

Minutes of the First Joint Meeting of the

**ADVISORY COMMITTEES ON REGIONAL LAND USE PLANNING
AND REGIONAL TRANSPORTATION SYSTEM PLANNING**

DATE: September 12, 2013

TIME: 9:30 a.m.

PLACE: Tommy G. Thompson Youth Center, Meeting Room 5
Wisconsin State Fair Park
640 S. 84th Street
Milwaukee, Wisconsin

Members Present

Committee on Regional Land Use Planning

Julie Anderson Director of Public Works and Development Services, Racine County
Chair
Timothy R. Bate Director of Planning, Research, and Sustainability,
Milwaukee Metropolitan Sewerage District
Andy Buehler Director of Planning Operations, Kenosha County
Harlan E. Clinkenbeard City Planner, City of Pewaukee
Michael P. Cotter Director, Walworth County
Land Use and Resource Management Department
Brian Dranzik Director, Department of Transportation, Milwaukee County
Charles Erickson Community Development Manager, City of Greenfield
Daniel F. Ertl Director of Community Development, City of Brookfield
Jason Fruth Planning and Zoning Manager, Waukesha County
Doug Koehler (alternate for Jennifer Andrews) Planner, City of Waukesha
Vanessa Koster Planning Manager,
City of Milwaukee Department of City Development
Paul E. Mueller Administrator, Planning and Parks Department, Washington County
Patricia T. Najera City Plan Commissioner, City of Milwaukee
Mark Priotrowicz City Planner/Operations Manager, City of West Bend
Matthew Sadowski Assistant Director, City of Racine Department of City Development
Jennifer Sarnecki (alternate for Sherri Schmit) Wisconsin Department of Transportation
Sally Seeger (alternate for Eric Nitschke) Wisconsin Department of Natural Resources
Douglas Seymour Director of Community Development, City of Oak Creek
Todd Stuebe Director of Community Development, City of Glendale
Mike Thompson (alternate for Eric Nitschke) Wisconsin Department of Resources
Teig Whaley-Smith Economic Development Director, Milwaukee County

Committee on Regional Transportation System Planning

Brian Dranzik Director, Department of Transportation, Milwaukee County
Chair
Fred Abadi Director of Public Works, City of Waukesha

Bruce Barnes (alternate for Allison Bussler/Gary Evans) Department of Public Works,
Waukesha County

John M. Bennett City Engineer, City of Franklin

Kevin M. Brunner Director of Central Services,
Walworth County Public Works Department

David E. Cox Village Administrator, Village of Hartland

Michael Friedlander (alternate for Bart Sponseller) Bureau of Air Management,
Wisconsin Department of Natural Resources

Jennifer Gonda Legislative Liaison Director, City of Milwaukee

Thomas M. Grisa Director, Department of Public Works, City of Brookfield

T.J. Justice Interim City Administrator, City of West Bend

Nik Kovak Alderman, City of Milwaukee

Michael Mayo Sr. Supervisor, Milwaukee County

Dwight E. McComb (alternate for Alex Kuklenski) Planning and Program Development Engineer,
Federal Highway Administration, U.S. Department of Transportation

Susan Morrison (alternate for Sandra Beaupré) Wisconsin Department of Transportation

Jeffrey S. Polenske City Engineer, City of Milwaukee

Jennifer Sarnecki (alternate for Sherri Schmit) Wisconsin Department of Transportation

William D. Sasse Director of Engineering, Village of Mt. Pleasant

Sally Seeger (alternate for Eric Nitschke) Wisconsin Department of Natural Resources

Mike Thompson (alterate for Eric Nitschke) Wisconsin Department of Resources

Thomas Wondra Highway Commissioner, Washington County

Guests and Staff Present

Stephen P. Adams Public Involvement and Outreach Manager, SEWRPC

C Terrance Anderson Transportation Planner, SEWRPC

Christopher T. Hiebert Chief Transportation Engineer, SEWRPC

Ryan W. Hoel Principal Engineer, SEWRPC

Eric D. Lynde Principal Transportation Planner/Engineer, SEWRPC

Benjamin R. McKay Principal Planner, SEWRPC

Kevin J. Muhs Senior Transportation Planner, SEWRPC

David A. Schilling Principal Planner, SEWRPC

William J. Stauber Chief Land Use Planner, SEWRPC

Kerry Thomas Transit Now

Kenneth R. Yunker Executive Director, SEWRPC

CALL TO ORDER

Ms. Anderson called the joint meeting of the Advisory Committees on Regional Land Use Planning and Regional Transportation System Planning to order at 9:33 a.m., welcoming those in attendance. Ms. Anderson stated that the purpose of the joint meeting is to provide an introduction to the proposed planning approach and an outline of the year 2050 regional land use and transportation plan. Mr. Yunker stated that Ms. Anderson, Advisory Committee on Regional Land Use Planning Chair, and Mr. Dranzik, Advisory Committee on Regional Transportation System Planning Chair, will alternate as chair during joint meetings of the Committees. He stated that the Committees will likely hold joint meetings as well as individual meetings during the planning process. Ms. Anderson asked Committee members and Commission staff to introduce themselves, and roll call would be accomplished through circulation of a sign-in sheet.

