

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

March 4, 2020

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

6:30 p.m.

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AGENDA

1. Roll Call
2. Approval of February 5, 2020 Meeting Minutes
3. Communications
4. Public Comment (for items *not* on MPO Agenda)
5. Resolution TPB No. 171 Approving Amendment #4 to the 2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County
 - Forward Service Corp. Vehicle Repair/Purchase Loan and Mobility Management Program (NEW, 2020)
 - SW WI Community Action Program Mobility Management & Vanpool Program (NEW, 2020)
 - Interstate 39/90 (North county line to USH 12/18), Epoxy pavement markings [NEW, Const. in 2020]
 - Interstate 39/90 (South county line to USH 12/18), Bridge deck polymer overlays [NEW, Const. in 2020]
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
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
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
9. Status Report on Capital Area RPC Activities
10. Announcements and Schedule of Future Meetings
11. Adjournment

Next MPO Board Meeting:

Wednesday, April 1, 2020 at 6:30 p.m.
Madison Water Utility, 119 E. Olin Avenue, Room A-B

**Madison Area Transportation Planning Board (an MPO)
February 5, 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, Paul Esser, Steve Flottmeyer, Grant Foster (arrived during item #5), Patrick Heck, Tom Lynch, Jerry Mandli (arrived during item #6), Mark Opitz, Bruce Stravinski, Mike Tierney, Doug Wood

Members absent: Margaret Bergamini, Kelly Danner, Ed Minihan

MPO staff present: Bill Schaefer, David Kanning

Others present in an official capacity:
Shawn Koval and Julia Stanley, UW Health/Healthy Kids Collaborative

2. Approval of January 8, 2020 Meeting Minutes

Stravinski moved, Wood seconded, to approve the January 8, 2020 meeting minutes. Motion carried.

3. Communications

- Memo from WisDOT and FHWA approving the work program amendment for the Fly Dane project.
- Letter from WisDOT approving Amendment No. 2 to the 2020-2024 Transportation Improvement Program.

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

None

5. Presentation on Dane County Safe Routes to School Program (Shawn Koval, Program Coordinator for UW Health)

Schaefer said that MATPB had funded the Dane County Safe Routes to School (SRTS) program with a federal Transportation Alternatives program (TAP) grant for the past three years. The federal funding for the program runs out this summer, but UW Health is collaborating with the Bicycle Federation of Wisconsin to request TAP funding for the next program cycle. Shawn Koval provided a presentation on the Dane County Safe Routes to School Program, describing the program’s goals and initiatives. Koval indicated that he has been a steward for the program since July.

Lynch asked if there had been an increase in usage of the tunnel under E. Washington Ave. that serves Hawthorne Elementary school since the mural and lighting enhancements were made. Koval said that there had been a marginal increase. In response to a followup question, Koval replied that no unsafe at-grade crossings were observed at the intersection during last November’s count. Koval mentioned that at a recent SRTS conference there were presentations about collaboration between MPOs and SRTS grant project sponsors, and he was interested in further collaborating with MATPB. Wood asked about the kinds of collaboration done, and Koval replied that Denver’s MPO has created criteria for reviewing SRTS applications based on data they collect or manage, such as crash data and environmental justice data. The Denver MPO shares this data to help inform project applicants. Lynch stated that the City of Madison recently installed pedestrian crossing signage at a street crossing near a school. The neighborhood was dissatisfied and asked the city to make changes. Lynch said that a “walking school bus” might be as effective

as making additional infrastructure improvements. Koval stated that non-infrastructure/education funds are important and complement infrastructure improvements. Foster commented that schools he has observed generally have glaring infrastructure issues, such as unsafe crossings. He asked Koval what his experience has been when evaluating schools – is there a greater need for infrastructure improvements or education programming? Koval replied that the biggest challenge for education programming is the lack of continuity for funding. There is no TAP grantee for the Madison area next year to implement education programming. The Madison Metropolitan School District housed a SRTS program, but pulled out of the program when the grant ended. There was no program for several years until another grant was awarded in 2016. He said Healthy Kids would continue some activities to support active transportation, but there will not be a full SRTS program for at least a year, starting this summer. Foster said that even if education funding were stable, infrastructure problems would still need to be addressed. The key point is coordinating education with infrastructure/safety improvements.

Lynch stated that the city has a list of 111 infrastructure projects, but funding for only 25. He said Madison has a rating system to prioritize traffic signal projects. Schools and equity are two criteria for project selection. The city installs one traffic signal a year where it meets warrants. It would be beneficial to have a signal at many of the uncontrolled intersections near schools, but those typically do not meet warrants. The community wants infrastructure projects, but there are budget constraints. Education is needed because there is not enough funding to construct all of the requested infrastructure projects.

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

Schaefer explained that this was an amendment to revise a Metro Capital project to acquire property at the former Oscar Mayer site for the new satellite bus garage to reflect the fact that Metro Transit has received a federal grant to support the purchase. Lynch stated that the city is beginning their due diligence prior to the purchase of the site. If the city chooses to purchase the property, FTA will provide \$7 million towards the purchase.

Baldeh moved, Wood seconded, to adopt Resolution TPB No. 170 approving Amendment No. 3 to the 2020-2024 Transportation Improvement Program. Motion carried.

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

Schaefer stated that the city is working to finalize the routes for the initial BRT project in order to submit to FTA a request to enter project development for final design. This will be followed by the construction grant application. The request to enter project development will be made this summer. Lynch added that the city wishes to enter project development so that BRT related expenditures can be counted towards our local match. Schaefer said that one of the requirements is to demonstrate that the project is in MATPB's Regional Transportation Plan (RTP). It currently is in the plan as a recommendation, but not in the official fiscally constrained plan. When the RTP was adopted in early 2017, we were not able to reasonably demonstrate adequate funding would be available for project construction. Since that time, the project has been added to the City of Madison's 5-Year Capital Budget. There is also a new funding source – the city's motor vehicle registration fee. Some of that revenue will be available for BRT.

Schaefer stated that he still needed to work out with FTA what documentation was necessary for the plan amendment. He said that while the routing decisions have not been made, that wasn't necessary for the RTP amendment, just the project concept and a reasonable cost estimate. In response to question from Esser, Schaefer clarified that the action request was approval to send out the notice of the proposed amendment and schedule a public hearing. Esser asked whether there would be a problem if the RTP were amended and BRT was not implemented, and Schaefer said no. Not all major projects in the RTP are necessarily implemented. Opitz asked what changes would be made to pages 5-12 to 5-14 of the RTP. Schaefer replied that staff would

need to propose edits to the language and add the project to the section of the appendix that lists the major projects and anticipated costs. The financial capacity analysis chapter would also need to be updated. Opitz asked if all revisions would be flagged prior to the public hearing, and Schaefer replied that information on the changes to the plan would be included with the notice.

Schaefer indicated that the RTP must be amended to include the project by the time project development is completed, which won't be until the end of 2021, but there might be advantages to having it in the plan sooner than that. Grant asked if routing details would be incorporated into the RTP. Schaefer replied that if the routing wasn't determined, the different alternatives would be shown. Lynch stated that FTA has requirements for "right sizing" projects, and that the city will be required to "right size" their proposal to fit FTA's criteria for capital and operating costs. The cost analysis will be updated following selection of the routing and the service details may be changed to ensure the BRT route is below 5% of Metro's current operating costs. There are advantages to this with the process. He said Madison would be competing against 32 other systems that are currently in line for funding. Around six to eight projects are funded per year. Project readiness and local match are two criteria where the city wants to be competitive so the city may propose a higher local match. Most projects funded recently have a 50/50 cost share. Esser asked if it is necessary to apply for funding each year. Lynch stated that it is necessary; new information must be provided if the proposal changes. Wood said he thought the funding process was non-competitive. Lynch explained that the process is non-competitive; all proposals that meet FTA requirements will eventually receive funding, but a higher match increases the chances of a project being funded sooner.

Wood suggested waiting until the revised language for the RTP was ready before moving forward with the process. Lynch suggested using loose language in describing the project to provide flexibility during the design phase. After further discussion, the board agreed to defer the item.

8. Letter of Support for Designation of USH 151 (Fond du Lac to Iowa State Line) as an Alternative Fuels Corridor

Schaefer stated that the current federal transportation bill created an alternative fuels corridor program. It was designed to support establishment of a national network of alternative fuel charging infrastructure along designated national highway system routes. However, there is no funding for this infrastructure; the designation is primarily for educational purposes (signage, etc.). WisDOT has been nominating corridors since the program started in 2016. Most of the interstate highway system in Wisconsin, including the interstate through Madison, has already been designated. This year, WisDOT is proposing to add USH 151 between Fond du Lac and the Iowa state line as another corridor. Part of the process is to request letters of support. WisDOT has accordingly asked MATPB for a letter of support for the designation of USH 151 for electric and natural gas vehicles. This is consistent with the RTP's policy to promote the transition to low and no emission vehicles.

Stravinski noted that the corridor is shown as "pending/ready" for electric and "ready" for CNG, and asked about the distinction. Schaefer replied that a corridor could only be classified as "ready" if it met requirements for number of infrastructure fueling stations. If not, it can be classified as "pending" with signage allowed after those requirements are met. Mandli said that the location of CNG stations will often times be noted on a CNG vehicle's GPS navigation screen. Schaefer stated that the Department of Energy maintains an online map showing all fueling station locations for the different fuel types.

