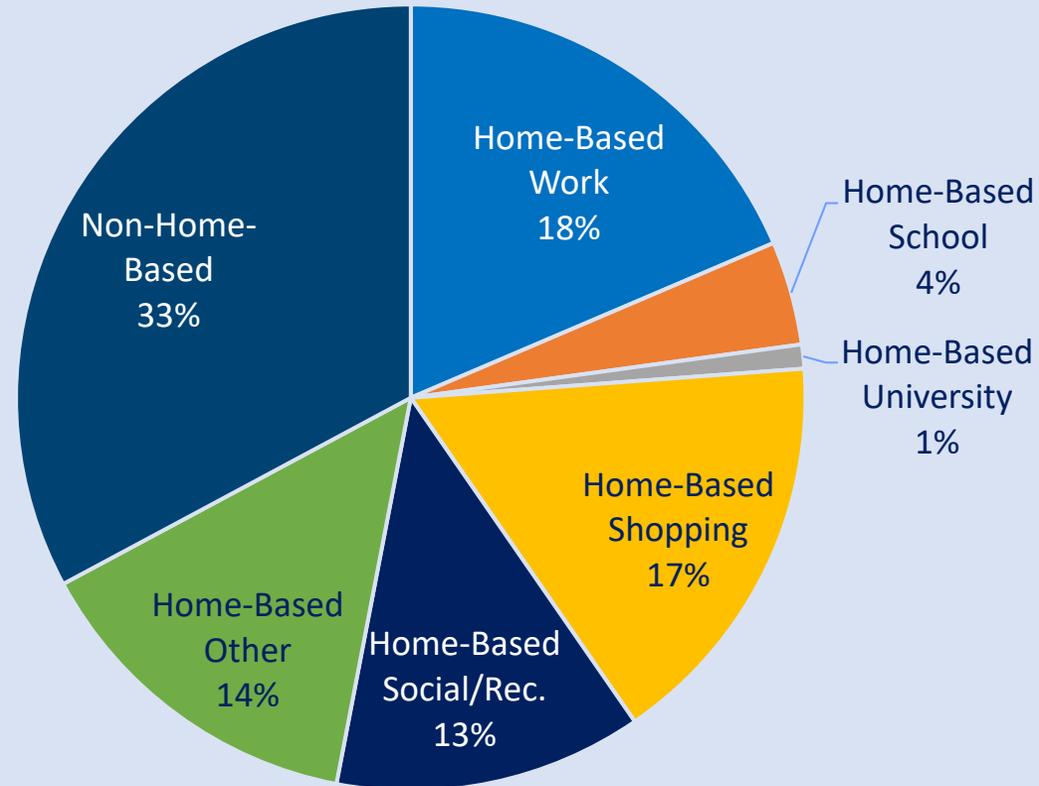
\*Up to two adults (primary and secondary) and one youth per household; persons under 6 years of age excluded.

\*\*Persons under 5 years of age did not complete travel log.