REVIEW AND APPROVAL OF MEETING MINUTES OF NOVEMBER 5, 2012 (ADVISORY COMMITTEE ON REGIONAL TRANSPORTATION SYSTEM PLANNING ONLY)

Ms. Anderson asked if there were any questions or comments on the November 5, 2012, Advisory Committee on Regional Transportation System Planning meeting minutes. There were none. Ms. Anderson noted that only Transportation Committee members needed to vote on the forthcoming motion to approve the meeting minutes. She then asked for a motion to approve the meeting minutes. Mr. Cox moved and Mr. Grisa seconded approval of the November 5, 2012, Advisory Committee on Regional Transportation System Planning meeting minutes. The motion was approved unanimously.

UPDATE ON THE MAJOR REEVALUATION OF THE REGIONAL LAND USE AND TRANSPORTATION PLANS, AND EXTENSION OF PLAN DESIGN YEAR FROM 2035 TO 2050

Ms. Anderson noted that there are three sub-items under this agenda item, including a review of the proposed visioning and planning approach, proposed logo and website, and proposed outline of the year 2050 regional land use and transportation plan report.

Vision 2050: Proposed Visioning and Scenario Planning Approach

Ms. Anderson asked Mr. Yunker to provide an overview of the proposed visioning and scenario planning approach. Mr. Yunker stated that the purpose of the visioning and scenario planning approach is to engage the public and elected officials early in, and throughout, the planning process to increase awareness, understanding, and support of the regional land use and transportation plan. It is also intended to expand public knowledge on the implications of existing and future land use and transportation development in Southeastern Wisconsin. The process will result in an initial vision document that will include guiding statements intended to direct development of the plan and a final vision document and plan report at the end of the process. Mr. Yunker stated that the process is outlined in the document provided to members of the Committees prior to the meeting entitled "*Vision 2050: A Proposed Visioning and Scenario Planning Approach to Developing the Year 2050 Long-Range Regional Land Use and Transportation Plan*" (see Attachment 1). Members of the Committees were also provided with a flowchart of the visioning process prior to the meeting (see Attachment 1). Mr. Yunker then proceeded to review the document page-by-page and the flowchart. The following comments and discussion points were made during the review:

1. Mr. Bennett asked why the plan design year is 2050. Mr. Yunker responded that the Commission is the Metropolitan Planning Organization (MPO) for six of the seven counties in the Region and its work is essential to maintaining the flow of Federal highway and transit funds. He stated that Federal planning regulations require long-range transportation plans at all times to have a design horizon of at least 20 years and the Commission typically does a major reevaluation and extension of its regional land use and transportation plan after the decennial Census and major travel surveys. The plan design year of 2050 is intended to provide enough time for future plan reevaluations and updates, while maintaining a 20-year planning horizon for the adopted plan.
2. Mr. Grisa referred to page 2 of the visioning approach document and asked if the analysis that will be conducted on the preliminary transportation plan recommendations to compare plan costs to existing and reasonably expected revenues will consider inflation and potential increased tax base. Mr. Yunker responded that these factors will be considered and the Transportation Committee will review the financial analysis. If a gap is determined to exist between plan costs

and existing and reasonably expected revenues, those elements of the plan that may be expected to be funded under existing and reasonably expected revenues will be identified—constituting the “fiscally constrained plan.” He added that in this analysis not only must the amount of existing and reasonably expected revenue be considered, but also any limitations which exist with respect to that funding revenue. The funding necessary to achieve the remaining elements of the preliminary recommended plan will be identified, along with potential initiatives to provide the needed funding and implement the complete vision.

3. Mr. Ertl inquired as to the basis of the projections of population and employment that will be used in the planning process. Mr. Yunker responded that the regional population, household, and employment projections, which are documented in the 5th Editions of SEWRPC Technical Reports Nos. 10 and 11, provide the forecast of future regional growth. He stated that members of the Committees will be provided an opportunity to review the projections and noted that modest changes to the projections have sometimes been made by past committees. He then stated that the reports are available on the Commission website and staff will e-mail members of the Committees a link to the reports. Hard copy reports will also be provided upon request.
4. Mr. Cox noted that two series of public meetings will be held throughout the Region early in the visioning process. He asked if people can attend the second series without attending the first. Mr. Yunker responded that people can attend both meetings, or just one. He noted that meeting invitations will be sent to a list of organizations; however, all meetings are open to the public and will be advertised. Mr. Yunker also stated that task forces will be convened to examine specific issues related to land use and transportation throughout plan visioning and development. Staff will provide members of the Committees with a list of the proposed task forces for their comments on membership.
5. Mr. Clinkenbeard asked if political feasibility will be considered in the evaluation of alternative land use and transportation plans. Mr. Yunker responded that it may be expected that the Advisory Committees will consider political feasibility during review of the alternatives. Mr. Clinkenbeard noted his background decades ago with the Commission as the Chief Land Use Planner and later Assistant Director. He stated that alternative plans were prepared and evaluated during the development of the year 1990 regional land use and transportation plan. He noted that the most desirable alternative from a land use and transportation evaluation standpoint was determined to be the least politically feasible, and ultimately was not adopted as the final plan by the Commission. Mr. Yunker stated that the Advisory Committees will have the opportunity to discuss the plan alternatives that are politically feasible. Mr. Kovac asked when the evaluation of the year 1990 plan occurred. Mr. Yunker responded that the evaluation occurred during the mid-1960s.
6. Mr. Yunker noted that visioning and plan development will be on an ambitious schedule. He stated that the next joint meeting of the Advisory Committees has not been scheduled and staff will send out an e-mail to survey members regarding potential days of the week and times of the day for future meetings. A tentative schedule will be developed for future meetings so members of the Committees have advance notice. He also noted that while there may be some future joint Committee meetings, the Committees will also meet on an individual basis during plan chapter preparation, depending on the content of the report chapters. Mr. Clinkenbeard asked if agendas for individual Committee meetings will be sent to members of both Committees. Mr. Yunker