Esser moved, Baldeh seconded, to approve the letter of support for designation of USH 151 (Fond du Lac to Iowa State Line) as an alternative fuels corridor. Motion carried.

9. Presentation on National and Local Household Travel Surveys in Dane County

Schaefer stated that staff is substantially done with cleaning up the data from the household travel surveys completed in 2017. Our travel model consultants are using the data for development and calibration for the next generation of our travel model. The data will also be helpful for other planning purposes. The survey

provides information on how many trips households make based on household size, number of workers, and income, and other trip information such as purpose, distance, and mode choice.

Schaefer provided a presentation on the survey methodology and summary results. He noted that the local survey was conducted in conjunction with the national household survey, which is completed every 7-8 years. MATPB contracted with the UW Survey Center to conduct our own local version of the national survey to provide sufficient samples to use for our travel model update. The survey had two parts – a travel log and a questionnaire about travel behavior. About 1,200 households completed each of the two surveys.

Baldeo asked Schaefer to clarify the geographic limits of the two surveys. Schaefer replied that the national survey was conducted of residents throughout the county, while the local survey was conducted just for residents in the MPO planning area. Lynch asked if the results could be filtered according to each municipality, Schaefer confirmed they could be. Lynch added that it is valuable to know a community's travel statistics such as mode share for grant applications. Heck asked how MATPB selected people to take the survey, Schaefer explained that it was random selection. However, for the local survey he said MATPB oversampled relative to population in areas with high bike and transit use and areas with higher concentrations of minorities and low-income residents. Heck asked if surveys were solicited through the mail, and Schaefer replied yes. The national survey solicited households via mail first and then the surveys were filled out online or via phone with a Census Bureau representative. Lynch asked if the local survey's oversampling data was normalized, Schaefer confirmed that weighting was done to the trip data to account for the oversampling. Post stratification weighting was not done (i.e., weighting based on demographics of people who responded). Foster asked if the data could be queried to create additional trip purpose categories, and Schaefer said yes. He said the trip purposes were inferred from information people provided.

Schaefer presented slides showing the travel data and then the questionnaire responses with discussion on some of the results. Opitz commented that it was interesting to see that the local survey showed more people who never bike compared to the add-on survey. He thought this could be the result of there being a lower incidence of biking in underserved areas. Foster asked if there is data that shows percentage of bike trips by income, race, and gender, and Schaefer said that could be calculated. Schaefer said that data is available for work trips and is in the RTP. Lynch said he regularly refers to travel data from the RTP, but said he would start using data from the household survey. Schaefer clarified that the Census American Community Survey data was the better source for work trip data due to the much larger sample size. The household survey is valuable because it provides data for all trips and has other data that isn't available from the Census.

10. Status Report on Capital Area RPC Activities

Stravinski said that CARPC met at their new offices on State Street for their last meeting. The commission elected Larry Palm to be the Chair for another year and Peter McKeever to be the vice-chair.

11. Adjournment

Opitz moved, Lynch seconded, to adjourn. Motion carried. The meeting ended at 7:52 PM.



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

Governor Tony Evers
Secretary Craig Thompson
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February 18, 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 February 5, 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 and Resolution Number 170 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 black ink, appearing to read "C. Thompson", written over a white background.

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

The Municipality

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February | 2020
TRANSPORTATION



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MetroForward>> A Bold Step for Dane County Transportation

Tom Lynch, Director of Transportation, City of Madison

Madison and Dane County’s population and traffic congestion have grown significantly over the past few years. In the past decade, the number of daily commuters driving to Madison from outlying municipalities and neighboring counties has increased, with nearly 30 percent of the populations of Green, Iowa, and Columbia counties commuting into Dane County each day. As of 2014, more than 95,000 people were commuting into Madison from outside of the city. As a result, congestion has become a daily experience. Along with the growing frustration over time spent in traffic, there are other serious implications on a region’s economic growth and stability, quality of life, and environment.

This congestion is anticipated to continue to grow. Over the last five years, 14,000 dwelling units have been approved in Madison, and over the last three years, about 3.3 million square feet of office, commercial, and institutional space has been approved within city limits. Just as Madison’s population has grown, so too has those of neighboring communities. By 2050, Dane County is projected to garner another 100,000 residents and 85,000 jobs, 45,000 of which are anticipated to reside in the Madison area. This increase will add 800,000 trips to Madison’s already congested streets each day – with modeling indicating that congestion will double by 2050. Main arterial city streets like East Washington Avenue, University Avenue, and Park Street, simply have no room to add lanes. Beyond more congestion, the number of private and public parking garages would need to double to accommodate just the parking demand, with a price tag exceeding \$125 million. And yet these jobs are important to the region, the state, and the families who rely on them.

Investing in Metro Transit Makes Sense, Now More Than Ever.

Currently, Metro Transit serves six municipalities and carries 57,000 people each workday. Ten percent of the metro region workforce uses transit to get to work. Another 10 percent of the region’s residents do not have access to a car – Metro Transit helps these people get to the grocery store, doctor appointments, school, and work.



Madison regularly experiences stop-and-go congestion on its key arterials.

A full bus takes less than five percent of the roadway needed to carry the same number of people by car. With traffic congestion as one of our region’s significant challenges, transit is the most cost-effective and least impactful way to meet the region’s growing transportation needs.

In August 2019, Mayor Rhodes-Conway, supported by members of the common council, launched MetroForward>>, a multi-faceted transit initiative designed to get Dane County residents to jobs, education, and services. It is the most aggressive transportation initiative the city has pursued in three decades. MetroForward>> includes addressing Metro’s over-capacity and outdated storage facilities, implementing Bus Rapid Transit, and restructuring Metro routes to better serve the region’s residents and employers.

Madison is in the process of renovating Metro’s 100-year-old bus storage facility. In the 1980s, the building was redesigned to hold 160 buses, though now houses 218. The interior air quality, electrical, and old equipment pose health and safety hazards.

These deficiencies are being addressed through a four-phase project planned for completion in 2022. Already the bus wash has been relocated to an external addition, soon to be decreasing water particulates and exhaust within the building. In December, Mayor Rhodes-Conway turned on the city's new 120 kilowatt solar array on the roof of Metro's bus storage facility. This is just one of many ways MetroForward>> is helping to meet the city's sustainability goal of using 100 percent renewable energy and becoming carbon neutral by the year 2030.

The Federal Transit Administration recently awarded Madison \$7 million for the purchase of a satellite facility which will allow Metro the opportunity to expand. One site being considered, a former Oscar Mayer plant, would give Metro the capability to eventually store 70 additional buses. In the near term, the satellite facility would house up to 20 new electric buses that will form the foundation of Bus Rapid Transit, a high-frequency, limited-stop service, designed to shorten travel times and increase access.

Bus Rapid Transit (BRT) is often compared to light rail, in that it receives dedicated lanes, priority at signalized intersections, and high-quality stations. Despite the similarities, BRT costs a fraction of what light rail does, allowing Madison to pursue a 15-mile Phase 1 implementation that spans from West Towne Mall to East Towne Mall, touching major employers and destinations along the way. Compared to traditional bus service, BRT has incredible potential for faster service and increased ridership. For example, Indianapolis just opened their BRT, IndyGo Red Line, in September 2019. The first month showed system-wide ridership increases of about 30 percent. Richmond Virginia's BRT system, the Pulse, opened in June of 2018, and saw increased ridership of 17 percent.

Metro's BRT system is planned to have electric buses, faster service with more than 50 percent dedicated bus lanes, and greater frequency. Instead of waiting 30 minutes to an hour for a bus, the frequency could be as high as every 10 minutes during peak hours. About 145,000 jobs, 110,000 residents, two higher education institutions, and three hospitals will be within a 10-minute walk of the East-West BRT line. Phase 2 of the BRT system plans to serve Madison's north and south sides, Dane County Regional Airport, and portions of Fitchburg.

Madison will pursue Small Starts grant funding from the U.S. Federal Transit Administration, which can fund up to 80 percent of the capital cost. The goal is for the East-West line of BRT to be operational by 2024, with the Phase 2 North-South line following soon after.

Finally, to support and prepare for BRT, Metro Transit is enlisting a consultant to study route structure. While Metro Transit reaches most of the metro region, some areas are not well-served and require long travel times and transfers. The study process will help Metro balance the competing goals of frequency and coverage.


The benefits of implementing MetroForward>> are anticipated to be significant. Beyond reduction of traffic congestion and carbon emissions, BRT will support our growing regional economy. An American Public Transit Association study found that every dollar invested in public transportation generated four dollars in economic returns. Recently, it was found that Cleveland's BRT, the Healthline Euclid corridor, generated \$9.5 billion in economic development – the highest return on a transit investment in the nation. This is just one of many successful stories that we have seen of municipalities across the nation implementing BRT. It is reasonable to expect these investments will enable continued economic growth, helping Wisconsin's metro areas stay competitive with other metro regions throughout the nation.

To support our regional growth, recruit and retain strong business and talent, protect our environment, and ensure a great quality of life for our residents, Madison is investing in success – MetroForward>> sustainable, accessible, and reliable transportation.