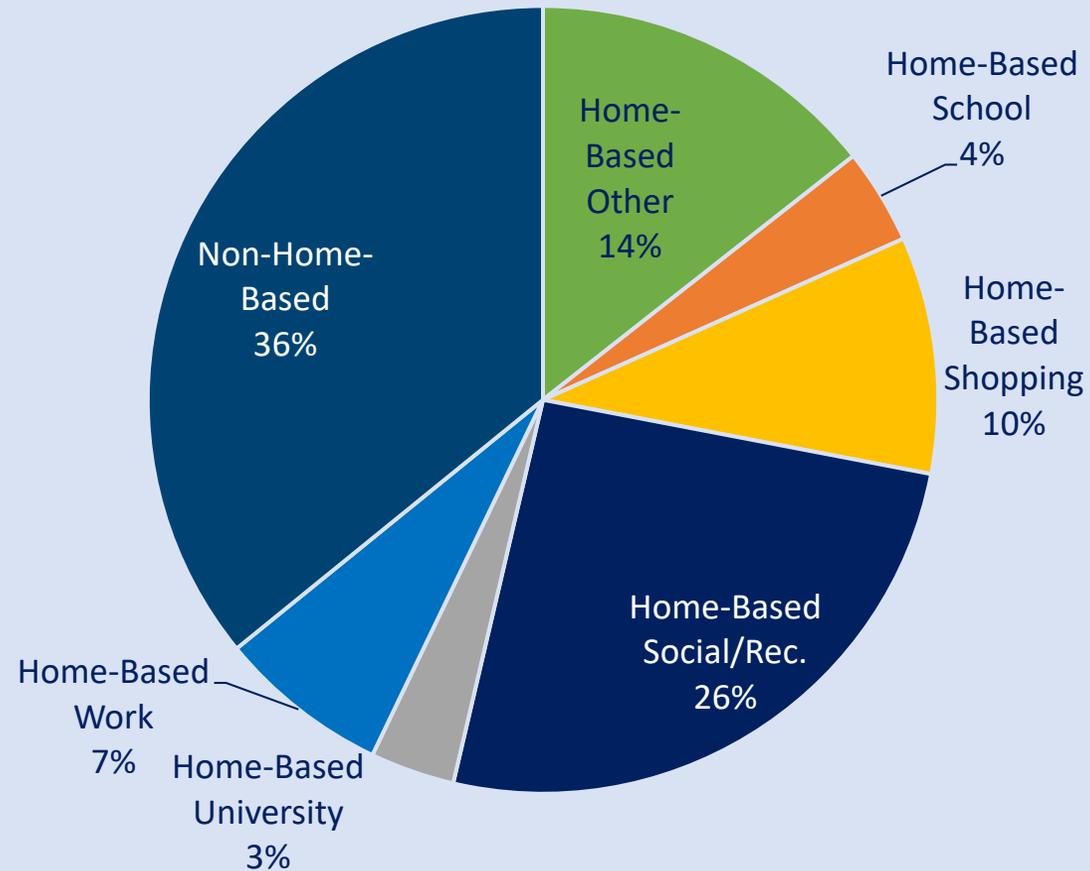
# Distribution



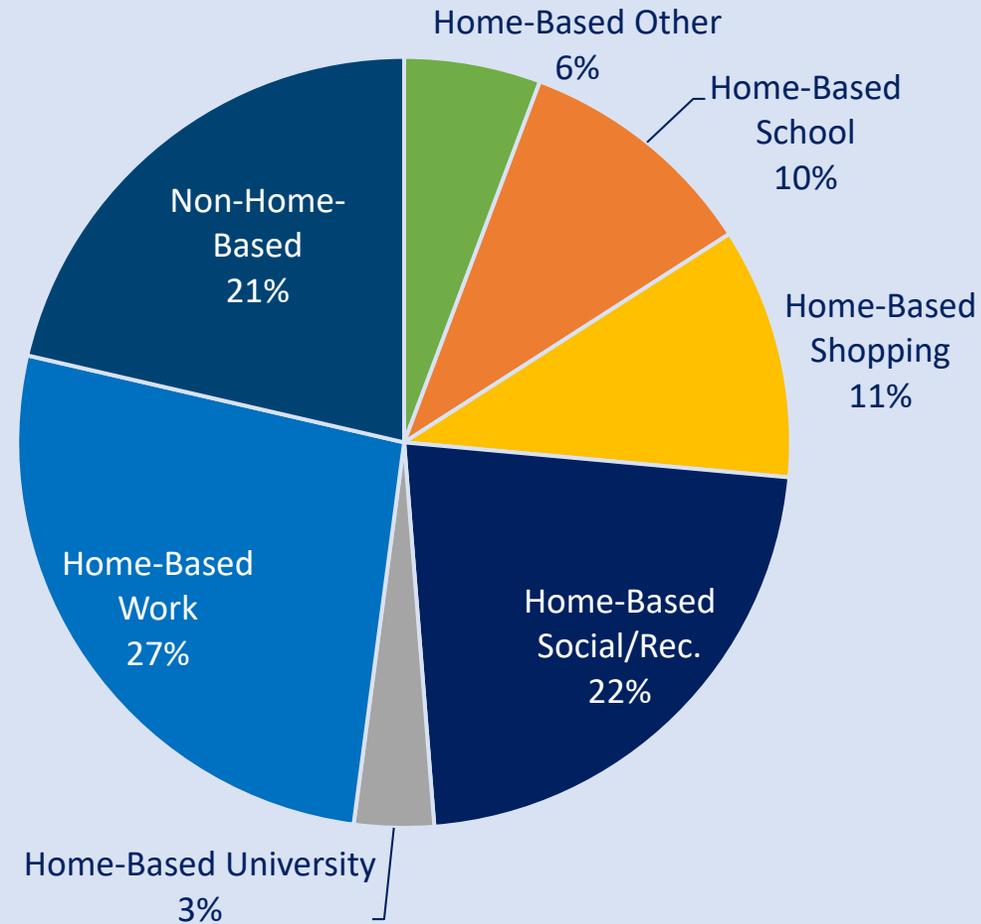
# Weekday Trips by Purpose: Total



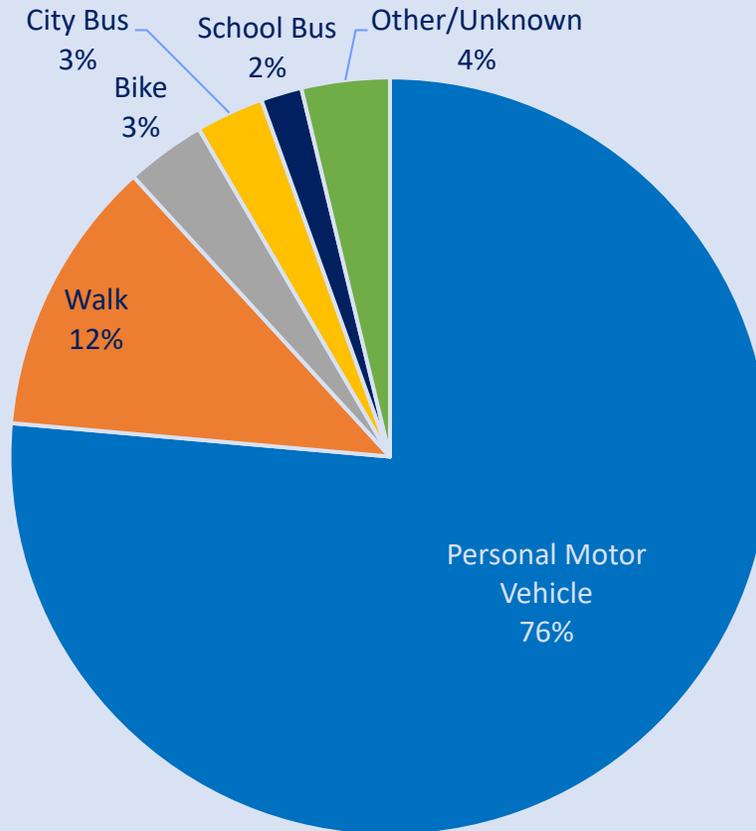
# Weekday Walk Trips by Purpose



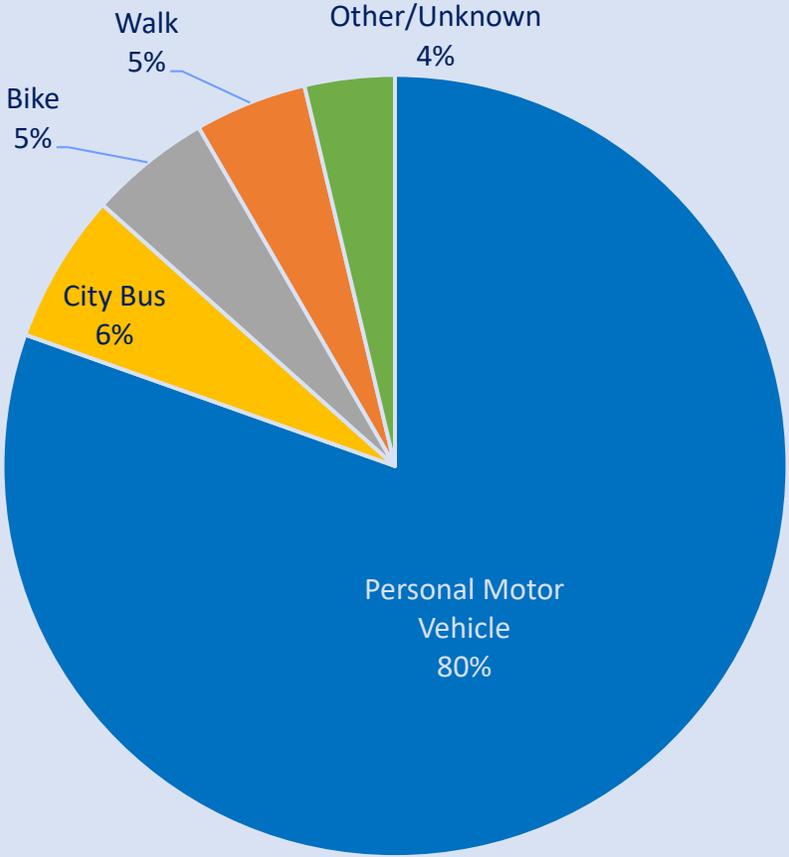
# Weekday Bike Trips by Purpose



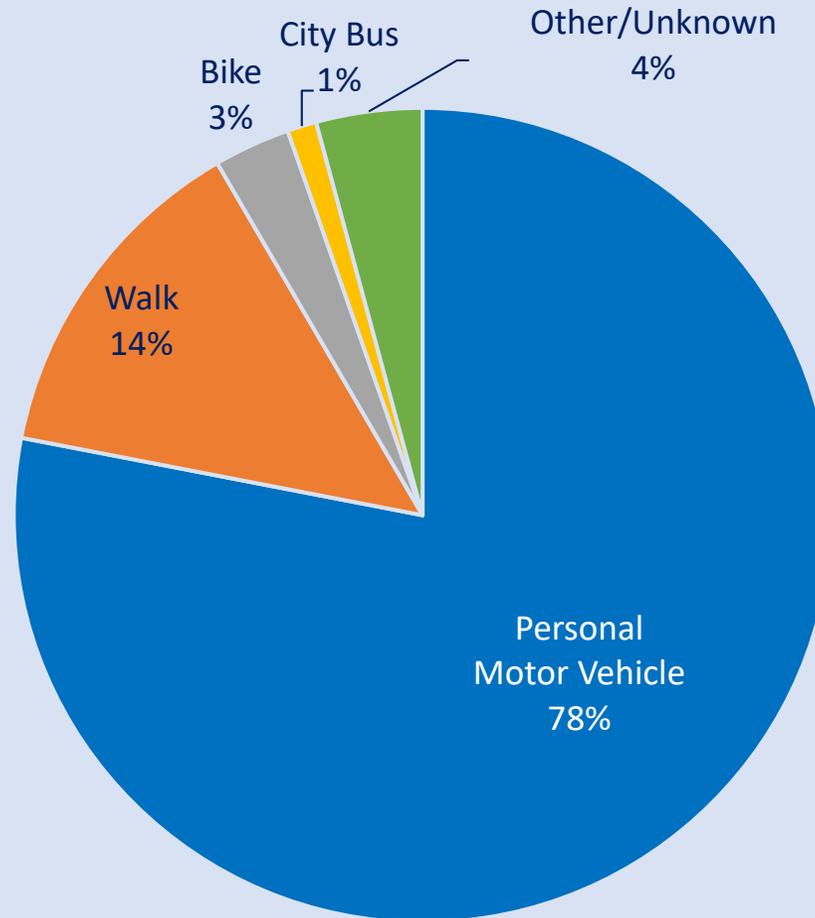
# Weekday Trips by Mode: Total



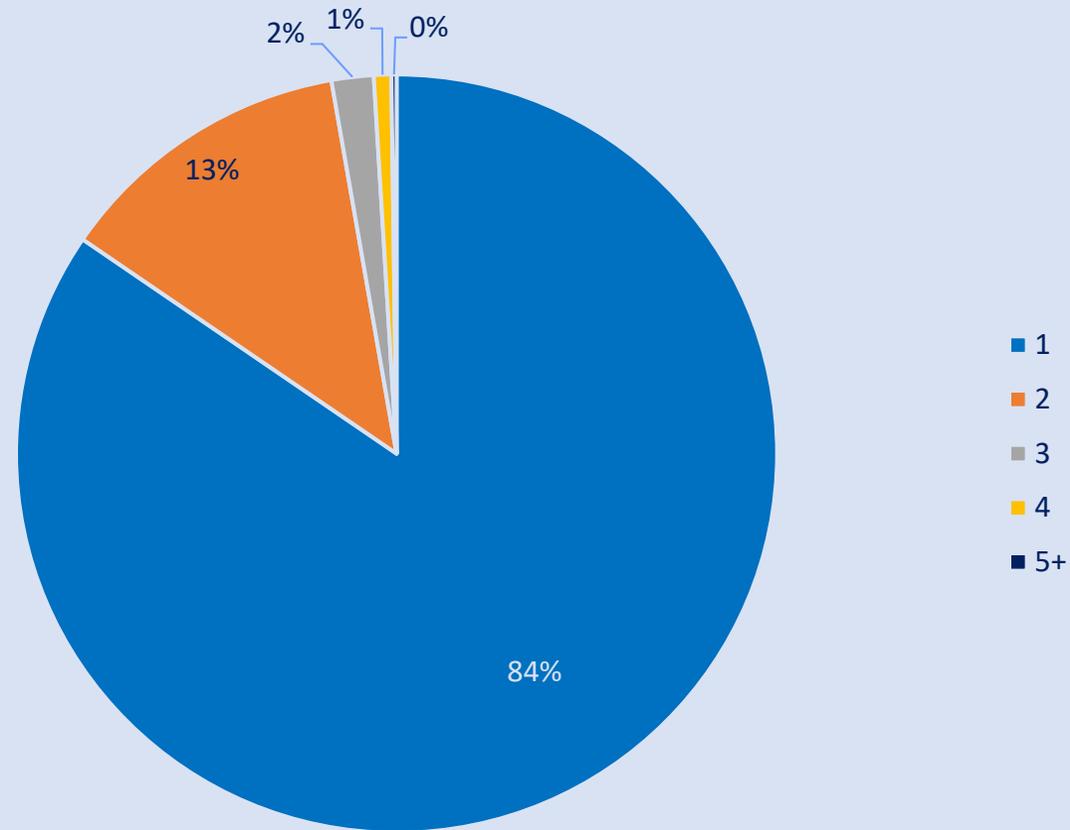
# Weekday Trips by Mode: Home-Based Work Trips