responded that agendas will be e-mailed to members of both Committees along with links to meeting materials.

Hearing no further comments, Ms. Anderson asked for a motion to approve the proposed VISION 2050 visioning and scenario planning approach. Mr. Clinkenbeard moved and Mr. Justice seconded the motion to approve the VISION 2050 visioning and scenario planning approach. The motion was approved unanimously.

[Secretary's Note: Commission staff has made the following revisions to the visioning approach document based on discussion by Mr. Yunker during the review:

- The number of public meetings facilitated by Commission staff in Milwaukee County will be reduced from three to one during each series of meetings. In-lieu of those public meetings, the Commission will contract with a number of community organizations that service underrepresented populations to engage those populations in workshops/meetings.
- An evaluation of the impact of the preliminary recommended land use and transportation plan on minority and low-income populations within the Region will be conducted, assessing whether minority and low-income populations would receive a proportionate share of any plan benefits or a disproportionate share of plan costs.]

Proposed Logo and Website—~~www.vision2050sewis.org~~—for VISION 2050

Ms. Anderson asked Mr. Yunker to discuss the proposed VISION 2050 logo and website (www.vision.2050.sewis.org). Mr. Yunker stated that a website devoted to the VISION 2050 process is under preparation and will be linked to the main SEWRPC website. He stated that www.vision2050.org was the preferred site address; however, it was already in use, and attempts to acquire it were unsuccessful. He then noted that a handout with the VISION 2050 logo was distributed to members of the Committees prior to the meeting (see Attachment 2). Hearing no comments, Ms. Anderson asked for a motion to approve the proposed VISION 2050 logo and website. Mr. Cox moved and Mr. Fruth seconded the motion to approve the VISION 2050 logo and website. The motion was approved unanimously.

Proposed Outline of SEWRPC Planning Report No. 55, “*A Regional Land Use and Transportation System Plan for Southeastern Wisconsin: 2050*”

Ms. Anderson asked Mr. Yunker to review the proposed outline of the plan report. Mr. Yunker stated that the proposed outline was distributed to members of the Committees prior to the meeting (see Attachment 3). He stated the report will include three Volumes. Volume I will include inventories, analyses, and forecasts. Volume II will document the VISION 2050 process and evaluation of alternative sketch development scenarios and detailed plans. Volume III will set forth the recommended regional land use and transportation plan. In addition, several memorandum and technical reports will be referenced in the planning report relative to adopted county and local comprehensive plans, development of travel simulation models, population and employment projections and forecasts, and additional vision documents. Accompanying newsletters, brochures, and bulletins will also be developed at key points during the visioning and planning process.

[Secretary's Note: A report Appendix titled "*Impacts of Recommended Plan on Minority and Low-Income Populations*" has been added to the report outline by Commission staff.]

The following comments and discussion points were made during the review:

1. Mr. Clinkenbeard asked if members of the Committees could be provided with a CD containing the plan report once it is adopted. Mr. Yunker responded that members will be given a choice of a CD or hard copy report.
2. Ms. Morrison asked if the Committees will be reviewing individual chapters or entire volumes. Mr. Yunker responded that the Committee will review individual chapters or parts of chapters. He noted that Committees may meet individually depending on chapter content, but members of both Committees will receive meeting agendas and materials.
3. Mr. Cox asked if the plan report outline can be modified during the visioning and planning process. Mr. Yunker responded that the outline represents initial staff thoughts on report organization and modifications would be made as needed.

Hearing no further comments, Ms. Anderson asked for a motion to approve the proposed outline of SEWRPC Planning Report No. 55, "*A Regional Land Use and Transportation System Plan for Southeastern Wisconsin: 2050*." Mr. Cox moved and Mr. Clinkenbeard seconded the motion to approve the outline of SEWRPC Planning Report No. 55. The motion was approved unanimously.

