

**MINUTES**  
**of the Joint Meeting of the Capital Area Regional Planning Commission**  
**and the Madison Area Transportation Planning Board (MPO)**

**June 3, 2020 at 6:30 p.m. (virtual Zoom meeting)**

CARPC Commissioners Present: Maureen Crombie, Grant Foster (also an MPO Board member), Kris Hampton, Mark Geller, Peter McKeever, Ed Minihan (also an MPO Board member), Heidi Murphy, Ken Opin, Chair Larry Palm, David Pfeiffer, Caryl Terrell

CARPC Commissioners Absent: Lauren Cnare, Bruce Stravinski

CARPC Staff Present: Linda Firestone, Mike Rupiper, Caitlin Shanahan, Steve Steinhoff

MPO Board Member Present: Margaret Bergamini, Paul Esser, Stephen Flottmeyer, Patrick Heck, Dorothy Krause, Thomas Lynch, Jerry Mandli, Mark Opitz, Michael Tierney, Doug Wood, Samba Baldeh (arrived during item #3)

MPO Board Member Absent: None

MPO Staff Present: Zia Brucaya, Colleen Hoesly, William Schaefer

Others Present: Kathryn Kuntz (Dane County Office of Energy & Climate Change); Nadia Abudi (Distillery); Brad Nellis (Distillery); Diane Paoni (WDOT)

1. Roll Call

Chair Palm called the meeting to order at 6:30pm. Quorum was established. Introductions of all parties were made.

2. Public Comment on Matters not for Public Hearing

No members of the public wished to speak at this time.

3. Presentation and Discussion on MPO and CARPC Branding Identity Proposals (Nadia Abudi and Brad Nellis, Distillery)

Mr. Nellis and Ms. Abudi gave the presentation on new logos for the MPO and CARPC. Discussion points included:

- Whether the use of “Madison” in the new MPO logo was too Madison-centric. Distillery stated that focus groups said the use of “Madison” in the name was acceptable. Additionally, it is helpful to have the location in the name of the entity when researching online.
- Combined GMAP logo. This logo may not be introduced until after both entities’ new names and logos are introduced, and may be used for projects or initiatives such as the Regional Development Guide and Regional Transportation Plan updates.
- Small font size of “Greater Madison” in the MPO logo and “Capital Area” in the CARPC logo makes readability difficult in smaller sizes.
- Distillery was praised for its efforts and the final results and for the way Distillery responded to feedback.
- These concepts will be presented at the July MPO and CARPC meetings. The timeline for implementation depends on when the entities can do the rollout together. Distillery was asked to develop a rollout plan. MPO needs input from City IT staff, and it could be several months before City IT can provide the necessary support. The rollout may not occur until fall or late fall.

A presentation for the TDM program (Rideshare) was also given by Distillery. Option 4 was selected for further development with the new name “RoundTrip.” Discussion points included:

- Staff gave positive feedback about the final images, including the use of orange and the sense of fun.

- Implementation does not need to be on the same timeline as the new MPO logo since the marketing will be different; however, the same challenges remain. Distillery's input is desirable. The new image and tagline could be rolled out whenever the MPO wants, independently from the new MPO logo rollout.

4. Presentation and Discussion on Dane County Climate Action Plan  
(Kathy Kuntz, Dane County Office of Energy & Climate Change)

Ms. Kuntz gave the presentation

([https://carpc.sharepoint.com/:b:/g/EeeclPjb1MtEqoFzYF\\_UV5YB\\_KPjWO8Te4NruKgKGwPigQ?e=c13LiP](https://carpc.sharepoint.com/:b:/g/EeeclPjb1MtEqoFzYF_UV5YB_KPjWO8Te4NruKgKGwPigQ?e=c13LiP)).

Discussion points included:

- The Dane County board has not yet adopted this plan, which contains many goals and objectives. What will be the obligations for the MPO, CARPC, and other entities as they make decisions about many things that are reflected in this plan? If this becomes an official document of the Dane County Board, what obligations will the MPO and CARPC have? Should this plan be used as a lens for decision making?
- Consideration of these goals as MPO and CARPC draft their new land use plans.
- Telecommuting could have impact on VMT reductions but has currently not been addressed in any great detail in the Climate Action Plan. Remote work will likely become more important in the future. The MPO, working with several outside groups, is going to survey businesses about their post-COVID19 policies and practices to see how the MPO can help promote telecommuting.
- The Madison Area Transportation Planning and Policy Board will soon be reviewing transit-oriented development provisions that can be imposed on the development improvement process to assist in reducing VMT. Density is wanted in areas well served by transit. The Office of Energy & Climate Change will assist in order to start the conversation in the greater Madison area.
- The MPO's transportation plan, which includes an emphasis on climate change.
- The assistance that the Office of Energy & Climate Change can offer the MPO as it evaluates specific transportation projects, especially those currently being evaluated.
- The MPO currently has some tools to estimate impacts of projects and plans via the MPO's travel model. The MPO is in the process of updating the travel model with the addition of a bicycle network in our level of traffic stress network.
- This is an important blueprint to have, and a critical step towards taking action to have the overall picture. Having specific targets will be helpful when developing both the MPO and CARPC future regional transportation and land use plans. CARPC and MPO can model VMT changes resulting from different land use development scenarios. The County-City Sustainability Leadership Collaborative would be a good forum for discussing these scenarios and how to achieve 15% total VMT reductions. Achieving this target through land use development policies will be very challenging.
- The possible creation of a permanent committee or board with County supervisors on it.
- The need for CARPC to include this plan in its future land use plan.
- Public health improvements should be a major part of land use, transportation, economic development, and regional development planning.
- Clean mass transit is possible, but there are challenges in keeping buses clean.

5. Review and Discussion on Status of Implementation of Short-Term Recommendations in Joint CARPC-MPO Workgroup Report and Potential Next Steps

Mr. Schaefer and Mr. Steinhoff reviewed the updated report. The short-term recommendations have been implemented or are in the process of being implemented. Current focus is integrating regional land use and transportation plan updates. Intermediate-term recommendations could be revisited as the update process is farther along.

6. Presentation on CARPC Regional Development Guide

Mr. Steinhoff gave the presentation

([https://carpc.sharepoint.com/:b:/g/EQTsm\\_350I5NIF3JnWQj53kBzEcFAU7rDiZCbaoW8L2xw?e=bWmJQj](https://carpc.sharepoint.com/:b:/g/EQTsm_350I5NIF3JnWQj53kBzEcFAU7rDiZCbaoW8L2xw?e=bWmJQj)).

Mr. Schaefer stated that the MPO has put together a more detailed schedule for the transportation plan update. The staffs of the MPO and CARPC have had discussions about opportunities for joint meetings of the two plans. The deadline for approval will be in early 2022.

7. Adjournment

For CARPC, Mr. Opin moved to adjourn; Mr. McKeever seconded. The motion passed on a voice vote. The CARPC meeting adjourned at 8:51 pm.

For the MPO, Mr. Foster moved to adjourn; Mr. Wood seconded. The motion passed on a voice vote. The MPO meeting adjourned at 8:52 pm.

Future CARPC Agenda Items (Next Executive Committee meeting is 6pm on June 8, 2020, Zoom meeting; next CARPC meeting is 6pm on June 11, 2020, Zoom meeting)

Minutes taken by Linda Firestone and reviewed by CARPC and MPO staff

Respectfully Submitted:

A handwritten signature in cursive script that reads "Kris Hampton".

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Kris Hampton, CARPC Secretary