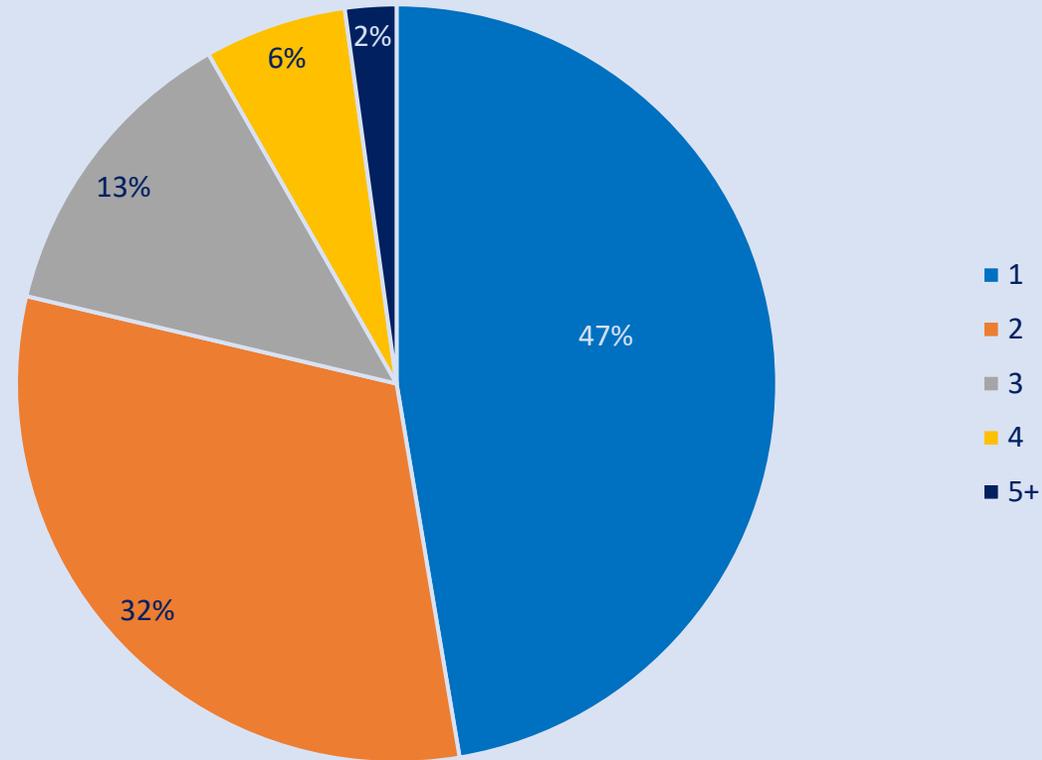
# Weekday Trips by Mode: Non-Work/School Home-Based Trips



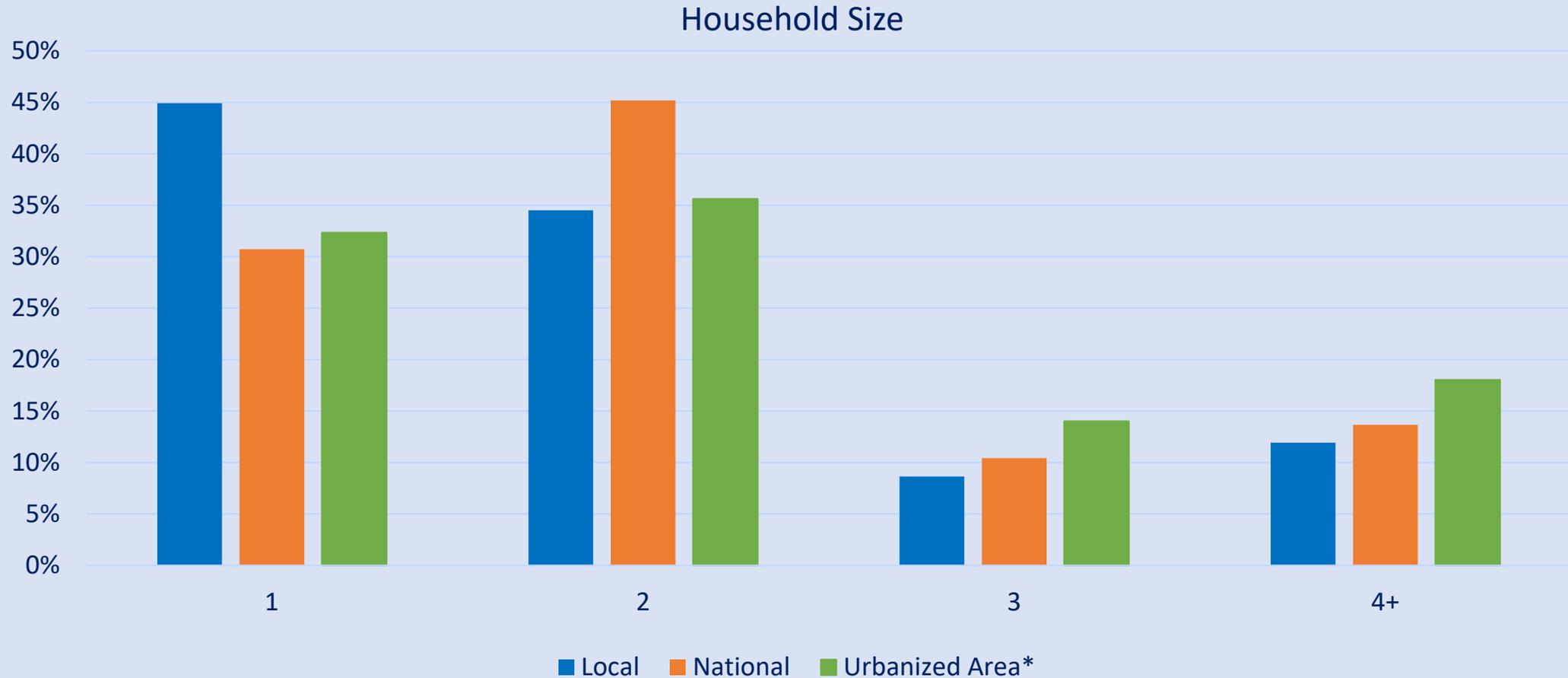
# Weekday Trips by Number of People on Trip— Personal Motor Vehicle: Home-Based Work Trips



