



## Minutes

### TRANSPORT 2020 IMPLEMENTATION TASK FORCE (ITF) MEETING #3

Monday, March 22, 2004

6:30 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*); Supv. Michael Blaska; John DeLamater; Supv. Chuck Erickson (7:25); Ald. Ken Golden; Jesse Kaysen; Supv. Scott McDonell; Ald. Warren Onken; Dick Wagner.

ITF Members Absent: Kristine Euclide (*notified*); George Nelson (*notified*); Rose Phetteplace (*notified*); Randy Romanski (*notified*).

TAC/Staff Present: Jim Arts (Dane County Executive's Office); Rod Clark (Wisconsin Department of Transportation, Bureau of Transit and Local Roads); Jeanne Hoffman (Madison Mayor's Office); Rob Kennedy (Dane County Executive's Office); Scott Kugler (City of Sun Prairie; Planning and Economic Development); Bob McDonald (Madison Area Metropolitan Planning Organization); Bob Pike (Madison Area MPO); Mike Rewey (WisDOT-District 1); David Trowbridge (Madison Planning and Development; *Project Administrator for Transport 2020*); Todd Violante (Dane County Planning and Development).

Others Present: Fred Bartol (Dane Alliance for Rail Transit); Dave Eveland; Annie Hall (Community Action Coalition/East Isthmus); Matt Hintze (HNTB Corporation); Tom Lynch (Strand Associates); Bill Patterson (Capitol Neighborhoods); Bob Schaefer; Tony Smick (Citizens for PRT).

#### 1. REVIEW OF AGENDA

Supv. Scott McDonell welcomed Transport 2020 Implementation Task Force members to Meeting #3. There were no suggested modifications to the meeting agenda.

## **2. APPROVAL OF MINUTES FROM ITF MEETING #2 (JANUARY 21, 2004)**

The Minutes for Meeting #2 of the Transport 2020 Implementation Task Force were unanimously approved, as submitted on a motion by Jesse Kaysen/Supv. Michael Blaska.

## **3. OPPORTUNITY FOR PUBLIC COMMENT**

The first registrant was Tony Smick. Mr. Smick provided some materials explaining a different type of transit technology – personal rapid transit (PRT). He said that he appreciated the fact that Madison was forward-thinking in its views toward public transportation. He said that PRT uses light-weight cars that serve destinations directly, like individualized mass transit. Mr. Smick said that a proposal called Taxi 2000 was considered in Madison several years ago, but said that some advances in the technology have occurred since then. He urged the Transport 2020 process to consider PRT as a component of a future transit system here.

Supv. Scott McDonell asked that Mr. Smick be provided future agendas for the subcommittee that deals with transit technologies, so that his concerns can be addressed by Transport 2020.

The second registrant was Bob Schaefer. Mr. Schaefer distributed a handout to Task Force members. He also said that public comment should be accepted on all agenda items, rather than only at the beginning of the meeting. He felt that this allows the public a better opportunity to provide timely and informed feedback on issues. He asked that public comment be allowed to take place after discussion of certain issues, rather than at the beginning. Schaefer said that an email had been sent to ITF members recently, and encouraged members to take a look at the materials regarding different transit technologies.

Scott McDonell said that public comment issues should be clarified for future Transport 2020 meetings (including subcommittees), noting his experience with County Board meetings. Ald. Ken Golden said that public comment at the beginning of the meetings is intended for future agenda items. He added that, at the City of Madison committee level, a good deal of public comment takes place and that public comment is taken at the beginning of certain agenda items, where requested.

Ald. Warren Onken agreed that public comment for specific agenda items is an acceptable approach, and that members of the public should register to speak on certain items. Onken said that the City of Madison has long been committed to strong public input, but he added that Task Force should also be allowed to discuss issues among themselves (after the public comment period). Ald. Golden suggested that the Management Team be convened to sort this issue out.

Supv. Michael Blaska cautioned a protocol that allows the public to speak on any item on an agenda. He said that the County Board allows it, but that this seems more appropriate at the committee level. Blaska said that public hearings are appropriate, but that this should not be a model for each Task Force meeting (or little work would get done, in some instances). He added that members of the public can contact any Transport 2020 member with concerns throughout the process. McDonell agreed that, at some point, the public comment should end and the committee should begin its dialog. However, McDonell suggested allowing Bob Schaefer to speak on agenda item 5, as he requested, and that a protocol be figured out for future Task Force adoption. The ITF agreed.

## **4. OVERVIEW OF RECENT LAND USE/TRANSIT ORIENTED DEVELOPMENT PLANS AND ACTIVITIES UNDERTAKEN BY DANE COUNTY COMMUNITIES**

Rob Kennedy (Transportation Consultant, Dane County) provided a overview of the issue, stating that he has been working with various Dane County communities to determine how their land use planning fits into the station area planning for Transport 2020. He said that there is a great deal of transit-oriented development (TOD) happening and that he has asked City of Sun Prairie Director of Planning and Economic Development Scott Kugler to discuss their efforts in this area.