If you would like to learn more about the MetroForward>> initiative, visit cityofmadison.com/metroforward

About the Author:

Tom Lynch is the Director of Transportation for the City of Madison which includes Metro Transit, Traffic Engineering, and the Parking Division, with a combined operational budget of over \$85 million annually. Contact Tom at TLynch@cityofmadison.com



PAA

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TPB (MPO) Agenda Cover Sheet
March 4, 2020

Item No. 5

Re:

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

Staff Comments on Item:

A TIP amendment was requested by WisDOT SW Region to add two Interstate maintenance projects for which some of the work being done is in the Madison Metropolitan Area. As a result, the projects must be amended into the TIP. The first is a pavement markings project on Interstate 39/90. The work in Dane County is from the north county line to USH 12/18. The second is a bridge deck overlays project on Interstate 39/90 with the Dane County work from the south county line to USH 12/18.

The amendment also adds two multi-county employment transportation projects (both with two components – capital and operating) 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.

Materials Presented on Item:

1. Resolution TPB No. 171 Approving Amendment #4 to the 2020-2024 TIP (including attachments)

Staff Recommendation/Rationale:

Staff recommends approval.

Resolution TPB No. 171

Amendment No. 4 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, and adopted TPB Resolution No. 170 on February 5, 2020, approving Amendment No. 3; and

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

WHEREAS, an amendment has been requested by WisDOT SW Region to add the federally funded Interstate 39/90 (NCL to USH 12/18) Epoxy Pavement Markings Project and the state funded Interstate 39/90 (Illinois State Line to USH 12/18) Bridge Deck Polymer Overlays project; and

WHEREAS, an amendment has also been requested by WisDOT to add two federally funded transit projects funded through its Wisconsin Employment Transportation Assistance Program; and

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

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

WHEREAS, the new Interstate maintenance projects and WETAP projects are consistent with the *Regional Transportation Plan 2050 for the Madison Metropolitan Area*, as adopted in April 2017 and amended in December 2019, and the *2019-2023 Coordinated Public Transit – Human Services Transportation Plan for Dane County*;

NOW, THEREFORE, BE IT RESOLVED that MATPB approves Amendment No. 4 to the *2020-2024 Transportation Improvement Program for the Madison Metropolitan Area & Dane County*, making the following project additions as shown on the attached project listing table:

1. **ADD** the Forward Service Corporation Vehicle Repair/Purchase Loan Program to page 23 of the Transit Capital section.
2. **ADD** the SW Wisconsin Community Action Vehicle Repair/Purchase Loan Program to page 23 of the Transit Capital section.
3. **ADD** the Forward Service Corporation Mobility Management Program to page 26 of the Transit Operating section.
4. **ADD** the SW Wisconsin Community Action Mobility Management and Vanpool Program to page 26 of the Transit Operating section.

5. **ADD** the Interstate 39/90 (NCL to USH 12/18) Statewide Epoxy Pavement Markings Project to page 28 of the Street/Roadway Projects section.
6. **ADD** the Interstate 39/90 (Illinois State Line to USH 12/18) Bridge Deck Polymer Overlays Project to page 28 on the Streets/Roadway Projects section.

Date Adopted

Mark Opitz, Chair
Madison Area Transportation Planning Board

PROJECT LISTINGS FOR AMENDMENT NO. 4 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	
TRANSIT CAPITAL																							
FORWARD SERVICE CORP. NEW *	VEHICLE REPAIR/PURCHASE LOAN PROGRAM Provide no-interest loans to low-income persons for vehicle repair or purchase for transportation to work where public transit options are not available.	Capital	170	86	64	320																	Program serves many other counties besides Dane County in South Central, Northeast, North Central Wisconsin. Part of larger project that also includes mobility management program.
		TOTAL	170	86	64	320																	
			5307 & 5311 WETAP																				
SW WISCONSIN COMMUNITY ACTION PROGRAM NEW *	VEHICLE REPAIR/PURCHASE LOAN PROGRAM Provide no-interest loans to low-income persons for vehicle repair or purchase for transportation to work where public transit options are not available.	Capital		79	79	158																	Program serves ten other counties besides Dane County, mainly in South Central and Southwest Wisconsin. Part of larger project that also includes Mobility Management and vanpool programs.
		TOTAL		79	79	158																	
			WETAP																				
TRANSIT OPERATING																							
FORWARD SERVICE CORP. NEW *	MOBILITY MANAGEMENT PROGRAM Coordinate with employers, job agencies, and other partners/stakeholders to meet work transportation needs of low income workers. Assess needs, make job referrals, etc.	Oper	20	10	10	40																	Program serves many other counties besides Dane County in South Central, Northeast, North Central Wisconsin. Part of larger project that also includes vehicle repair/purchase loan program.
		TOTAL	20	10	10	40																	
			5311 WETAP																				
SW WISCONSIN COMMUNITY ACTION PROGRAM NEW *	MOBILITY MANAGEMENT AND VANPOOL PROGRAM Assist low-income persons with transportation coordination and provision of vanpools to employment sites.	Oper	307	363	168	838																	Program serves ten other counties besides Dane County, mainly in South Central and Southwest Wisconsin. Part of larger project that also includes Mobility Management and vanpool programs.
		TOTAL	307	363		670																	
			5311 WETAP																				
STREET/ROADWAY PROJECTS																							
WisDOT NEW * 111-20-008	INTERSTATE 39/90 NCL to USH 12/18 Statewide Epoxy Pavement Markings for segments in Dane and Columbia Counties (20.7 Net Centerline Miles in Dane County)	PE ROW CONST	553	138		691																	1000-01-47 Project is in Dane and Columbia County. 54% of total mileage is in Dane County for this ID.
		TOTAL	553	138		691																	
			FLX																				
NEW *	INTERSTATE 39/90 IL State line to USH 12/18 Program Controls-Design Corridor Tasks Bridge Deck Polymer Overlays on Multiple Bridges Type E 1001-10-81	PE ROW CONST	Cont.																				1001-10-01, -02, -11, -12, -81, -88, -89 -01 Design phased thru 2021 -02 Design obligated 2011, ongoing thru CY 2021. Includes dynamic message sign. Also in Beloit and Janesville MPO TIPS.
		TOTAL		3,402		3,402																	
			3,402																				

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	553	0	2,570	0	13,842	553	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	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

March 4, 2020

Item No. 6

Re:

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

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 have been identified as high crash locations with high crash severity indexes. In the intersection safety screening analysis that MATPB staff completed with the assistance of the UW TOPS Lab, both intersections were identified as high crash severity locations. Between 2015-2019 there was one fatality and 81 injuries that occurred at these intersections.

Because of the safety issues at the two intersections, WisDOT had begun work to identify short-term, lower cost safety improvements at the intersections. A TIP amendment was approved in late 2019 to add two design projects for the intersections with the scope to be determined. Following discussions with the City of Madison, Dane County, and the Ho Chunk Nation, WisDOT has decided to pursue a more costly project to fully address the long-term safety issues at the intersections similar to what was recommended in WisDOT's USH 12/18 freeway conversion study.

The project concept 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 EB right in traffic only. See attached maps. The previously programmed and then cancelled extension of Meier Road south over USH 12/18 to Millpond Road is not part of this project.

The estimated construction cost is \$28 million with another almost \$8 million in property acquisition costs. Federal Highway Safety Improvement Program and National Highway Performance Program (NHPP) funding would cover the vast majority 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 partnership with the city and Ho Chunk Nation. If successful, the funding and cost sharing would change.

Because the project cost is more than \$7 million and due to its regional significance, our TIP amendment procedures call for following the major TIP amendment process, which involves notice and a public hearing. Staff is seeking permission to send the notice out. A hearing and potential action on the TIP amendment would be at the April meeting.

Materials Presented on Item:

1. Draft TIP project listing table
2. Maps of the preliminary design concept and stakeholder contributions
3. Presentation on project by City of Madison Transportation staff to Madison Transportation Policy and Planning Board

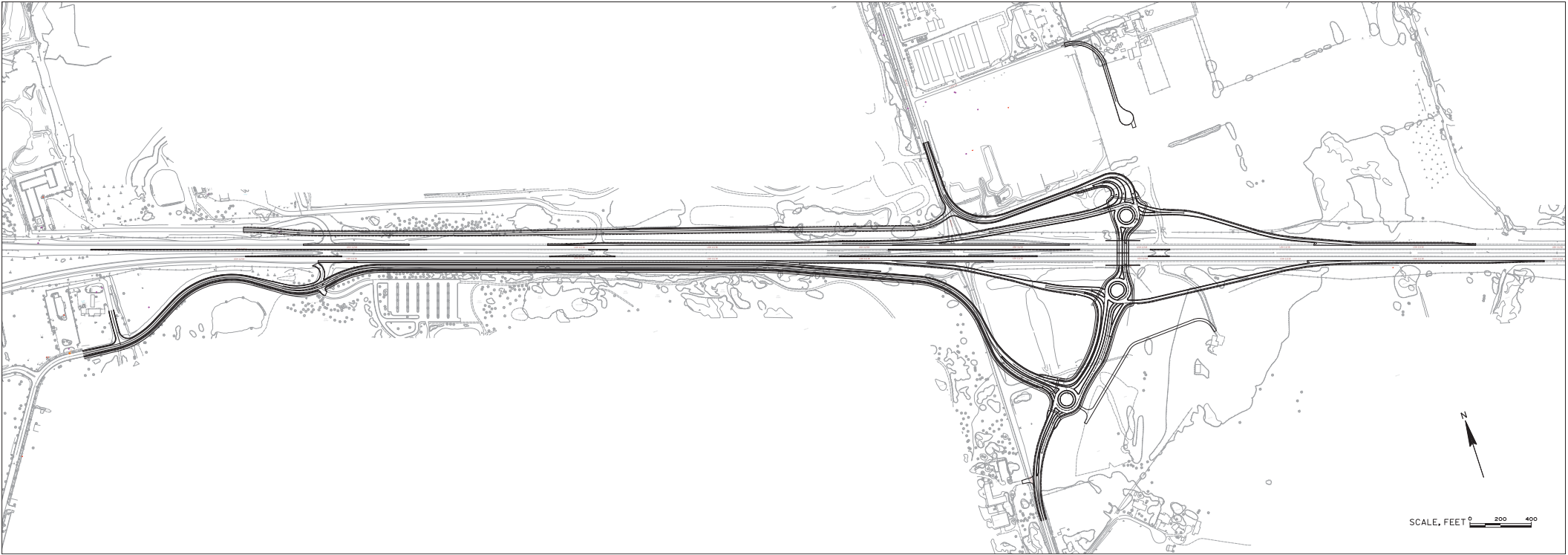
Staff Recommendation/Rationale:

Staff recommends approval. The project will address the safety issues at two of the most dangerous intersections in the Madison area. These safety issues will only get worse in the future with the planned additional development on the Ho Chunk property and future development of the Yahara Hills neighborhood.