PUBLIC COMMENTS

Ms. Anderson asked if there were any public comments. There were none.

ADJOURNMENT

Ms. Anderson thanked everyone for attending and asked for motion to adjourn the meeting. Mr. Cox moved and Mr. Clinkenbeard seconded the motion to adjourn. The meeting was adjourned at 10:30 a.m.

Respectfully submitted,

Benjamin R. McKay
Recording Secretary

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VISION 2050: A PROPOSED VISIONING AND SCENARIO PLANNING APPROACH TO DEVELOPING THE YEAR 2050 LONG-RANGE REGIONAL LAND USE AND TRANSPORTATION PLAN

INTRODUCTION

The Southeastern Wisconsin Regional Planning Commission staff is proposing to utilize a visioning and scenario planning approach—“VISION 2050”—to developing a long-range future vision for land use and transportation for the seven-county Southeastern Wisconsin Region. The land use and transportation vision would describe how Region residents want their communities and the Region to develop, and how they want to be connected to the different places in their communities and the Region where they live, work, and play. The intended result of this effort will be a new year 2050 regional land use and transportation plan for Southeastern Wisconsin. Visioning and scenario planning are being used more frequently by regional planning commissions and metropolitan transportation planning organizations (MPOs) across the nation as a way to enhance their regional planning efforts. The purpose of the proposed VISION 2050 effort is to develop a shared vision of future land use and transportation in Southeastern Wisconsin which is understood and embraced by the Region’s residents. The VISION 2050 effort would be designed to obtain greater public input into the specific design and evaluation of alternative scenario plans as well as the final land use and transportation plan, and expand public knowledge on the implications of existing and future land use and transportation development in Southeastern Wisconsin.

Visioning activities for the VISION 2050 effort would serve as an initial step of the year 2050 plan development process, involving public outreach techniques designed to engage members of the public and obtain their involvement at the very beginning of the process to develop a consensus vision for the plan. The hope is that by engaging the Region’s residents in visioning for the future, encouraging them to better understand land use and transportation development and consequences, and promoting discussion and understanding of the diverse transportation needs which exist across the Region, more of the Region’s residents will be aware of, understand, and support the final recommended plan, and the potential to implement the resulting recommendations will be improved. The product of these visioning activities will be an initial vision document comprised of a set of guiding statements or principles, which will describe the desired future direction of growth and change in the Region with respect to land development and transportation.

As part of VISION 2050, the feedback obtained from initial visioning activities would lead into a proposed scenario planning effort. Scenario planning is a process used to develop a long-term shared

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vision by considering and evaluating a range of potential future scenarios of regional land use development and transportation system development. Developing and comparing possible scenarios, or futures, can help the public and local governments understand the consequences of future land use patterns and transportation systems and make it easier to provide input into the plan development process. The new Federal transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21), suggests that MPOs consider using scenario planning in developing regional transportation plans¹.

Extensive public outreach is planned for developing alternative scenarios, which would be integrated into the development and comparison of detailed alternative land use and transportation plans. The intent is for an initial series of “sketch” land use and transportation scenarios, which are developed from the guiding statements in the initial vision document produced during the initial visioning activities, to form the foundation for the development of more detailed alternative land use and transportation plans. After in-depth evaluation and comparison of detailed alternative plans, a final long-range land use and transportation plan for Southeastern Wisconsin would be prepared, providing a consensus vision for the Region to guide decisions and investments at local, county, and State levels for years to come.

With respect to the transportation plan, those elements of the plan which may be expected to be implemented with existing and reasonably expected future revenues will need to be identified. The necessary additional funding and potential funding sources needed to implement the entire transportation plan will also be identified.

This memorandum provides a summary outline of VISION 2050, the proposed approach for incorporating a visioning and scenario planning process in the upcoming development of the year 2050 regional land use and transportation plan for Southeastern Wisconsin². As part of each step in the VISION 2050 process, extensive public outreach will be conducted. This will include newsletters, brochures, media contacts and news releases, and extensive public outreach to minority and low income groups and organizations, business groups, service groups, community and neighborhood groups, environmental groups, and others. Also, outreach would occur through participation at fairs, festivals, and other events. The public outreach would be intended to inform, and obtain input, at each step of the visioning and planning process, ultimately shaping the initial vision, future scenarios, alternative plans, and final plan. As in past efforts, the Commission staff will make every effort to respond to the comments

¹ Exhibit A to this memorandum provides the specific MAP-21 language related to scenario planning.

² Exhibit B to this memorandum provides definitions for a number of the terms used in this memorandum.

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and suggestions made throughout the process so that the resulting vision and plan reflect the values and goals expressed by the Region's residents.

