



Minutes

TRANSPORT 2020 IMPLEMENTATION TASK FORCE (ITF) MEETING #8

Monday, February 28, 2005

4:45 pm

Madison Municipal Building, Room 260
215 Martin Luther King, Jr. Boulevard
Madison, WI

-- ROLL CALL

ITF Members Present: Sandy Beaupre; Jim Berkenstadt; Lori Kay (*for LaMarr Billups*); Michael Blaska; John DeLamater; Supv. Chuck Erickson; Kristine Euclide; Ald. Ken Golden; Jesse Kaysen; Supv. Scott McDonell; Ald. Warren Onken; Rose Phetteplace; Randy Romanski; Dick Wagner.

ITF Members Absent: George Nelson (*notified*).

TAC/Staff Present: Russell Anderson (Wisconsin Department of Natural Resources); Rod Clark (Wisconsin Department of Transportation, Bureau of Transit and Local Roads); Doug Dalton (WisDOT, Urban Planning); Catherine Debo (Madison Metro); Jeanne Hoffman (City of Madison, Mayor's Office); Rob Kennedy (UW-Madison, Facilities Planning and Management); Jerry Mandli (Dane County Highway and Transportation Department); Bill Schaefer (Madison Area Metropolitan Planning Organization); David Trowbridge (Madison Planning and Development; *Project Administrator for Transport 2020*).

Others Present: Margaret Bergamini (Associated Students of Madison); Matt Hintze (HNTB); Ken Lucht (Wisconsin and Southern Railroad); Tom Lynch (Strand Associates); Bob Schaefer; Bryant Walker Smith (Strand Associates); Brandon Taylor (Strand Associates); Ted von Briesen (Parsons Brinckerhoff); Will Warlick (East Isthmus Neighborhood Planning Council).

1. REVIEW OF AGENDA

Supv. Scott McDonell welcomed Transport 2020 Implementation Task Force members to Meeting #8. There were no suggested modifications to the meeting agenda.

2. APPROVAL OF MINUTES FROM ITF MEETING #7 (NOVEMBER 29, 2004)

The Minutes for Meeting #7 of the Transport 2020 Implementation Task Force were unanimously approved, as submitted on a motion by Jesse Kaysen/Jim Berkenstadt.

3. OPPORTUNITY FOR PUBLIC COMMENT

There were no registrants for public comment on this agenda item.

4. REVIEW, DISCUSSION AND APPROVAL OF *DRAFT* TRANSPORT 2020 DEIS/FEIS/PE DOCUMENT REQUEST FOR PROPOSALS (RFP)

David Trowbridge presented some slides summarizing the key components of the *draft* Request for Proposals and the proposed phasing plan for the project.

(Note: A copy of Trowbridge's slides can be obtained by request)

Kristine Euclide said that there should be more clarity in regard to the project phasing and timeline. She also said that the RFP should be clear that the consultant chosen to do the work in Phase 1 is not guaranteed to get the work in Phase 2.

Sandy Beaupre asked that a suggested timeline be noted in the RFP for the completion of both Phase 1 and Phase 2. Scott McDonell and Kristine Euclide agreed. Randy Romanski asked if phasing of projects was typical. Trowbridge said that he had not seen it in the scopes he had reviewed. However, Trowbridge said that, given the budget and amount of work to be done, he did not feel it would be a problem to do that. Romanski asked if \$1 million would likely be enough to complete the DEIS. Trowbridge said he was hopeful it could be done, given the amount of work that was done in the Transport 2020 Alternatives Analysis.

Jesse Kaysen asked about the selection of the consultant and the weights to be used, noting that it could use more clarity. Trowbridge said that detailed scoring sheets would be used, although they are not in the RFP. Kaysen also asked what would happen if a project manager quit in the middle of the project. Trowbridge said that the Task Force has the right to approve any replacement. He said that this had occurred in the previous Transport 2020 study and that the Oversight Advisory Committee had to basically interview the new recommended project manager. He said that, if the replacement(s) were not to our satisfaction, we had the right to terminate the contract.

Kaysen also asked about the timing of the proposal due date and the opening, and why they are a week apart. Trowbridge replied that there needs to be a week for various staff to review and ensure the financial capacity of the firms and their ability to meet the Disadvantaged Business Enterprise (DBE) requirements.

Scott McDonell expressed concern about revisiting bus rapid transit (BRT) options after we had rejected them in the previous Transport 2020 study. Trowbridge said that we need to say something about the option, given the interest in it and the emerging form of the technology. He also said that FTA will want to know why these new technologies had not been evaluated in a small urban area like Madison and Dane County (where BRT is seen as a good fit by some). Jesse Kaysen said that the land use implications for BRT should be looked at. Ken Golden said that the issue needs to be addressed at some level. John DeLamater said that the RFP language could allow for more flexibility. Trowbridge said that he would include softer language, that allows for the NEPA scoping process to more carefully determine the alternatives to be looked at.