PROJECT LISTING FOR AMENDMENT TO THE 2020-2024 TRANSPORTATION IMPROVEMENT PROGRAM

(Cost in \$000s)

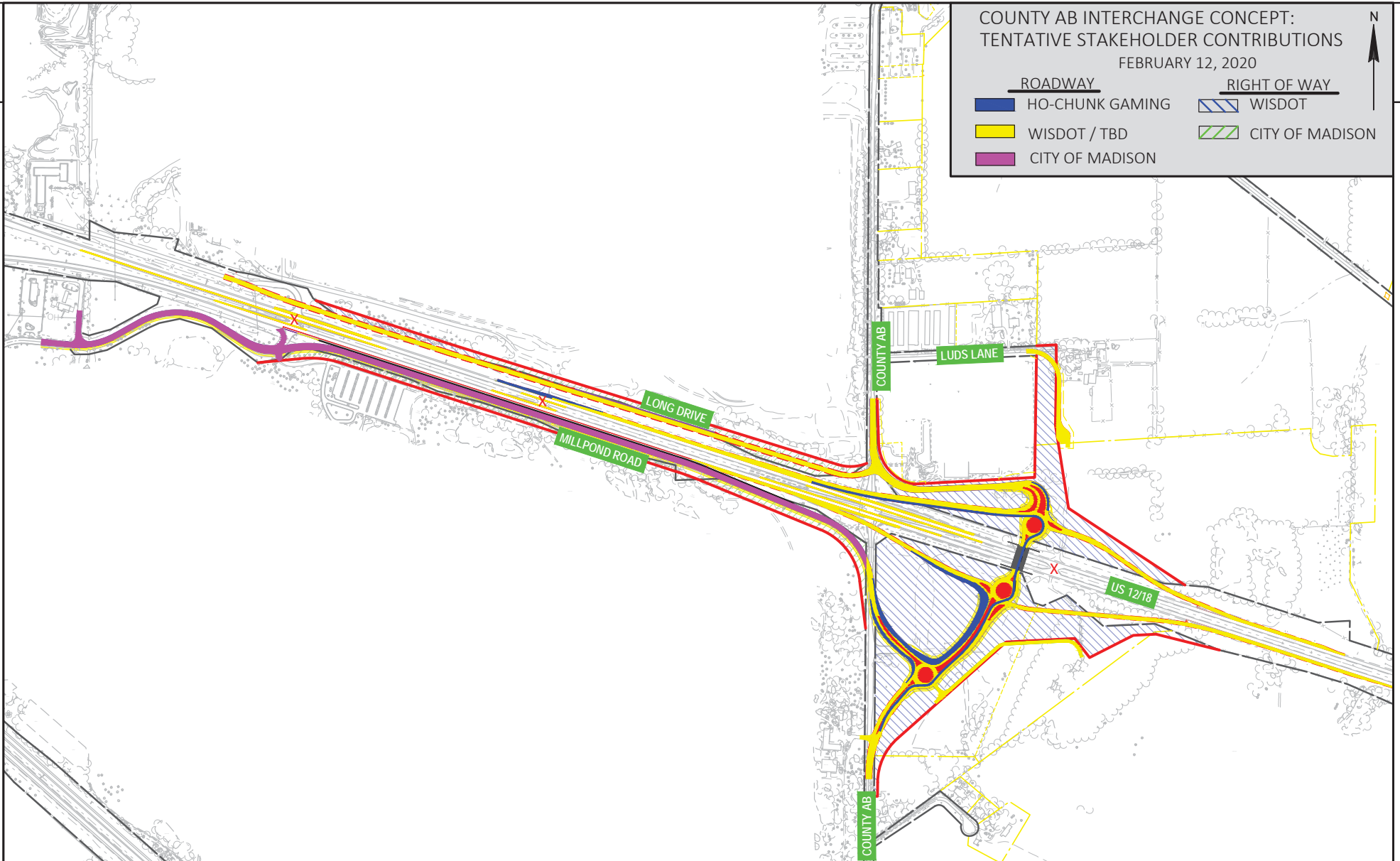
Primary Jurisdiction/ Project Sponsor	Project Description	Cost/ Type	Jan-Dec 2020				Jan-Dec 2021				Jan-Dec 2022				Jan-Dec 2023				Jan-Dec 2024				Comments	
			Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total	Fed	State	Local	Total		
TRANSIT CAPITAL PROJECTS																								
STREET/ROADWAY PROJECTS																								
WisDOT	USH 12																							
NEW	Madison to Cambridge New CTH AB Overpass/Interchange with new frontage road connecting CTH AB and Millpond Road Partial HSIP Project (2.1 net centerline miles total)	PE ROW CONST	1,440	360		1,800				Continuing Continuing					Continuing 9,881	1,097		10,978	13,637	3,409		17,046	Continuing	3080-01-05, -25, -26,-75, -76 Cost Share Agreement TBD between Ho Chunk Nation, City of Madison, and Dane County HSIP for 3080-01-75 Const. 90/10 Fed/State Federal Amount: \$7,560
111-20-006		TOTAL	1,440	8,255		9,695								9,881	1,097		10,978	13,637	3,409		17,046			
			NHPP								NHPP/MS30)				NHPP									



COUNTY AB INTERCHANGE CONCEPT:
TENTATIVE STAKEHOLDER CONTRIBUTIONS
FEBRUARY 12, 2020



ROADWAY		RIGHT OF WAY	
	HO-CHUNK GAMING		WISDOT
	WISDOT / TBD		CITY OF MADISON
	CITY OF MADISON		



PROJECT NO: 3080-01-03

HWY: US 12/18

COUNTY: DANE

COUNTY AB INTERCHANGE CONCEPT: TENTATIVE STAKEHOLDER CONTRIBUTIONS

SHEET

E

FILE NAME : V:\TRANS-MD\410821 MEIER ROAD\C3D\SHEETS\OTHER\CTH AB RAB INTERIM_STAKEHOLDERS.DWG
LAYOUT NAME - Plan 1 IN 600 FT

PLOT DATE : 1/23/2020 9:36 AM

PLOT BY : HEDRINGTON, MARK

PLOT NAME :