The Commission has developed many connections and relationships with numerous organizations and groups. The Commission staff will work with these organizations and groups to increase awareness of the effort and encourage participation by all groups and individuals, including those traditionally difficult-to-reach. By taking advantage of the creativity and assets possessed by these organizations and groups, outreach can be expanded beyond the capability and limited resources of the Commission staff to engage people in unique ways. One way that will be explored involves the Commission contracting with a number of nonprofit organizations that serve traditionally difficult-to-reach populations, with the organizations responsible for reaching out and engaging those populations, conducting workshops and meetings throughout the process that are specifically designed to reach those populations. A workgroup will be created with representatives from these organizations and groups to assist the Commission staff in developing and executing the communication efforts associated with this visioning and planning effort. The Commission staff will also continuously evaluate the effectiveness of its outreach efforts throughout the process, identifying after each stage of the effort those groups and individuals who may not have participated. Creative approaches targeted to reach them would then be made in subsequent stages to ensure diverse representation from throughout the Region.

The primary focus of the proposed effort is to plan for, and address issues related to, land use and transportation in Southeastern Wisconsin. Land use issues include where to focus development and redevelopment, such as employment centers. They also include consideration of the density of development, and what existing land should be preserved, such as prime agricultural lands and key environmental resources. Transportation issues include the level of connectivity and service to be provided by highway and public transit systems, and the facilities and accommodations to be provided for bicycle and pedestrian travel. They also include consideration of the facilities essential to accommodate the movement of freight by the Region's businesses and industries. The Commission staff recognizes that there are other issues beyond land use and transportation that need to be addressed to improve the overall health and vitality of the Region, but that are beyond the scope of the effort. Regional issues like education, healthcare, and workforce development, while extremely important and linked in some ways to land use and transportation, would not be directly addressed by this effort. However, as the process is designed to encourage communications between all residents and leaders of the Region, with the envisioned result being a mutual understanding of the diverse needs that exist in the Region, the hope is

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that productive dialogues focused on regional cooperation to address these additional important issues will be fostered by the effort and continue after the plan is completed.

Lastly, communities and counties across the Region have over the last several years developed and approved comprehensive plans with land use and transportation elements. The relationship between these community and County comprehensive plans and the VISION 2050 effort, which ultimately will result in a year 2050 regional land use and transportation plan, should be considered and discussed. First, this regional effort will examine the future cumulative implications of land development and transportation across the entire urban region of Southeastern Wisconsin. Second, the regional effort will also look into the future to the year 2050, beyond the time frame of many community and County comprehensive plans. The findings and recommendations of this regional effort may be expected to serve to advise future updates and reexaminations of County and community comprehensive plans.

PROPOSED APPROACH TO VISIONING AND SCENARIO PLANNING FOR THE YEAR 2050 REGIONAL LAND USE AND TRANSPORTATION PLAN

Step 1: Initiate Preparations for the Land Use and Transportation Visioning Process

May 2013 through August 2013

- Develop and implement a strategy for planning effort communications:
 - A name, or title, for the planning process and plan (i.e. “VISION 2050”)
 - A brief statement that concisely conveys the purpose of the plan and generates public interest in the plan
 - An attractively designed graphic that will be instantly recognizable and be prominently displayed on all documents and outreach materials developed for the plan
 - A website dedicated specifically to the plan, which will provide regular updates on plan development progress, announcements of public meetings, and a continuous avenue for members of the public to submit comments on the plan (the website would be linked to the Commission’s website: www.sewrpc.org)
- Contact local government officials in the Region via letter and email to notify them of the upcoming plan development effort, offer presentations to their respective governing bodies, and request their involvement in the visioning and scenario planning effort and meetings
- Develop a list of individuals and organizations from throughout the Region—including government, business, workforce development, environmental justice, transportation, environment, tourism and arts, and others—to be invited to a series of visioning workshops or

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public meetings to be held throughout the planning process in each County of the Region, as well as to a Regional Visioning Forum

- Develop a telephone preference survey regarding land use and transportation system development
 - Draft a list of possible questions to assess the public preference for the Region's future land use and transportation system development
- Convene Commission Advisory Committees on Regional Land Use Planning and Regional Transportation System Planning to review the proposed VISION 2050 effort
- Develop and convene task forces that will be asked to examine specific issues related to land use and transportation throughout the plan visioning and development. Issues to be addressed by task forces may include:
 - Transportation needs of business, industry, workforce development, and higher education
 - Environment – including Federal and State natural resource agencies
 - Environmental justice – including minority and low-income populations and persons with disabilities
 - Freight movement
 - Human services transportation needs
 - Land Use – farming, builder, realtor, and environmental interests
 - Non-motorized transportation – including bicycle and pedestrian facilities
 - Public transit
 - Transportation demand management
 - Transportation funding and pricing
 - Transportation safety and security
 - Transportation system operations management

Step 2: Conduct Initial Land Use and Transportation Visioning Effort

September 2013 through February 2014

- Finalize the telephone preference survey questions and conduct the survey
- Send out invitations for an initial seven county-level public visioning workshops and post advertisements for the seven county-level visioning workshops
- Conduct the seven public visioning workshops (one in each county), with workshop activities including:
 - Introduction presentation – each workshop will begin with an introduction to the plan development effort, including an outline of the process and schedule proposed to be followed in the development of the 2050 land use and transportation plan and a

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discussion of recent trends in land use and transportation development. The relationship of the 2050 plan to the current year 2035 regional land use and transportation plans and to County and community comprehensive plans will also be addressed.