# Weekday Trips by Number of People on Trip— Personal Motor Vehicle: Non-Work Home-Based Trips

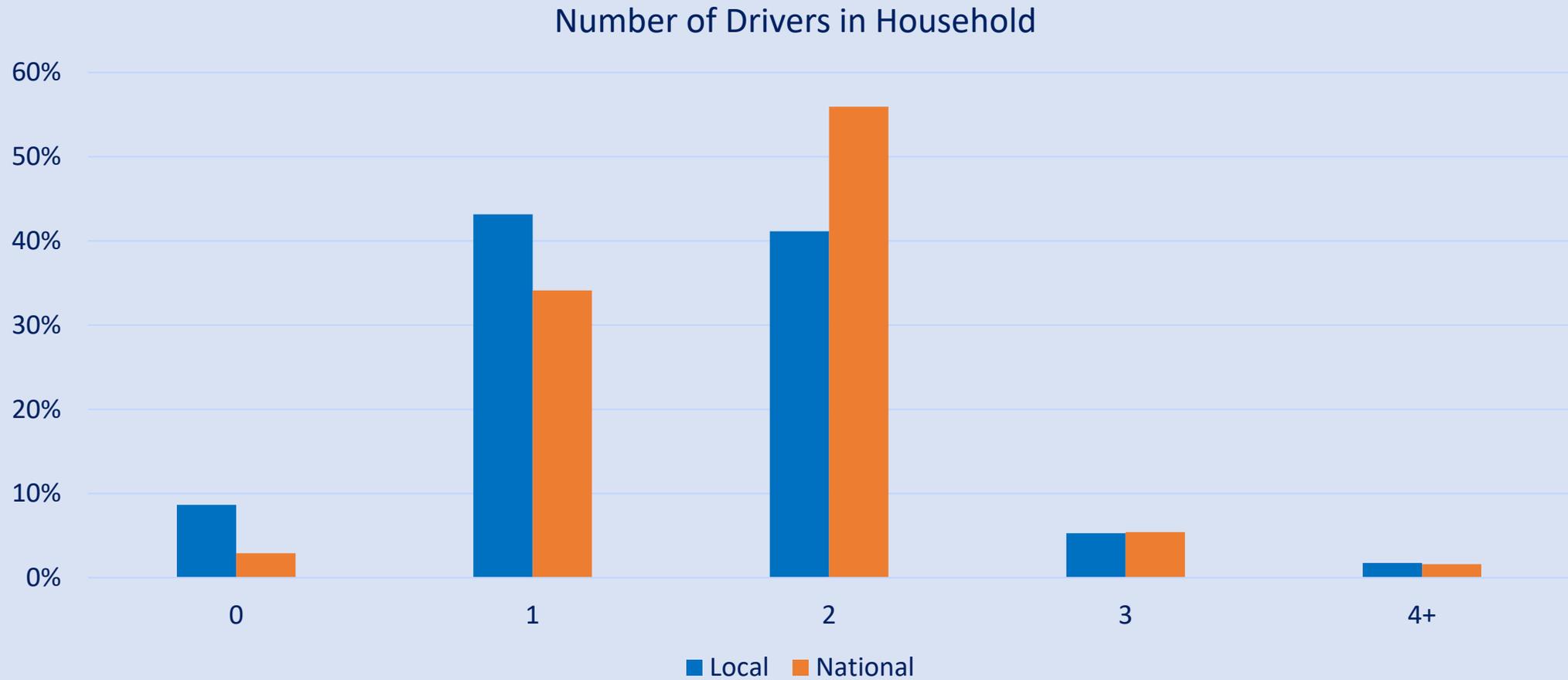


# Household Information



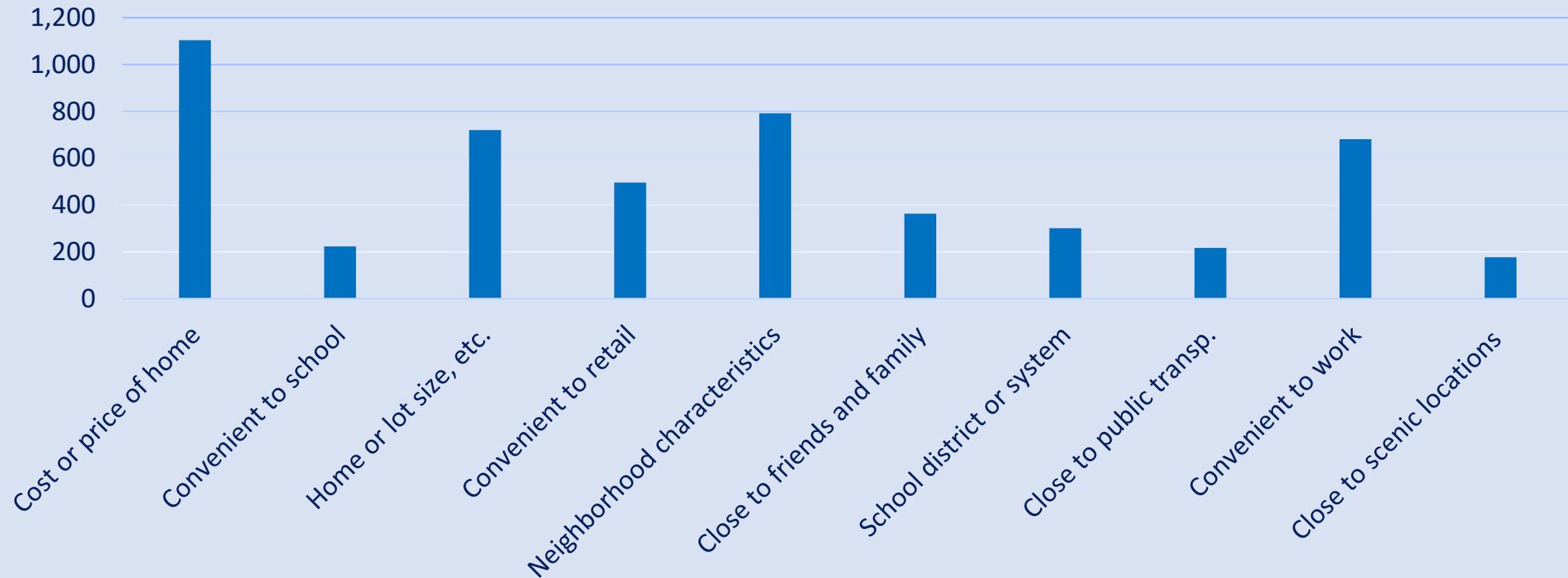
\*2012-2016 American Community Survey 5-year estimate