Scott Kugler then presented some slides that summarized Sun Prairie's growth concerns, development planning and transit issues.

*(Note: A copy of Mr. Kugler's slides can be obtained by request)*

Kugler pointed out that, based on the Wisconsin Department of Administration population projections, Dane County is expected to add about 100,000 people by 2020 (with Sun Prairie expected to add about 10,000, an increase from its current population of about 22,000 people). He also said that the senior population is expected to increase over time, which is expected to have significant housing and transit implications.

He said that there is currently a shared-ride taxi service in Sun Prairie, providing about 73,000 rides in 2003. He said that students were the biggest user of the taxi service, with the elderly using the service as well. Kugler said that there also seems to be a growing need for transit service, based on recent community surveys.

Kugler showed some maps and explained the growth and development plans that have been prepared for Sun Prairie. He said that, in the long term, downtown Sun Prairie will become a much more important focal point for future growth. He described the Sun Prairie 2001 Downtown Revitalization Plan and hoped that the Plan could be an important component of future rail transit planning in the area. However, Kugler acknowledged that much of the commercial activity in the downtown had moved out of the area in recent years. He also showed maps of the Westside Neighborhood Plan, which includes plans for significant development in that area of the City of Sun Prairie (much of it transit-oriented in nature, such as the Smith's Crossing development).

Jim Berkenstadt asked Kugler the distance from Smith's Crossing to the potential west side rail station. Kugler said it was approximately ½ mile from the town center. Ald. Ken Golden asked about transit connectivity among the different types of land uses in that area. Kugler said that those specifics had not yet been worked out, but said that a shuttle service might be workable in some areas.

Jesse Kaysen asked if Sun Prairie was thinking about any other transit services, beyond the existing shared-ride taxi service. Kugler said that it was being discussed, as the population continues to grow, but that it was not being planned at this time. He said that it was encouraging to get community surveys back that indicated some interest in the potential service. However, he thought that there would be more community interest in transit services for commuting purposes, which did not come through very strong in the survey.

Scott McDonnell asked if the downtown core area was receiving much interest from the development community, as opposed to the west side area. Kugler said that some vacancies have come about in the downtown area recently, but added that there is some renewed interest in Cannery Square area. He said that some of the vacancies are filling with more neighborhood serving uses, which he said is a positive trend.

The Task Force thanked Mr. Kugler for his presentation.

## **5. DISCUSSION AND FORMATION OF TRANSPORT 2020 TOPICAL SUBCOMMITTEES**

David Trowbridge reminded Task Force members that the discussion at the last meeting identified 5 topical subcommittees that could be formed to take on various Transport 2020 work tasks. However, in discussing issues among individual Task Force members (and their desires to serve on the subcommittees), Trowbridge felt that there may be an opportunity to combine the work tasks into fewer formal subcommittees.

He said that some topics may better lend themselves to periodic ad-hoc meetings, where agency staff would be given an opportunity to provide input along with Task Force members. Based on ITF member comments, he suggested keeping the following two subcommittees and combining the other former subcommittee work tasks as appropriate:

- (1) Finance and Governance Subcommittee; and,
- (2) Transit Operations Subcommittee (include issues such as transit vehicle technologies,

refinement of the routes, locations of stations, integration with Metro services, concurrence with federal rules, etc.).

Bob Schaefer was allowed to speak on this agenda item at this time. He said that the full ITF needed to make the decisions and that if subcommittees do all of the discussing, the public does not have a good chance to provide input. Schaefer also said that different vehicle technologies should be considered, and that point-to-point transit trips are best. He said that transfers are not desirable and that a PRT-type of system would be better for most of the potential users. He felt that a PRT system might also be less expensive than light rail. He felt that different transit technologies might better serve users in thirty years, where it may not seem as likely today – and he urged the ITF to consider these.

Ald. Ken Golden said that one of the subcommittees, the early service subcommittee, seemed to not lend itself well to a separate subcommittee. He also said that finance and governance issues need a separate subcommittee, based on importance and interest. Golden agreed that the remaining 3 draft subcommittees could be merged into one “transit operations” subcommittee, as suggested earlier. He said that the details of creating the RFP and dealing with early service proposals in the future could be a part of the “operations” subcommittee’s charge, but that ad-hoc meetings could handle this issue as well. Golden also said that issues such as fares should be dealt with in the future, but that staff input will be critical for many of these issues – he urged that staff be full participants at the table of these subcommittees as they move forward with their work.