PLOT SCALE : 1 IN:600 FT

WISDOT/CADD5 SHEET 42

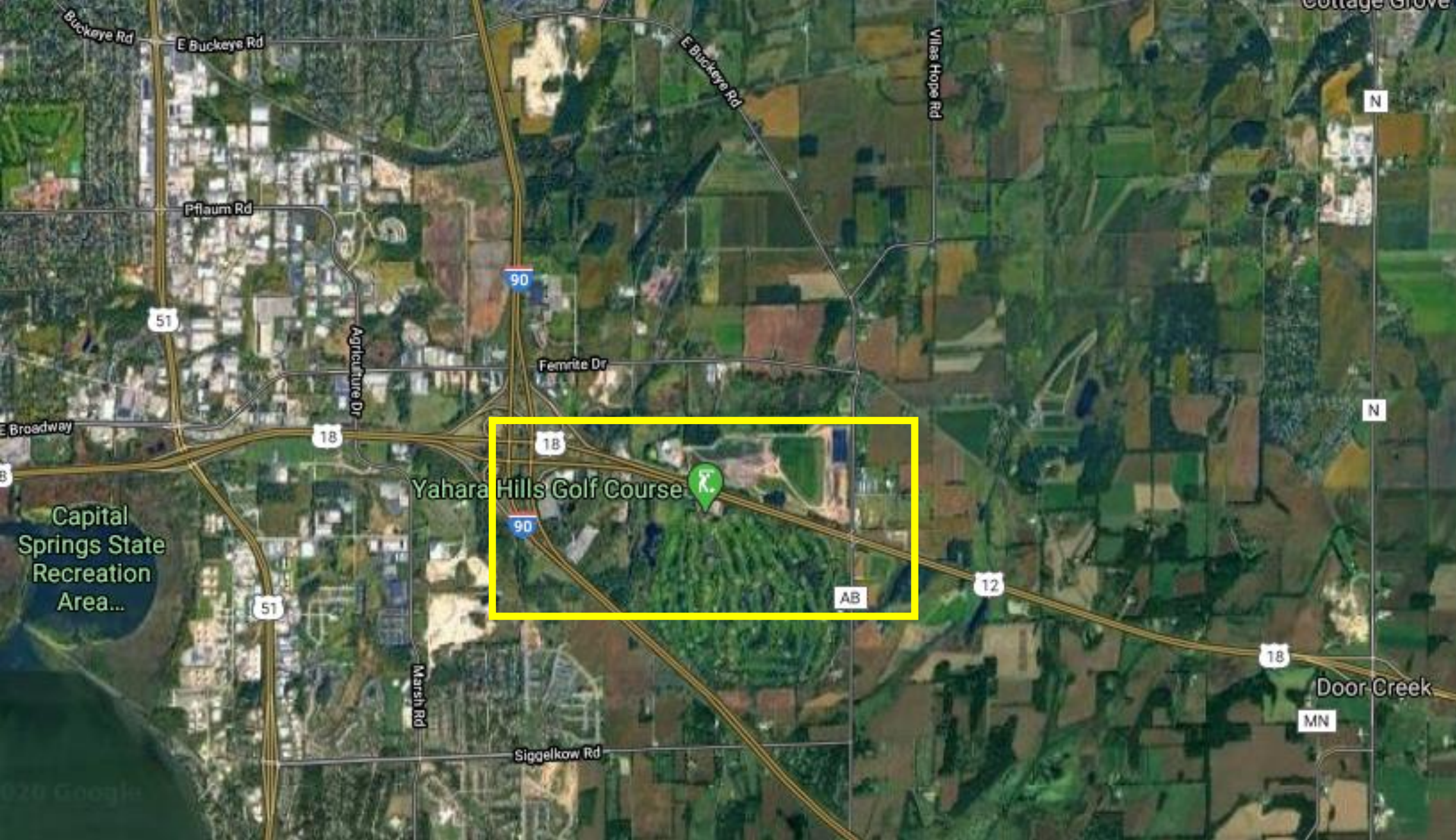
CTH AB/USH 12-18 Interchange

TPPB Update – February 17, 2020

MADISON DEPARTMENT



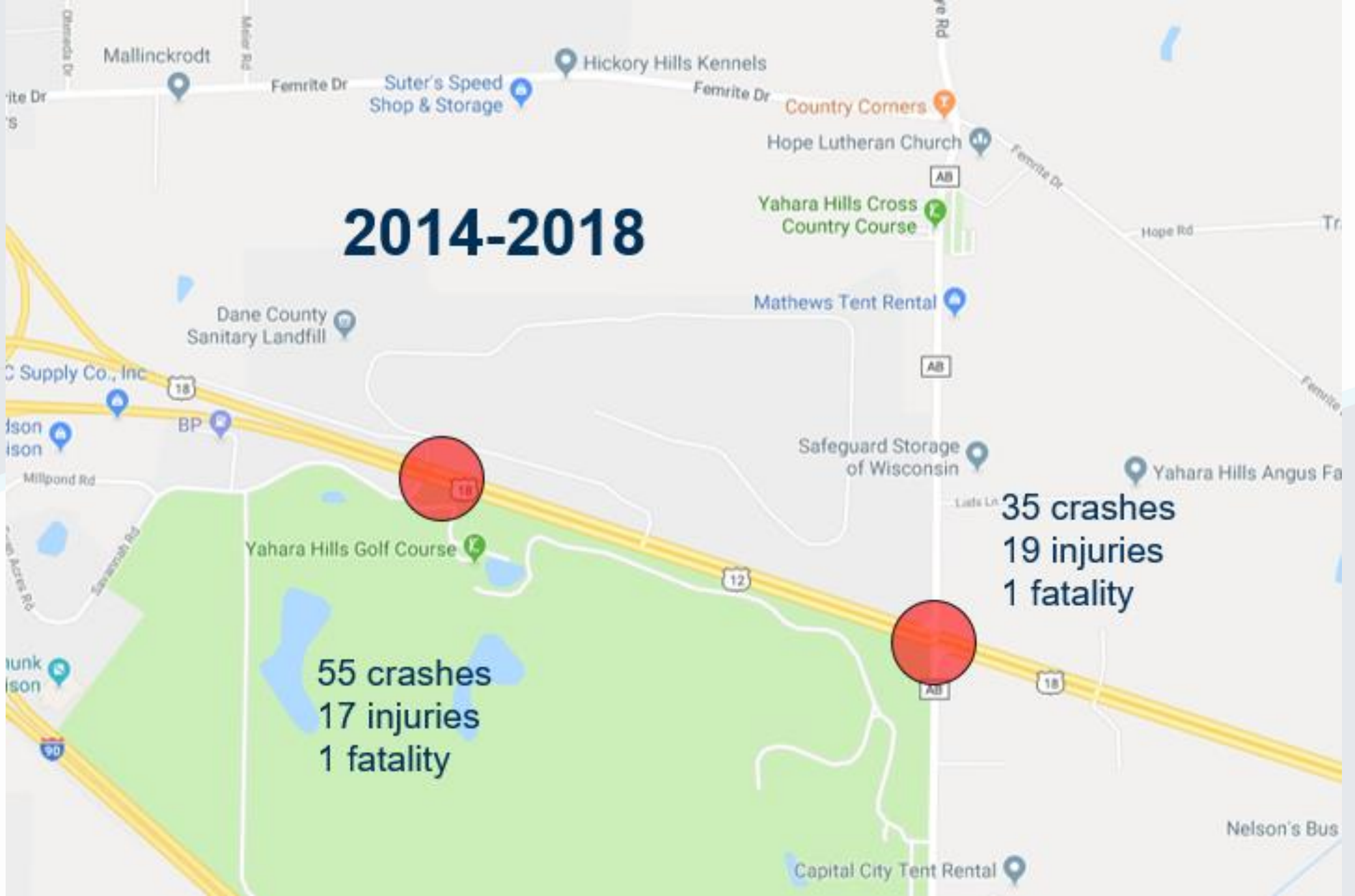
OF TRANSPORTATION



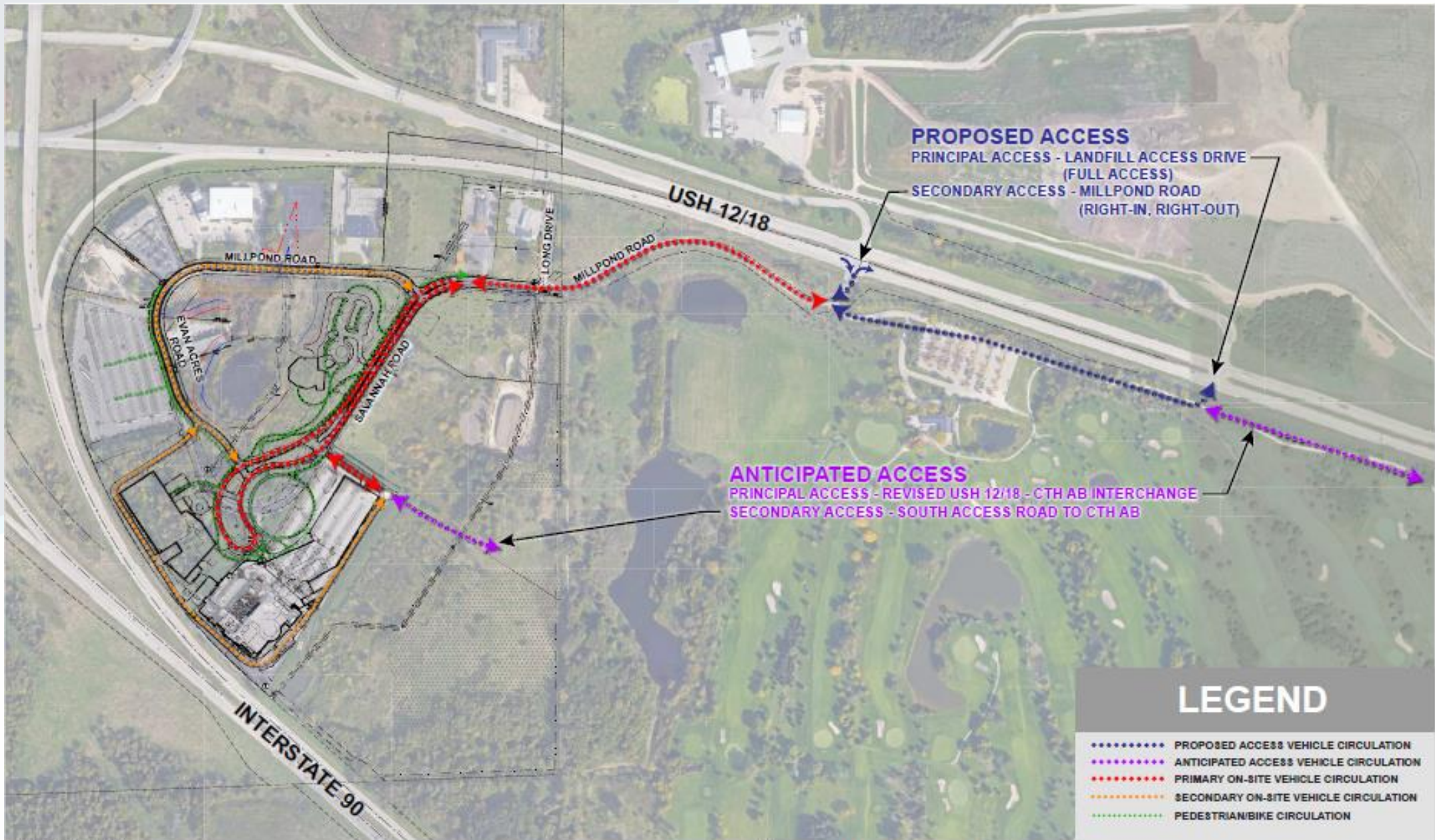
2014-2018

55 crashes
17 injuries
1 fatality

35 crashes
19 injuries
1 fatality







PROJECT NUMBER - 177893

HO-CHUNK GAMING MADISON

CIRCULATION EXHIBIT

MADISON, WI

DATE 02.27.19



JSD Professional Services, Inc.
 • Engineers • Surveyors • Planners

Existing Trip Generation

	Weekday Trips	AM Peak	PM Peak	Sat Peak
Existing Casino	4,370	91	494	912
Existing Other Uses	2,947	251	259	261
Golf Course	480	40	40	60
Totals	7,797	382	793	1,233