# Household Information

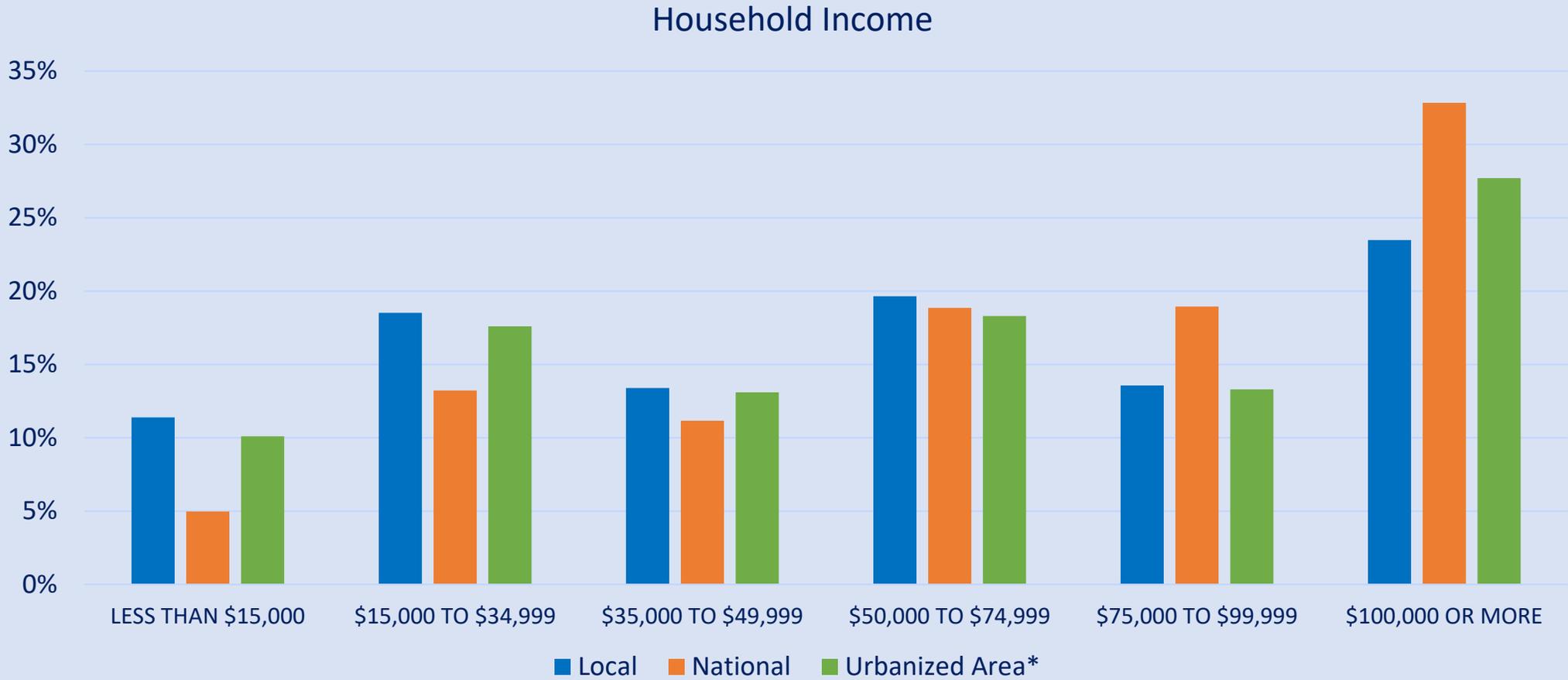


# Household Information

Top Three Reasons You Chose Your Current Home  
Local Survey Only

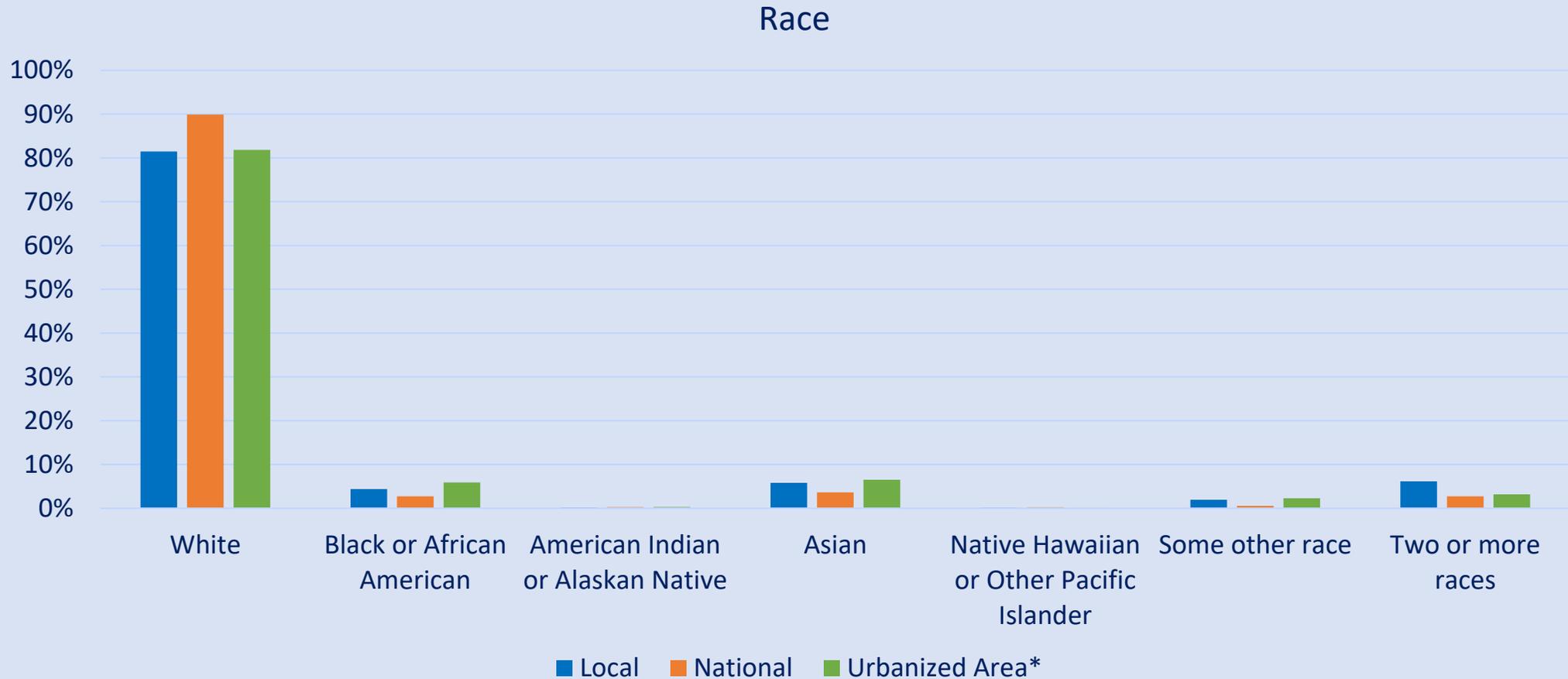


# Household Information



\*2012-2016 American Community Survey 5-year estimate

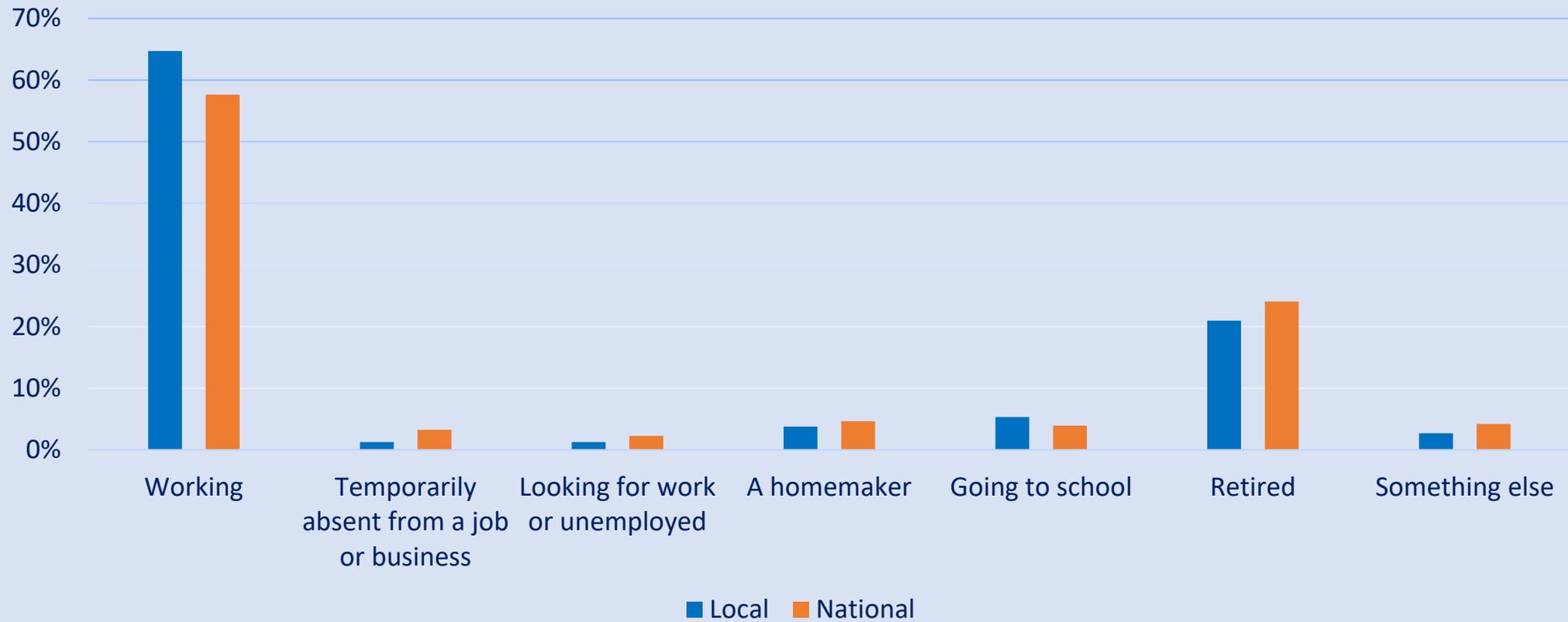
# Person Demographics



\*2012-2016 American Community Survey 5-year estimate