Rob Kennedy said that he hoped the full ITF could address the recent Wisconsin and Southern Railroad (WSOR) early service commuter rail pilot proposal. Dick Wagner said that the full ITF or the “operations subcommittee” could address the WSOR proposal. He also felt that the PE/NEPA project planning issue did not really seem to need a formal subcommittee, although some ITF members could be brought in to help with that effort at certain points in the future. Wagner said that PE/NEPA project planning seemed to be more appropriate as a staff-driven effort. Golden said that the RFP will be a key output of this staff effort, with Task Force input.

Ald. Golden asked David Trowbridge to refine the subcommittees’ mission statements and begin scheduling the subcommittee meetings. Sandy Beaupre said that it is important to clearly define the staff role in the subcommittees.

## **6. UPDATE OF EFFORTS TO OBTAIN FEDERAL FUNDING FOR TRANSPORT 2020**

Jeanne Hoffman (Mayor Cieslewicz’s Office) said that efforts have been ongoing to try to obtain a federal earmark for the federal fiscal year 2005 appropriation, to try to help fund the upcoming PE/NEPA study.

She said that she and the Mayor recently visited Washington D.C. and met with Congresswoman Tammy Baldwin, Senator Herb Kohl and Senator Russ Feingold to discuss Transport 2020. She said that \$2 million of federal funding was specifically requested in the 2005 Appropriation process (for the PE/NEPA study, to match the \$2 million State funding). Hoffman said that we would probably know whether or not we get the \$2 million some time next year.

Hoffman also said that the Transport 2020 Start-Up System was requested to be listed in the new 6-year transportation funding package (i.e., the reauthorization of the TEA-21 bill), adding that future appropriations requests will become easier if the project is listed in the bill. She said that the request was for the Transport 2020 project to be funded at 80% federal funding, although becoming listed (even at no funding level) is better than nothing, as it gets you in the door.

Hoffman said that after she and the Mayor returned to Madison, Congresswoman Baldwin’s office called and reported that they had been successful in getting Transport 2020 listed in the House version of the draft 6-year bill (which, she said, is a major step in the right direction). Hoffman added that there is still quite a bit to work through before the bill is finalized, primarily due to overall funding disagreements among the House, Senate and Presidential Administration.

Ald. Warren Onken asked if there would be any local funds required to match the \$2 million federal.

David Trowbridge said that WisDOT has been committed to provide 50% of the PE/NEPA project's total cost, which can be counted as the non-federal share.

Lori Kay asked how strong the competition is for funds at the federal level. Hoffman replied that there are many cities competing for transit funds through the federal New Starts program, and that the list of cities is growing. She also reported that there had been a Washington D.C. meeting with Congressman Earl Blumenauer, to discuss a new transit funding program being proposed (called "Small Starts"). She said that this new program was intended for medium-sized cities like Madison and has bi-partisan support. She said that the competition situation might be more favorable for Madison in this program, although the program's evaluation criteria is not yet clear. She did say that Small Starts criteria were intended to weigh less on pure ridership figures, and more on land use, economic development and local financial commitment criteria.

Lori Kay asked if Congressman Thomas Petri was still involved in transportation issues. Hoffman said that he was and that Madison and Dane County are fortunate that he and Congresswoman Baldwin have a good working relationship, which could be very helpful for the Transport 2020 project.

Rob Kennedy reported that there may be a need to address the issue of Wisconsin competition for project funds (with the Kenosha-Racine-Milwaukee commuter rail project). He also said that the 6-year bill reauthorization bill may have several hurdles to overcome, given the funding disputes.

The Task Force thanked Ms. Hoffman for the update. David Trowbridge said that there will continue to be periodic updates provided to Task Force members regarding federal funding, as such information becomes available.

## **7. OVERVIEW OF NEXT STEPS FOR IMPLEMENTATION TASK FORCE**

Scott McDonell said that the subcommittees would be scheduled soon. He also said that the Management Team would also need to meet to discuss protocol for public comment.

David Trowbridge said that he would also be scheduling the first meeting of a Transport 2020 Management Team in the next week or so. He added that the Management Team's primary function will be to plan/discuss future Task Force and subcommittee agendas. He said that the Management Team, which functioned as a "steering committee" in the earlier Transport 2020 study, comprised of the Co-Chairs and technical staff of Transport 2020's sponsoring agencies. He said that all staff and Task Force members are welcome to participate in these meetings, noting that these meetings are generally scheduled over the noon hour to accommodate schedules.

## **8. ITEMS BY THE TASK FORCE CO-CHAIRS OR OTHER MEMBERS**

There were no items by the Co-Chairs or the other Task Force members.

## **9. ADJOURNMENT**

The Committee adjourned its meeting at 7:45 p.m.