Project Trip Generation

	Weekday Trips	AM Peak	PM Peak	Sat Peak
Expanded Casino	8,740	182	988	1,824
Ho-Chunk Improvements	5,185	296	456	427
Existing Other Uses	2,947	251	259	261
Golf Course	480	40	40	60
Totals	17,302	769	1,743	2,572

Ho-Chunk Plan Approval

“The PD District plan shall not create traffic or parking demand disproportionate to the facilities and improvements designed to meet those demands”

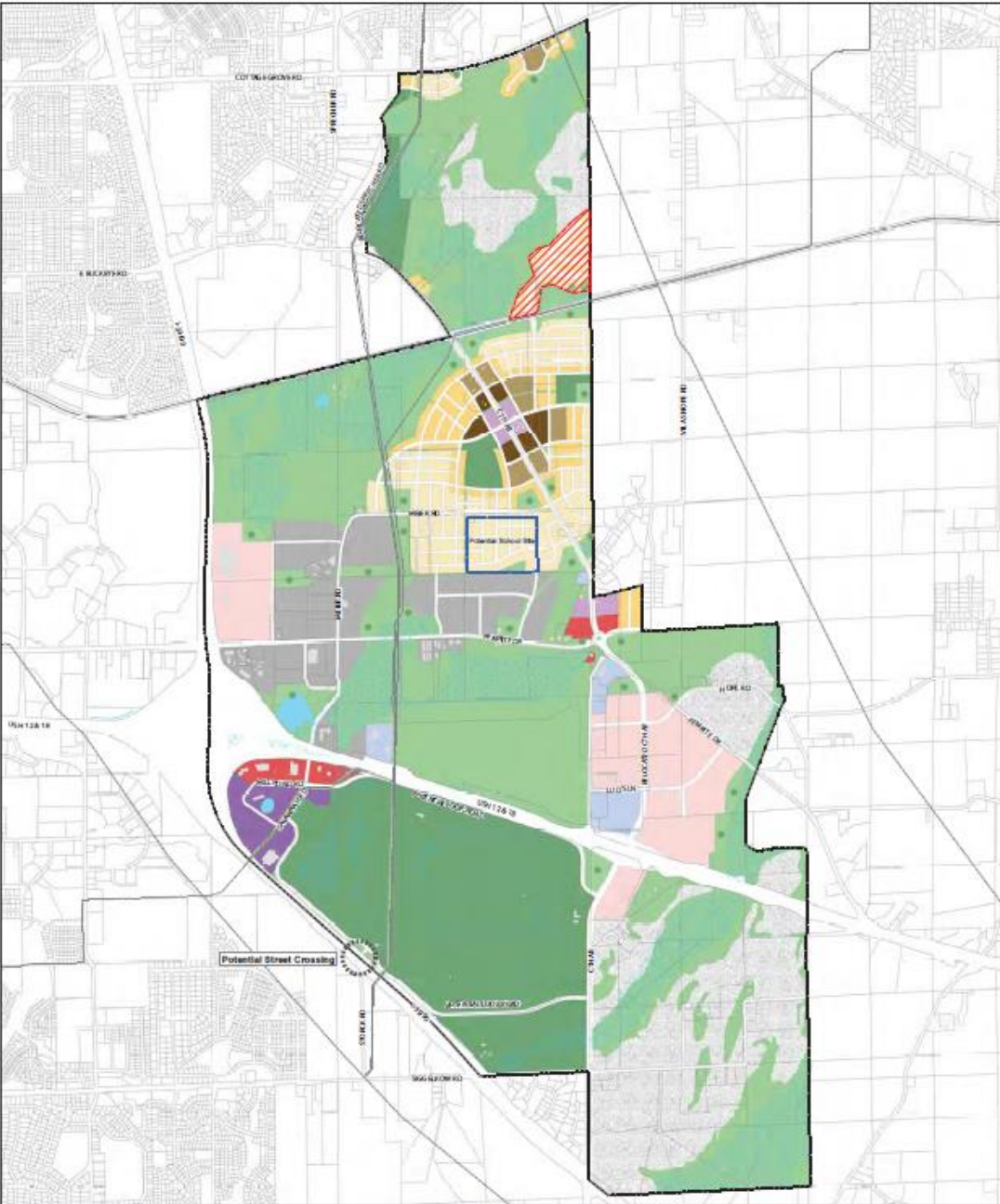
MADISON DEPARTMENT



OF TRANSPORTATION

Yahara Hills NDP

- 3,000-3,500 Additional Dwelling Units
- 5,500-6,000 New Employment



Map 2:
Future Land Use and Street Plan

Yahara Hills
Neighborhood Development Plan
City of Madison, Wisconsin 2014

Planning Area	Housing Mix 1	Employment	Parks and Open Space
Natural Gas/Petroleum Transmission Pipeline	Housing Mix 2	Commercial - General	Other Open Space and Stormwater Management
Street Right-of-Way	Housing Mix 3	Mixed Use Neighborhood	Wetland
Potential Stormwater Location	Housing Mix 4	Mixed Use Community	Low density residential development contingent upon vehicular crossing of railroad tracks
	Agriculture/Rural	Civic & Institutional	
	Industrial		

0 100 200 300 Feet

MATPB

- MPO Regional Transportation Plan (2050)
- Reiner/Sprecher/CTH AB identified as long-term major arterial corridor
- Capacity expansion recommended in RTP

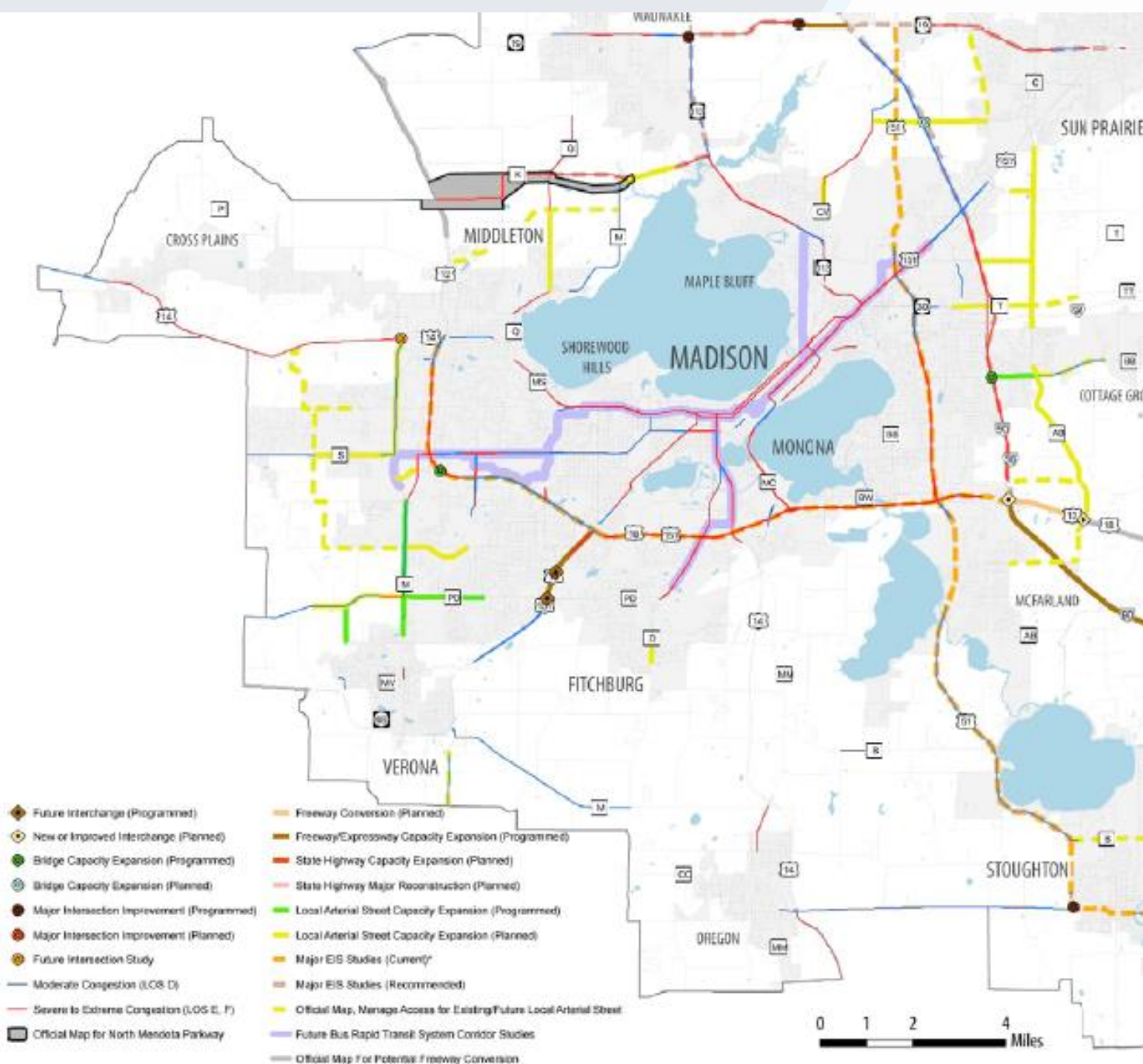


Figure 5-2: Major Roadway and High Capacity Transit Improvements and Studies.