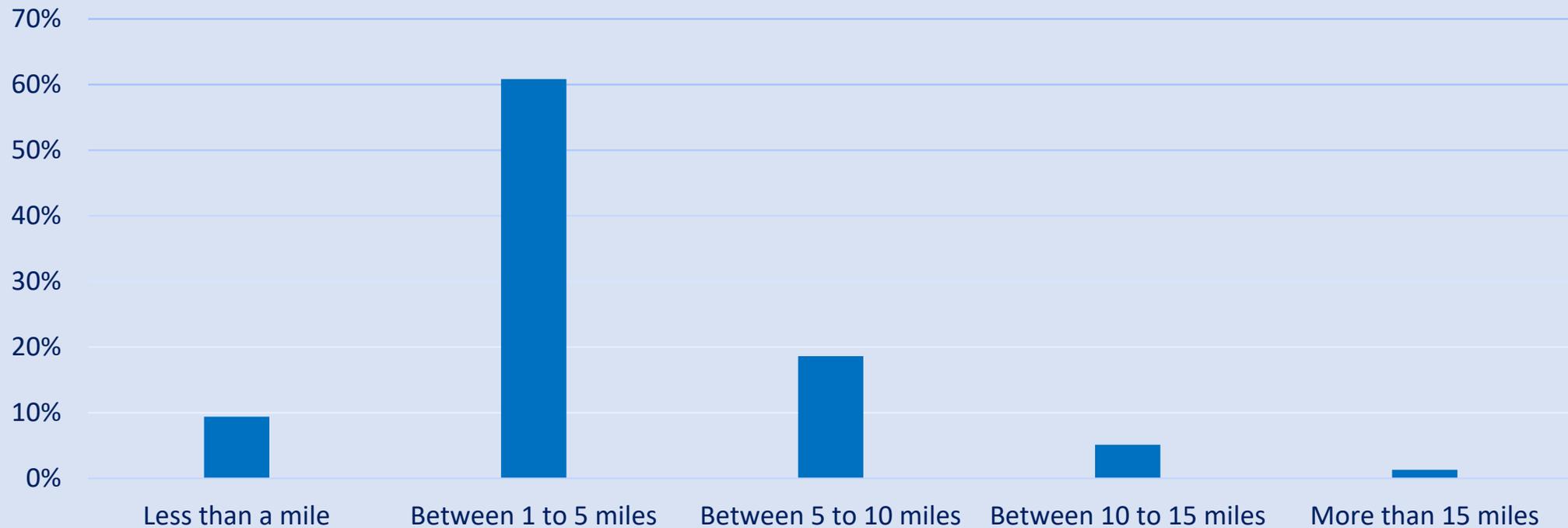
# Person Demographics

Primary Activity During the Past Week

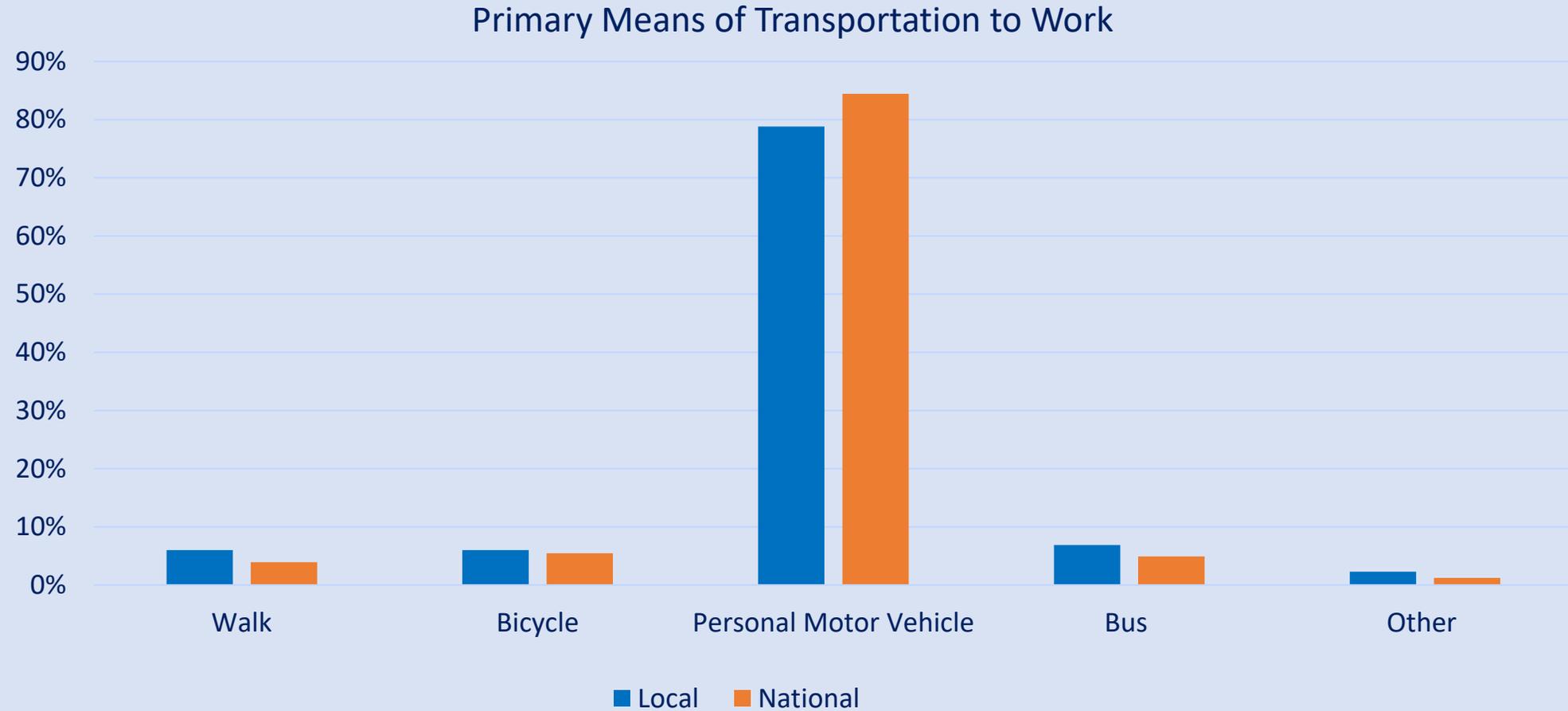


# General Travel Behavior

How far do you travel from your home to shop for typical household needs, such as groceries, etc.?  
(Local only)

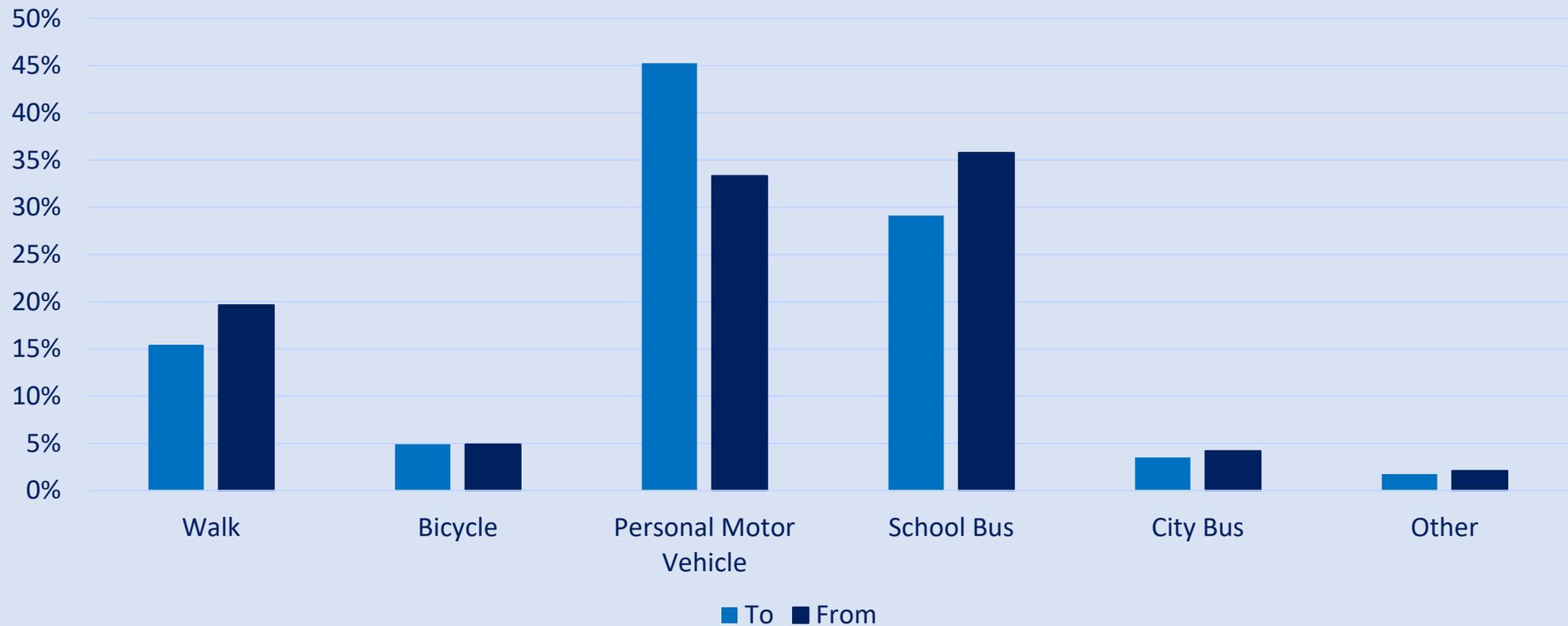


# General Travel Behavior



# General Travel Behavior

Means of Transportation To/From School (National Only)