- Image preference survey – participants will be asked to score, according to their preference, a series of images representing different land use and transportation types
 - Following the presentation of the series of images and real-time keypad polling by participants, results will be displayed on the screen for all to see
- Visioning exercise – participants will be asked to develop their own visions for land use and transportation in the Region
 - Participants will be split into small groups of about 8 to 10 people
 - Each group will be asked to discuss and describe the kind of community and Region within which they would desire to live, expressed in terms of values and goals such as good air and water quality, a walkable and bikeable community, and preservation of environmental resources. They will also be asked to participate in a strengths, weaknesses, opportunities, and threats (SWOT) analysis of land use and transportation in their County and the Region. Reflecting upon their description of the type of community and Region within which they would desire to live and their SWOT analysis, groups will then be asked to provide some suggestions for the Region’s future land use and transportation.
- Prepare a series of draft guiding, or vision, statements that express a vision for land use and transportation in the Region from the key values and priorities expressed in the survey and workshops. These vision, or guiding, statements would serve as a guide for how the Region should move forward and also provide a framework for developing potential future land use and transportation scenarios which would implement the vision. The following is an example of the type of guiding statement that could be developed:
 - “Protect and improve the quality of the Region’s environment by preserving our remaining environmental resources and natural areas, and implementing innovative designs and infrastructure to reduce the impact of rural and urban living on our Region’s ecosystems”
- Send out invitations for a second set of seven county-level public visioning workshops and post advertisements for the seven county-level visioning workshops
- Conduct the second set of seven public visioning workshops (one in each county), with workshop activities including:

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- Presentation – each workshop will begin with a summary of the results of the initial visioning workshops and telephone preference survey and present an initial series of draft guiding statements
- Display boards – boards will be on display to provide information on the survey and workshop results and the draft guiding statements
- Visioning exercise – participants will be asked to review the draft guiding statements and refine them as necessary to reflect their own visions for land use and transportation in the Region
 - Participants will be split into small groups of about 8 to 10 people
 - Each group will be provided the draft guiding statements, and information from the survey and workshops that were used to develop them. They will be asked to discuss the guiding statements and refine, add, or remove statements so that they reflect the type of community and Region within which they would desire to live.
- Send out invitations for a Regional Visioning Forum to selected attendees/invitees of the seven county-level public visioning workshops
- Conduct the Regional Visioning Forum to further refine and discuss the draft vision, as expressed in the draft guiding statements. The Forum will provide an opportunity to acknowledge, discuss, and promote the understanding of any differences in values and needs that may exist in different parts of the Region so that these different values and needs are accommodated in an initial vision document. Forum activities would include:
 - Presentation – the Forum will begin with a summary of the results of the two sets of county-level public visioning workshops and a draft vision document comprised of a series of refined guiding statements
 - Display boards – boards will be on display to provide information on the workshop results and the draft vision document
 - Comment solicitation – participants will be asked to provide oral or written comments to help refine the draft vision document
- The Commission’s Regional Land Use and Transportation Planning Advisory Committees will also meet to discuss, and participate in, the initial visioning activities. Some of the Commission Task Forces may also meet and participate in the initial visioning activities.

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Step 3: Prepare Initial Vision Document and Develop Sketch Scenarios

March 2014 through May 2014

- Refine the initial vision document based on the Regional Visioning Forum results and produce a document comprised of a set of guiding, or vision, statements describing the desired future direction of growth and change in the Region with respect to land development and transportation. This initial vision document will form the foundation for the development of draft “sketch” land use and transportation scenarios and more detailed alternative land use and transportation plans.
- Use the results of the telephone preference survey, county-level visioning workshops, and Regional Visioning Forum, along with the initial vision document, to develop draft “sketch” land use and transportation scenarios which would serve to implement the identified vision of what the Region should be in the year 2050
 - The sketch land use and transportation scenarios will include a baseline scenario representing a continuation of current trends and a number of additional scenarios representing the range of possible futures for land use and transportation which could achieve the Region’s identified vision. The sketch scenarios will be compared to the County and community comprehensive plans in each County.
 - Each scenario will be evaluated with a “sketch” evaluation tool to assess, as best as can be done with a general sketch scenario, the extent to which each scenario is consistent with the initial vision. This will require a series of criteria to be defined which can be estimated with the sketch evaluation tool and measure the extent to which each scenario conforms to the initial vision.
- Hold seven public meetings across the Region (one in each county), and also another Regional Visioning Forum meeting, with meeting activities to include:
 - Brief presentation – Commission staff will summarize the Forum results, vision document, and possible draft scenarios and their evaluation
 - Display boards – boards will be on display to provide information on plan development progress to date, including survey, workshop, and Forum results, the vision document, and the draft scenarios and their evaluation
 - Comment solicitation – participants will be asked to provide oral or written comments on the scenarios and their evaluation to reduce the number of scenarios to approximately three, and as well refine and suggest detail to the remaining scenarios
- Update the initial vision document to include the sketch land use and transportation scenarios, the results of the evaluation of those sketch scenarios, and the remaining refined scenarios

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- The Commission's Regional Land Use and Transportation Planning Advisory Committees will also meet to review the workshop and Forum results and initial and updated vision document, and participate in the development of the sketch land use and transportation scenarios. The Commission Task Forces will also meet to provide further detail to the sketch scenarios.