Federal BUILD Grant Application

- \$10-15 million request
- Grant applications due May 2020
- Project Financing Partners: WisDOT, Ho-Chunk Nation, City of Madison
- Will likely require a signed partner agreement prior to submitting the BUILD grant
- Total project cost \$37,000,000
- If BUILD grant successful, construction 2022-23

Questions/Comments?

David Trowbridge, AICP
Principal Transportation Planner

Direct: 608-267-1148
dtrowbridge@cityofmadison.com

MADISON DEPARTMENT



OF TRANSPORTATION

TPB (MPO) Agenda Cover Sheet

March 4, 2020

Item No. 7

Re:

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

Staff Comments on Item:

Staff has been working with Distillery, our consultant for the MATPB and Rideshare Etc. program rebranding project, to gather input to guide the rebrand and marketing strategies for both. The input has included consultant led focus groups and interviews with key stakeholders and staff led discussion with the MPO's technical and citizen committees along with the input received from the board at the January meeting. It has also included a public survey, which will close on March 1.

At the meeting, staff will review with the board key takeaways from all of this input. Staff will also review some agency name ideas and draft mission and vision statements for initial feedback from the board. Based on the feedback, staff will present to the board at the April meeting a recommended agency name and mission and vision statements for approval. The consultant will then work to develop three alternative "visual systems", including logo ideas, to present to the board at the May meeting. That meeting will be a joint meeting with CARPC to also get their feedback. While ultimately it will be the MPO board's decision on the logo, etc., staff thought a joint meeting would be helpful since one of the purposes of the MATPB rebrand was to seek ways to market the MPO and CARPC as partner or sister agencies.

According to the consultant, the following are some of the key themes that emerged from the focus groups and interviews that they led. Additional information will be provided at the meeting.

MATPB

1. The biggest concern related to transportation and quality of life is access to employment. There is an overall sentiment that a current crisis exists in transportation and development in the greater Madison region. Employers are unable to access a potential employment base and people are unable to access jobs due to a lack of available and reliable transportation. There is a strong belief that this is the crux of equity and quality of life within the community (a disparity that also affects housing, social opportunities, etc.) and a belief that the crisis will only become worse over time if actions are not taken.
2. There is an overall consensus that biggest value the MPO offers is data and analysis. The MPO's data and mapping is needed to make the right investments and provide a larger regional perspective.
3. There is a consensus that the MATPB name is confusing. If people are familiar with the organization at all they tend to know it by "MPO" and not "MATPB". There is a consensus that most people in the region do not know about MATPB or Rideshare, etc. unless they are closely related to it (department of transportation, etc) and even those close to it feel they do not know everything about the organization and what it offers.

Rideshare, Etc.

1. There is a consensus that the website is difficult and confusing.
2. There is an overall concern with lack of information and a desire for greater communication explaining the “how”, e.g. how Rideshare, etc. works, where are the routes, how to access the rides themselves (does one need to get to a park & ride?), what is the reliability, etc.
3. There has been a common theme of comparing Rideshare, Etc. to existing rider sharing platforms such as Uber and Lyft and a recommendation for Rideshare, Etc. to have a personality and brand that appeals to people like those from private sector.
4. Of all the terms, “multimodal” was determined to be not commonly understood or accessible for the general public.

A big takeaway from all of the meetings with individuals, officials, and businesses has been a desire for greater outreach from both the MPO and Rideshare, Etc. All parties stated they wanted the MPO and Rideshare, Etc. to reach out to them more often and reach out to the public.

Additionally, opportunities to leverage partnerships was an idea that was mentioned with frequency in our interviews. Partnerships included CARPC, employers, elected officials, and chambers, among others. Outreach opportunities mentioned included marketing opportunities such as literature, town hall meetings, educational presentations, social media, and media opportunities (magazines, local tv).

Finally, many groups and individuals expressed a desire to have more interaction with one another via group meetings. The general feeling was that they are under-resourced or trying to advocate for better transportation and development in a silo. The overall interest in greater group interaction was the potential to share resources, learn from one another, and work on collective planning.

Materials Presented on Item:

1. None. Materials will be provided at the meeting.

Staff Recommendation/Rationale:

For discussion purposes only.

TPB (MPO) Agenda Cover Sheet

March 4, 2020

Item No. 8

Re:

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

The MPO has historically prepared a Transit Development Plan (TDP) every 5-7 years or so in cooperation with Metro Transit and other smaller providers as part of its transit planning responsibilities, while Metro conducts detailed operational planning to modify routes, schedules, etc. This division of responsibilities is laid out in the [Cooperative Planning Agreement between the MPO, WisDOT, and Metro Transit](#). The TDP is intended to be a strategic plan to identify the near-term future direction of the transit system to guide planning activities, service and facility improvements, and budgets. It also sets policies related to service design standards, bus stop spacing, and other similar topics. The current TDP was completed in 2013 and is at this link: http://www.madisonareampo.org/planning/documents/TDP_Final_Web.pdf.

MPO staff had started work on the TDP update last year, working mostly on background information chapters of the plan report and collecting data on recent and near-term development and work trip travel patterns to inform the transit travel demand analysis. Work was mostly suspended to allow City of Madison Transportation/Metro Transit staff to focus on the East-West Bus Rapid Transit (BRT) Planning Study, but the plan was to complete the TDP in 2020. The City of Madison included funding in its 2020 budget to hire a consultant to lead a Metro Transit network design study. Among the goals for the study is to identify route service changes to complement the east-west BRT service to be implemented and set the stage for the north-south BRT service. The study will start this summer and is expected to be completed in about a year.

Staff believes it makes most sense to further push back the schedule for the TDP and prepare it on a parallel timeline to the Metro network design study as most of the service related recommendations will come from this study. Analysis conducted for the TDP can inform that study, and the TDP can utilize the same public involvement process. Recommendations from the network design study will be incorporated into the TDP. Summaries of the scope of work for both the TDP and network design study are attached. Staff is looking for feedback from the board on the schedule change.

Materials Presented on Item:

1. Summary of Transit Development Plan (TDP) Scope, Process, and Timeline
2. Summary of Scope of Work for Metro Transit Network Design Study

Staff Recommendation/Rationale:

For discussion purposes only.

TDP Scope, Process, & Timeline

(v.2/13/2020)

The Madison Area Transportation Planning Board (MPO) is updating the Transit Development Plan (TDP) for Madison Urban Area, working in cooperation with City of Madison Transportation/Metro Transit (Metro) and other service providers. The TDP is a five-year strategic plan designed to identify the near-term future direction of the transit system. It is intended to guide the planning activities, service and facility improvements, and budgets of Metro and other transit providers. The TDP is adopted by the MPO and City of Madison. The current TDP is at this link:

http://www.madisonareampo.org/planning/documents/TDP_Final_Web.pdf. The TDP will be developed in parallel with the Metro Route Restructure Study scheduled to commence in June 2020.

1. Scope

- **Route Performance and Planning Guidelines:** The Route Restructure Study (RRS) will result in the development of multiple service scenarios. The plan is to work with Metro to develop new route performance and planning guidelines as part of the TDP following the selection of an RSS scenario for implementation.
- **Fixed Route Service Improvements:** Existing and near-term transit travel demand analysis will be done to support both the RRS and TDP (since RSS will assume no net increase in service hours). This will include review of origin/destination (O/D) data by time of day and home and work location data from the MPO's current subscription to Streetlight Data. It will also include obtaining and mapping recent and likely near-term development. Based on this information and current service and ridership, areas or corridors in need of service or improved service will be identified. If data can be obtained on passenger loading, that will be considered as well.

Development in peripheral areas and existing travel patterns between peripheral areas are growing demand for services which bypass existing transfer-point-oriented routes. Providing peripheral service would support low-income/EJ population journey-to-work patterns which already exist but are not served effectively (or at all) by Metro. The TDP will investigate the potential for such service targeting low income/EJ population residence and frequent destination areas based on Streetlight Data.

MPO staff will support Sun Prairie effort to look at potential for new intra-community bus service to supplement and in some cases replace the current shared ride taxi service. Analysis of potential demand for new suburban commuter express service will be done and recommended routes updated.

Other service planning issues to be addressed include: (1) potential alternative service models for certain areas or at certain times of the day; and (2) first/last mile connections to the bus system.