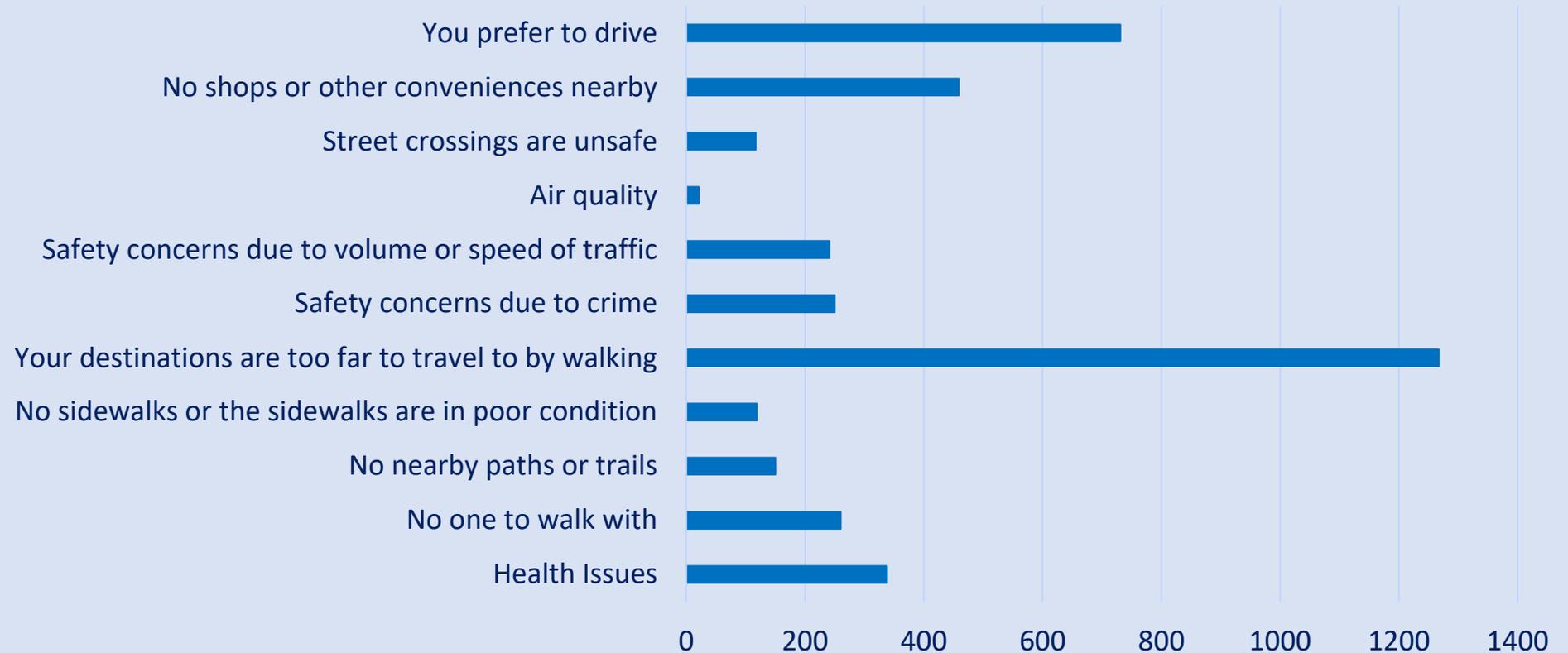
# Walk

Frequency of Walking for Transportation



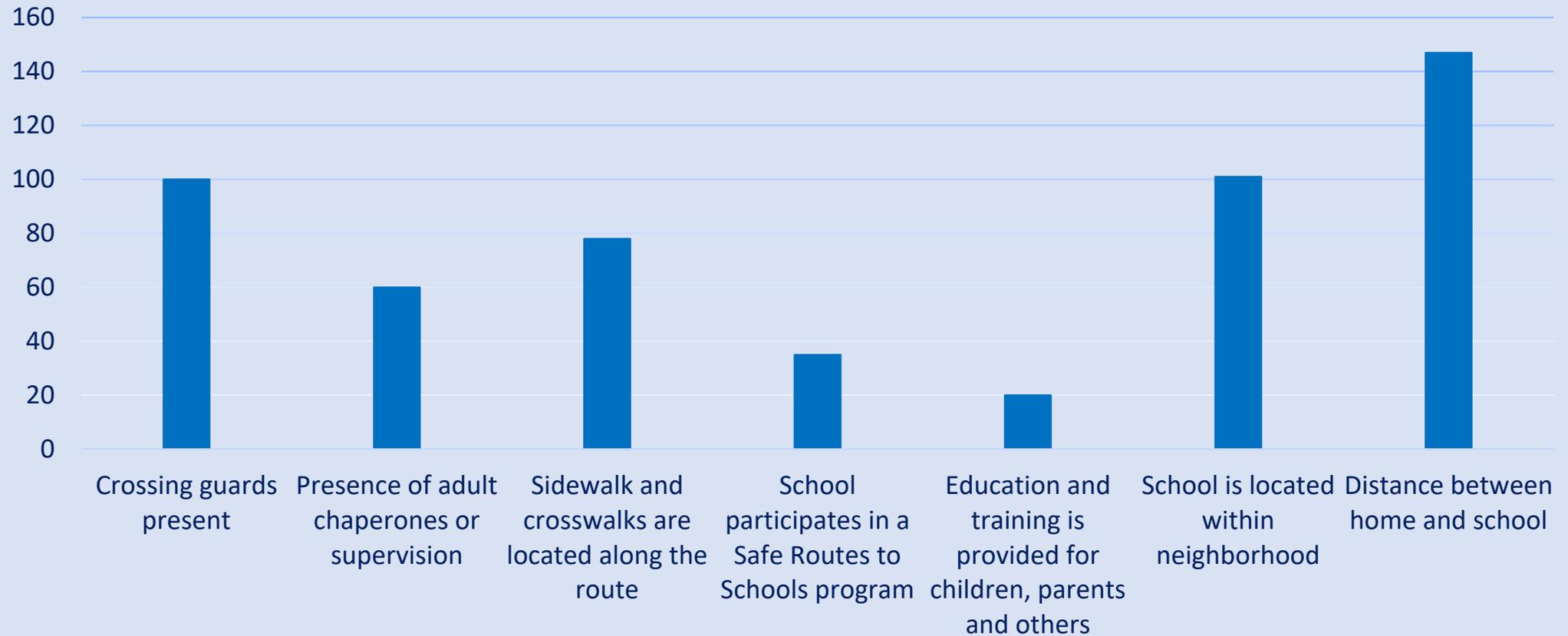
# Walk

## Reasons for Not Walking More Often (Top three) -Local



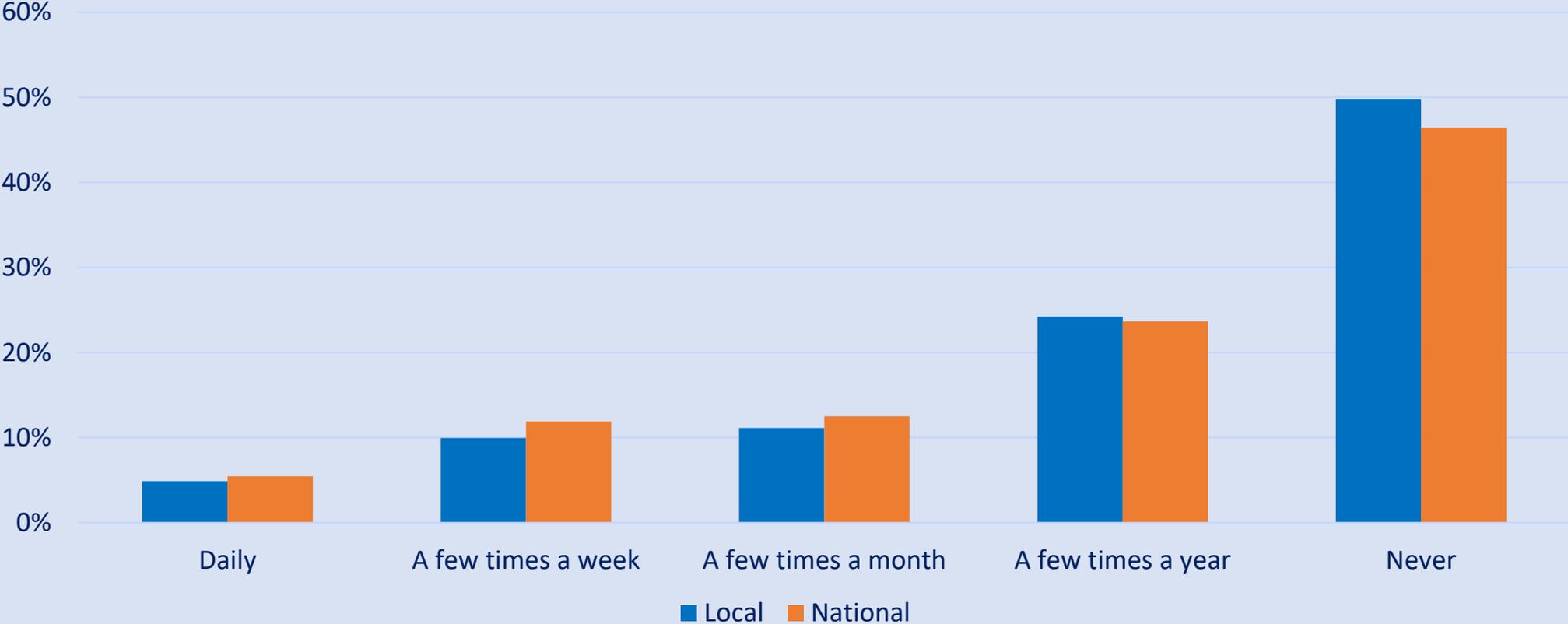
# Walk

Top Three Reasons for You To Allow Your Child To Walk To School (Local)