Step 4: Develop and Evaluate Alternative Land Use and Transportation Plans

June 2014 through September 2014

- For each of the remaining sketch land use and transportation scenarios, develop a more detailed draft alternative regional land use and transportation plan
 - Each alternative plan will include a specific land use development pattern and transportation system, representing alternative visions for the Region
- Use the guiding, or vision, statements for regional land use and transportation system development in the vision document as the basis for developing a set of plan objectives, and a set of measurable indicators, which will quantify the extent to which each alternative plan meets each objective
 - Objectives – statements that focus on how the Region should desirably look and function in the future
 - Should be clear and concise to provide meaningful guidance
 - Form the basis for developing indicators
 - Indicators – discrete measures based on the established objectives that are used to evaluate and compare the alternative plans
 - Types of indicators may include environment, land use, community livability, jobs/housing balance, transportation system performance, energy consumption, and capital and operating costs
 - An evaluation matrix will be used in the evaluation of alternative plans to display values of all selected indicators for all alternative plans, allowing them to be easily compared
- Evaluate and compare the alternative plans in terms of their viability and performance under future conditions, including a potential range of future conditions, estimating values for the selected indicators to complete the evaluation matrix
 - Alternative plans will be assessed based on their impacts, influences, and effects on the selected indicators
 - Evaluation tools, including the Commission's travel demand models, will be used to estimate values for each indicator, with the results reported in the evaluation matrix

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- The Commission's Regional Land Use and Transportation Planning Advisory Committees will meet to guide the Commission staff in the development of the alternative land use and transportation plans, the definition of objectives and indicators, and the evaluation of alternative plans. The Commission Task Forces will also meet to supplement, and provide further detail to, the guidance provided by the Advisory Committees.

Step 5: Review Evaluation of Alternative Plans and Identify Preliminary Recommended Land Use and Transportation Plan to Represent the Preferred Vision for the Region

October 2014 through February 2015

- Hold seven public meetings across the Region (one in each county), and also a Regional Vision Forum meeting, with meeting activities including:
 - Brief presentation – each meeting will include a brief presentation given by the Commission staff to summarize the alternative land use and transportation plans and the results of the evaluation of the alternative plans
 - Display boards – boards will be on display to provide information on plan development progress to date, including information on the alternative plans and evaluation results
 - Keypad polling – attendees will be asked to indicate their preferred alternative plan using real-time keypad polling devices provided to them at the meeting
 - Comment solicitation – participants will be asked to provide oral or written comments on the alternative plans
- Conduct an online polling survey to allow members of the public to indicate their preferred alternative plan
 - Information on the alternative plans and evaluation results will be made readily available to assist in making decisions
 - Each participant will be asked for basic information, including name, email address, and the ZIP code in which they reside, so that double-counting can be minimized
- Identify a preferred vision and preliminary recommended plan
 - Goal of the process is to achieve regional consensus on the future of the Region
 - May involve combining the most effective elements of each alternative plan or applying different elements of each alternative plan to different geographic areas
 - End result would be a preliminary recommended land use and transportation plan, which would represent a preferred comprehensive vision for the Region
 - Land use component will include land use recommendations for the Region

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- Transportation component will serve the recommended land use component and include transportation recommendations for the Region
- Preliminary recommended plan will identify potential actions and strategies to achieve plan recommendations and guide decision-making at local, county, and State levels for years to come
- Preliminary recommended plan will also specify an ongoing program to monitor and document progress toward achieving plan recommendations, including regularly calculated and reported performance measures
- A financial analysis will be conducted of the preliminary recommended transportation plan, comparing plan costs to existing and reasonably expected revenues. If a gap is identified to exist, those elements of the plan which may be expected to be funded under existing and reasonably expected revenues will be identified—constituting the “fiscally constrained” plan. The funding necessary to achieve the remaining elements of the preliminary recommended plan will be identified, along with potential initiatives to provide the needed funding and implement the complete vision.
- An evaluation of the impact of the preliminary recommended transportation plan on minority and low-income populations within the Region will be conducted, assessing whether minority and low-income populations would receive a proportionate share of any plan benefits, or a disproportionate share of plan costs.
- The Regional Land Use and Transportation Planning Advisory Committees will meet prior to, and following, the public meetings to guide the Commission staff with respect to the development of the preliminary recommended plan, and the information to be provided at the public meetings, and the conclusions to be reached following the meetings. The Commission Task Forces will also meet to supplement, and provide further detail to, the guidance provided by the Advisory Committees.