Dick Wagner suggested adding more language that reflects the good land use work being done by Dane County communities other than Madison, such as Middleton and Fitchburg. Ald. Ken Golden suggested, in the public participation section, separating focus groups dealing with elderly and disabled transit users, and other low-income transit dependent populations. Golden also suggested deleting language that refers to congested travel corridors, and the impact that Transport 2020 will have on those corridors. He said that congestion relief may not be significant and the desirability of the project should not be

based on that.

Doug Dalton (WisDOT Urban Planning) suggested modifying the language on page 26 (in the consultant evaluation section), so that the criteria reads "Qualifications of Project Team Members (including Project Manager)". The Task Force agreed.

Jesse Kaysen asked that the web site management requirement could be beefed up to indicate the need for the consultant to regularly make documents available for public viewing. Ken Golden said that land use expertise is important and may need to be noted explicitly in the RFP or the evaluation criteria. Dick Wagner hoped proposals would reflect the importance of land use without mentioning it too much in the RFP, noting that the ITF review of proposals should look at that issue carefully.

Jim Berkenstadt wished to go on record thanking David Trowbridge for his excellent work in putting the RFP together, adding that the Task Force will benefit greatly from this in its efforts to move forward. Trowbridge thanked Berkenstadt and acknowledged the valuable input provided by agency staff.

Berkenstadt asked about operating costs in the financial capacity analysis and how they would be developed. He hoped that the Task Force would have opportunities to add some thoughts on operating costs. He said that the Dallas light rail system spent money on advertising and promotion, which helped boost ridership. Trowbridge said that the Finance and Governance Subcommittee, in addition to other interested Task Force members, would work closely with the consultants in the development of this information. Berkenstadt also said that creative fare structures should be looked at in the project, such as a community desire to provide free or reduced fares for certain populations. Dick Wagner said that the impact of a special fare structure targeting state employees should also be evaluated.

The RFP was then unanimously approved for release, subject to the integration of the Task Force's suggested modifications, on a motion submitted by John DeLamater/Jesse Kaysen.

5. APPOINTMENTS TO IMPLEMENTATION TASK FORCE CONSULTANT REVIEW AND SELECTION SUBCOMMITTEE

David Trowbridge asked that a subcommittee be established to evaluate written proposals and be available to attend consultant interviews. He said that the subcommittee should be comprised of a mixture of staff and Task Force members, total membership of 10-12.

The following Implementation Task Force members volunteered and were approved to serve on the Consultant Review and Selection Subcommittee:

- Jesse Kaysen
- Kristine Euclide
- John DeLamater
- Scott McDonell
- Sandy Beaupre

Trowbridge said that technical staff from the participating agencies would be named to the Subcommittee later, after consulting with the various agencies.

Ald. Ken Golden said that, after interviews are held, the Consultant Review and Selection Subcommittee would recommend a consultant to the full Task Force. He also said that it could be possible to bring consultants back for another interview in front of the full Task Force, if that is desired.

6. ANNOUNCEMENT OF TRANSPORT 2020 APPOINTMENTS TO MADISON STREETCAR STUDY COMMITTEE

Co-Chair Scott McDonell said that he and Co-Chair Ken Golden needed to discuss this issue further and that there was nothing to report at this time.

7. **IMPLEMENTATION TASK FORCE AND SUBCOMMITTEE SCHEDULE/NEXT STEPS**

David Trowbridge noted the next Transport 2020 Implementation Task Force would not need to meet for a couple of months, due to the need to work through the consultant review and selection process.

- **Implementation Task Force**
- To be scheduled

Trowbridge also said that he would schedule a Transport 2020 Finance and Governance Subcommittee meeting some time in the near future.

8. **INFORMATION AND ANNOUNCEMENTS BY TASK FORCE MEMBERS**

Ald. Ken Golden referred to a memo he distributed in the packet that he hoped would stimulate Task Force members' thinking on regional transportation. He hoped a long-range (50-60 year) vision should be considered when communities decide whether or not they are interested in this issue.

David Trowbridge reported that some members of the Madison Streetcar Study Committee have been appointed (he handed out a 1-pager on this) and said that this Committee would schedule its first meeting as soon as all of the other members are appointed.

Trowbridge also referred to a letter in the meeting packet to Senator Kohl (from Mayor Cieslewicz and County Executive Falk) urging the continued financial support by our congressional delegation for Transport 2020. Kristine Euclide felt that other letters from community interests (such as other Dane County communities, UW-Madison, the chamber of commerce, etc.) should be solicited for submittal to Washington, as this will help our efforts even more.

There were no other announcements or information provided by Task Force members.

9. **ADJOURNMENT**

The Committee adjourned its meeting at 5:40 p.m.