- **On-Time Performance (OTP):** OTP, congestion, and possibly bus speed data will be reviewed and reported on in order to identify particular corridors, turning movements, and other infrastructure and operational impediments to routes operating on time. OTP will not be reviewed on a route-by-route basis given the likelihood of significant route changes to come out of the RRS. Some route level analysis could be done to support the RSS, if deemed useful.
- **Fleet/Facilities:** Update bus procurement schedule following RSS, including issue of whether different sized buses makes sense. Address policy/plans regarding electric buses and related infrastructure. Address fare collection, incorporating findings of off-board fare payment study. Identify P&R lot opportunities/needs beyond the ones to be added for BRT. Incorporate ITS needs. Make policy recommendation regarding traffic calming on bus routes. Possible ADA access to bus stops analysis using MPO's new pedestrian facility network.
- **Other:** Other issues for which policies might be identified or recommendations made include: (1) service partner funding calculations; (2) customer information (ride guide, system map, etc.); and (3) marketing.

2. Process

- The TDP and RRS will utilize the same public involvement and outreach process, maximizing the efficiency of staff and consultant time spent on public involvement. This process will likely include a modified form of the RESJI process, relying on the involvement of low-income, minority, and geographic-area focus groups, with input and involvement by the Department of Civil Rights.
- Primary Steering Committee composed of staff from Transportation Dept., Metro, MPO, and possibly board representatives of the Transportation Planning & Policy Board and MPO.
- Stakeholder groups will be involved on an as-needed basis, generally early in the process to document goals and priorities and later in the process to provide feedback on recommendations. Stakeholder groups may be involved through focus group meetings and/or through individualized meetings. Stakeholder groups include but are not limited to:
 - Metro Service Partners (Contracted Service Partners) (will utilize existing informal group);
 - Outer area communities not currently served by Metro;
 - Communities served by their own transit systems (Stoughton, Sun Prairie, and Monona); and
 - Madison Area Bus Advocates

3. Timeline (parallels Route Restructure Study Schedule)

- **June 2020:** Begin collaboration with Route Restructure Study consultant
- **Late 2020:** Public engagement
- **2021:** Project complete
- **August 2022:** Initial Service Changes
- **August 2024:** BRT Service Changes

Metro Transit Network Design Study

Draft Scope of Work February 14, 2020

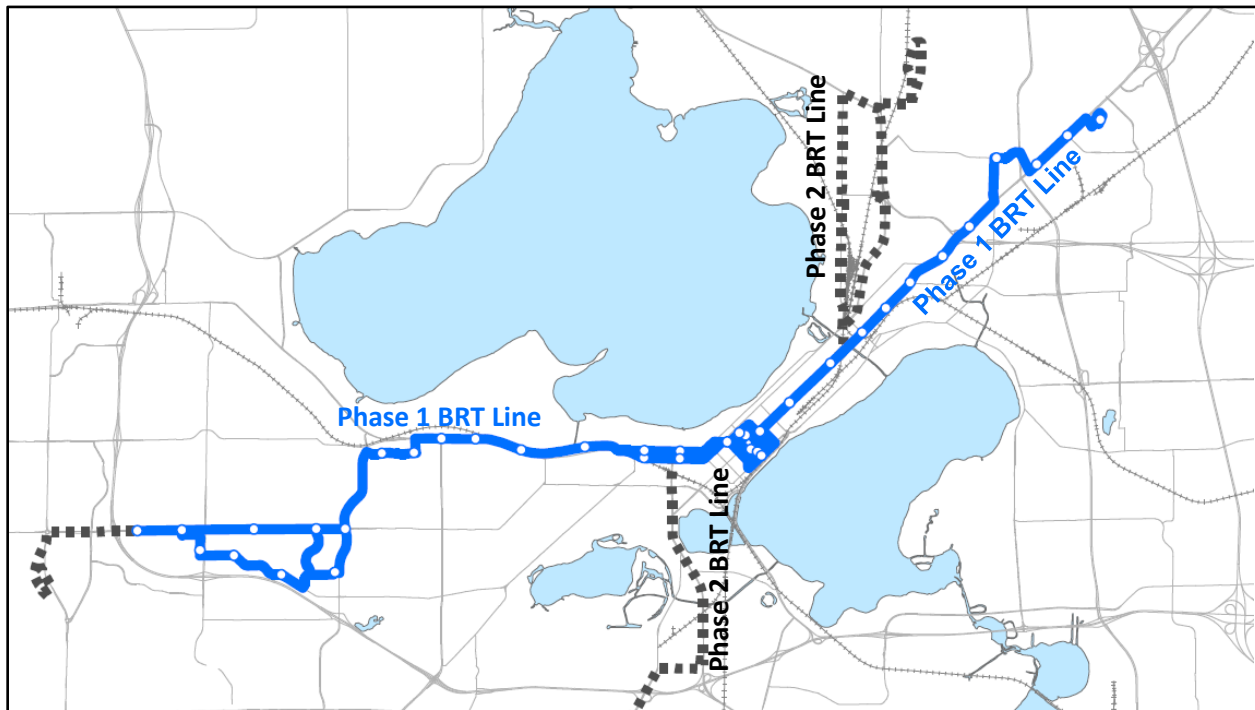
City of Madison Transportation/Metro

Project Summary

The selected consultant will guide the city through the process of evaluating its transit system and recommending changes. This work will consist of transit system planning, data analysis, and outreach and communication with policy-makers, the public, and staff.

The city is planning to implement its first bus rapid transit (BRT) line, with revenue service starting as early as 2024. Information regarding the Phase 1 line can be found at www.madisonbrt.com. The planned Phase 2 is a second north-south line to be completed soon after. The City of Madison has budgeted for a full transit system review and potential restructuring of its routes.

This project will evaluate the utility of the transfer point system and potentially recommend alternatives.



The goals of the project will be defined in the early stages of the project; however, the overall objective is increase mobility for people, increase ridership, reduce travel times, and make the system easier to use. Draft project goals developed for the purpose of this RFP, are shown below.

- Reduce system-wide vehicle miles traveled and improve transit's mode share
- Simplify service by reducing the number of overlapping routes
- Concentrate service onto high-demand arterial corridors with frequent service
- Improve service for underserved and disadvantaged people, for example by shortening travel times and reducing the number of transfers
- Streamline service to reduce travel times and improve frequency
- Complement east-west BRT – reduce duplication and maximize connections, and set the stage for north-south BRT
- Reduce the peak-to-base ratio, improving mid-day service and reducing the number of buses required.
- Provide better late-night and weekend service.

Draft Scope of Work

1. Project Management and Administration

This task covers internal meetings, scheduling, billing, and other project management needs.

2. Community Engagement

The Consultant shall develop and perform a community engagement program that:

- Educates policy makers on the fundamentals of transit system development and incorporate direction from them particularly on establishing priorities and choosing a recommended alternative.
- Gathers feedback from policy makers on service priorities.
- Engages the community and transit riders to obtain feedback and provide information on alternatives.
- Provides information and a framework for policy makers to make a decision.

Special efforts and methods are encouraged to reach underserved communities. The Consultant shall make site arrangements for engagement activities and provide materials and presentations necessary for the engagement activity. Community engagement is intended to be a continuous effort throughout the project. It is anticipated that this effort will be most active when developing alternatives and recommendations.

3. Data Assemblage and Analysis

The Consultant shall assemble existing data provided by the CITY and analyze the current state of the system for boardings, ridership, transfers, and mobility. Information provided by the City will include:

- Route and schedule data
- 2015 On-board survey
- Estimated boardings by bus stop
- Ridership and service hours by route
- On-time performance data
- Metro Title VI Plan
- Existing and planned land uses
- Trip origin and destination data
- Existing and emerging plans and policies that relate to parking, transportation demand management, and transportation

Collection of additional data not provided by the City shall be considered “Extra Services”. The analysis shall provide defining characteristics of the current system, including strengths and weaknesses.

4. Developing Alternatives

The Consultant shall develop three transit system alternatives with an option to develop a fourth alternative if authorized by the City. The alternatives should assume the planned east-west BRT line is in place. Parameters for the alternatives include:

- The system alternatives should be cost-neutral, absent extra operating expenses incurred from BRT.
- The system alternatives should focus on the existing service area. The Consultant may suggest changes to the service area prior to alternative development if there are clear advantages.
- The system alternatives should focus on Routes 1 through 78.
- The alternatives should provide a reasonable range of emphasis, from frequency to coverage.
- The alternatives should be developed to the level of detail necessary to make service change decisions.

The Consultant may suggest refinements to the BRT Phase 1 and 2 routing. The Consultant shall provide a framework for alternative implementation that recognizes system changes may occur prior to BRT implementation.

5. Alternatives Evaluation

The Consultant shall evaluate the system alternatives in reference to the existing system. At a minimum the evaluation shall include the following:

- Emphasis of the proposed alternative with regards to coverage and frequency
- Users expected to benefit and be impacted from the proposed alternative
- Effects of the proposed alternative on underserved neighborhoods and communities of color
- Anticipated ridership effects of the proposed alternative
- Infrastructure costs

6. Documentation

The Consultant shall prepare and submit a report that documents:

- Existing system needs
- System alternatives
- Evaluation
- Public engagement
- Recommendation and/or selected alternative
- Implementation framework
- Recommendations for ongoing system evaluation and software

The Consultant shall prepare a brochure that summarizes the analysis and the recommendation and/or selected alternative. The Consultant shall prepare a slide presentation that summarizes the analysis and the recommendation.