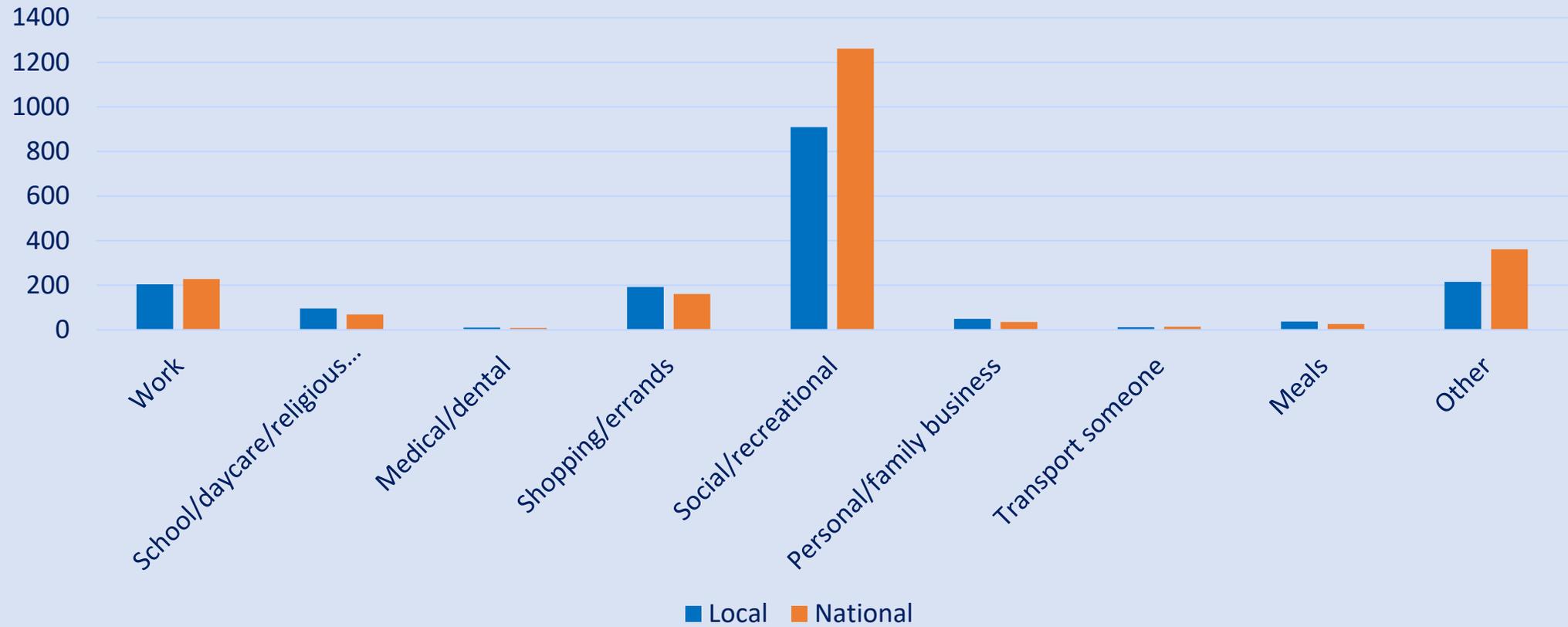
# Bike

Frequency of Biking for Transportation



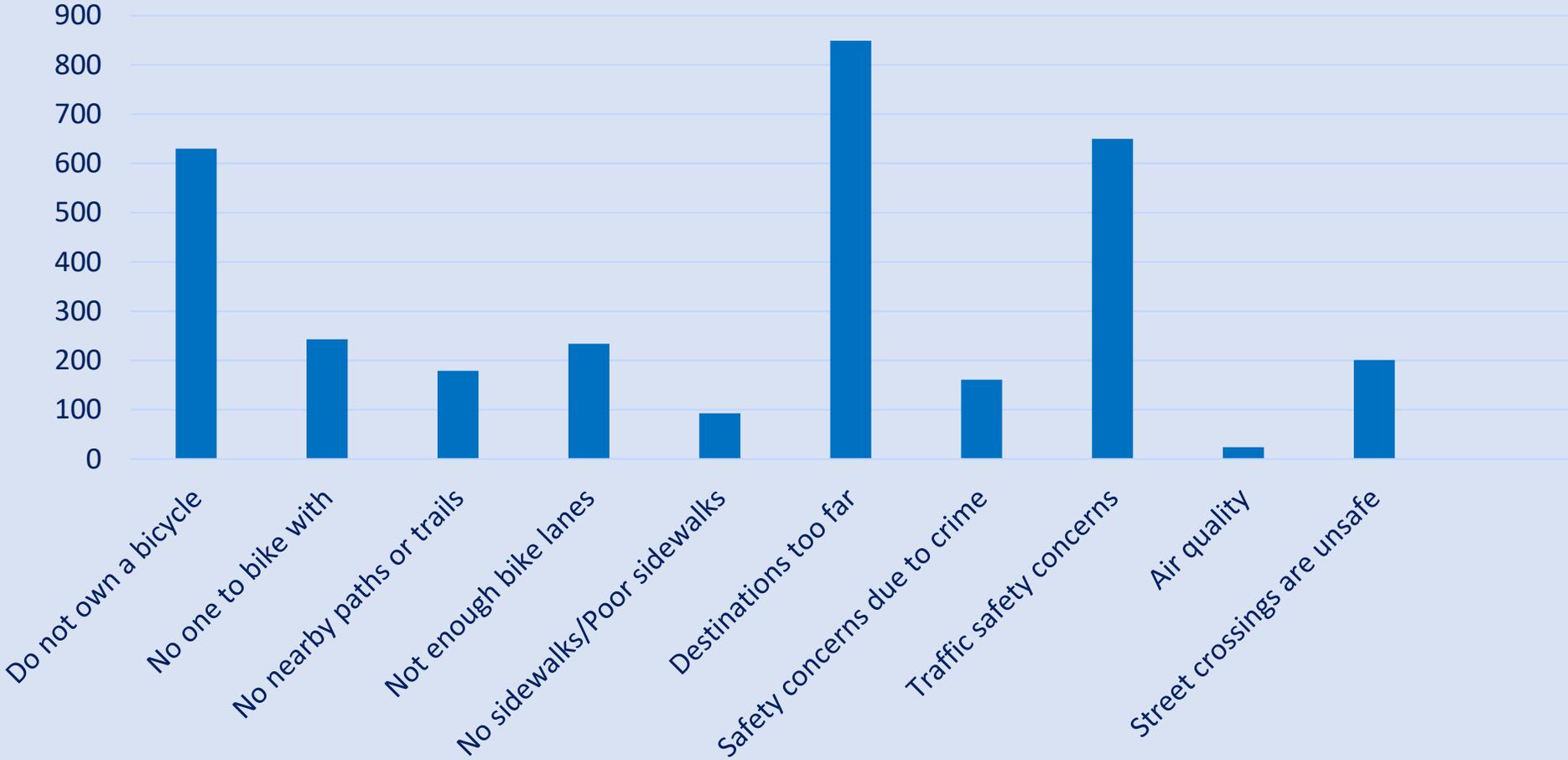
# Bike

Reasons for Two Most Recent Bike Trips



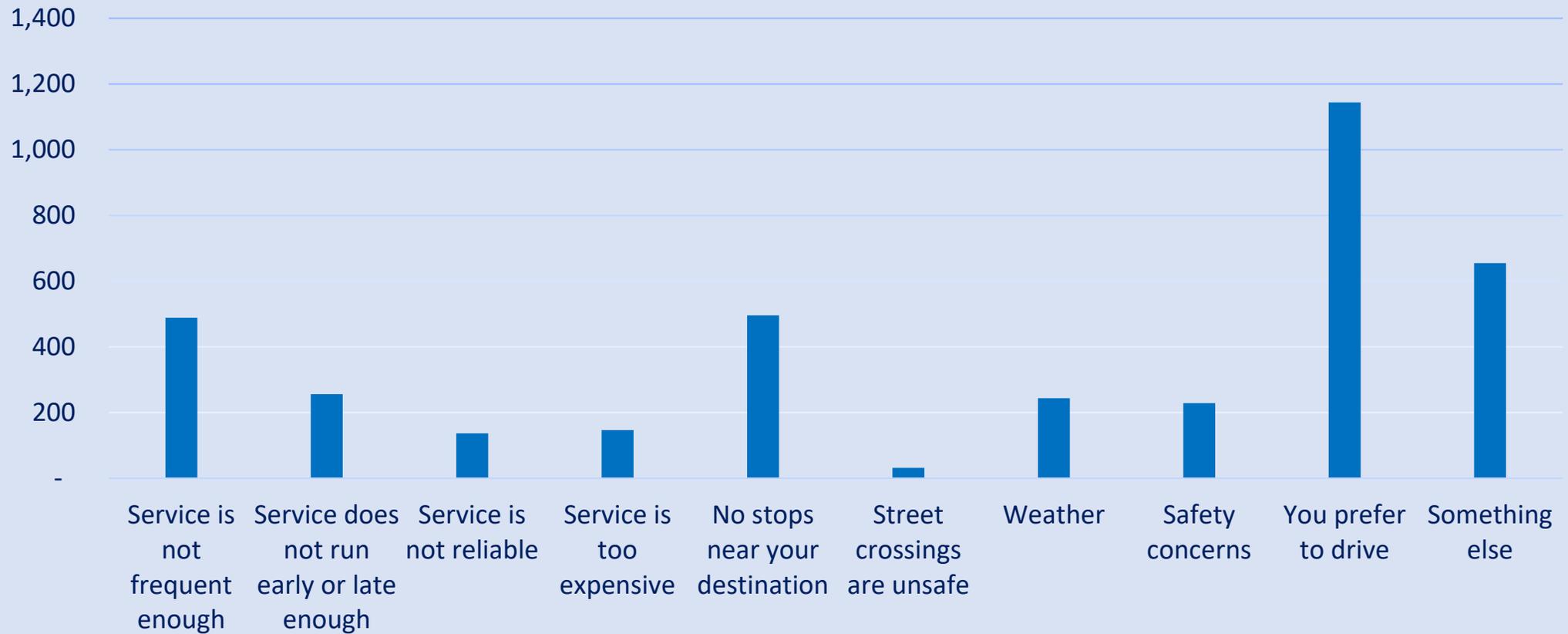
# Bike

Top Three Reasons for Not Biking More (Local)



# Transit

Top Three Reasons for Not Using Transit (Local)



# Other Modes – Taxi

Frequency Of Travel by Taxi  
(incl. Limo, Uber, Lyft, etc.)