Step 6: Develop Final Recommended Plan and Vision

March 2015 through June 2015

- Hold a final series of seven public meetings across the Region (one in each county), and also a Regional Vision Forum meeting, with meeting activities including:
 - Brief presentation – each meeting will include a brief presentation given by the Commission staff to summarize the preliminary proposed vision for the Region, as outlined in the preliminary recommended land use and transportation plan. The impact of current and expected future transportation revenues on the ability to achieve the

(ATTACHMENT 1)

preliminary recommended transportation vision will be identified. Those elements of the preliminary vision for transportation which may be expected to be accomplished with reasonably expected revenues will be identified. Also, those transportation vision elements which will require new additional funding will be identified, along with the proposed funding (revenue sources and amounts) to those vision plan elements.

- Display boards – boards will be on display to provide information on plan development progress to date, including information on the preliminary recommended plan
- Comment solicitation – participants will be asked to provide oral or written comments on the preliminary recommended plan
- Use feedback at the meetings to refine the preliminary recommended plan and develop the final recommended land use and transportation plan
 - The Commission Regional Land Use and Transportation Planning Advisory Committees will guide the staff in the development of the final recommended plan and recommend adoption of the final plan by the Commission
 - The final plan will include an implementation framework, specifying the actions that will need to be taken in five year increments to accomplish the plan. Those actions needed to go beyond the fiscally constrained transportation plan and achieve the transportation vision plan will be specified.
 - A final vision document will be prepared which presents the proposed land use and transportation vision for the Region, outlines the actions recommended in the land use and transportation plan to achieve the vision, and identifies the funding necessary to achieve the plan and vision
 - Following completion and adoption of the plan, the implementation of the plan will be monitored, including the identified implementation framework actions. Also, performance measures which track the achievement of the plan objectives, and the attainment of the future vision, will be quantified and reported annually.

* * *

(ATTACHMENT 1)

Exhibit A

CHAPTER 53 OF TITLE 49, UNITED STATES CODE, AS AMENDED BY MAP-21

§ 5303. Metropolitan transportation planning

(i) DEVELOPMENT OF TRANSPORTATION PLAN.—

(4) OPTIONAL SCENARIO DEVELOPMENT.—

(A) IN GENERAL.—A metropolitan planning organization may, while fitting the needs and complexity of its community, voluntarily elect to develop multiple scenarios for consideration as part of the development of the metropolitan transportation plan, in accordance with subparagraph (B).

(B) RECOMMENDED COMPONENTS.—A metropolitan planning organization that chooses to develop multiple scenarios under subparagraph (A) shall be encouraged to consider—

(i) potential regional investment strategies for the planning horizon;

(ii) assumed distribution of population and employment;

(iii) a scenario that, to the maximum extent practicable, maintains baseline conditions for the performance measures identified in subsection (h)(2);

(iv) a scenario that improves the baseline conditions for as many of the performance measures identified in subsection (h)(2) as possible;

(v) revenue constrained scenarios based on the total revenues expected to be available over the forecast period of the plan; and

(vi) estimated costs and potential revenues available to support each scenario.

(C) METRICS.—In addition to the performance measures identified in section 150(c) of title 23, metropolitan planning organizations may evaluate scenarios developed under this paragraph using locally-developed measures.

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Exhibit B

DEFINITIONS OF TERMS USED IN THIS MEMORANDUM

OBJECTIVES – established based on the values and priorities of the Region; focused on how the Region should look and function in the future; used to develop indicators to evaluate alternative land use and transportation futures for the Region

- Example: The Region should have an efficient transportation system, providing for convenient travel between and within the urban centers of the Region.

GUIDING STATEMENTS – compiled from key values and priorities for the Region; guide how the Region wants to move forward; provide a framework for developing scenarios and alternative and final recommended plans

- Example: Protect and improve the quality of the Region's environment by preserving our remaining environmental resources and natural areas, and implementing innovative designs and infrastructure to reduce the impact of rural and urban living on our Region's ecosystems.

SCENARIOS – Conceptual descriptions of plausible trajectories of future Regional change in land use and transportation; represent plausible and distinct alternative pictures of how the Region might look and function in the future

- Example: Future development will occur at high densities, with heavy reinvestment in infill development and redevelopment in existing communities and infrastructure, and new development that is transit-oriented, compact, and mixed-use.

INDICATORS – based on established objectives and values; used to compare scenarios; scenarios are assessed based on their impacts, influences, and effects on selected indicators; should be discrete, measurable, and describable, and be developed for qualitative or quantitative data depending on what information is available; types of indicators may include environment/land use, community livability, jobs/housing, transportation system, performance, energy consumption, and capital and operating costs

- Example: Percent of population with access to transit.

VISION – documents the preferences and desired future of the Region; consolidated community preferences and priorities and scenario development and evaluation; grounded in realistic analysis and

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incorporates possible future changes; provides a framework for building consensus on policies and strategies related to transportation, growth, land use, or other issues; strategies for achieving the vision are detailed in an action plan

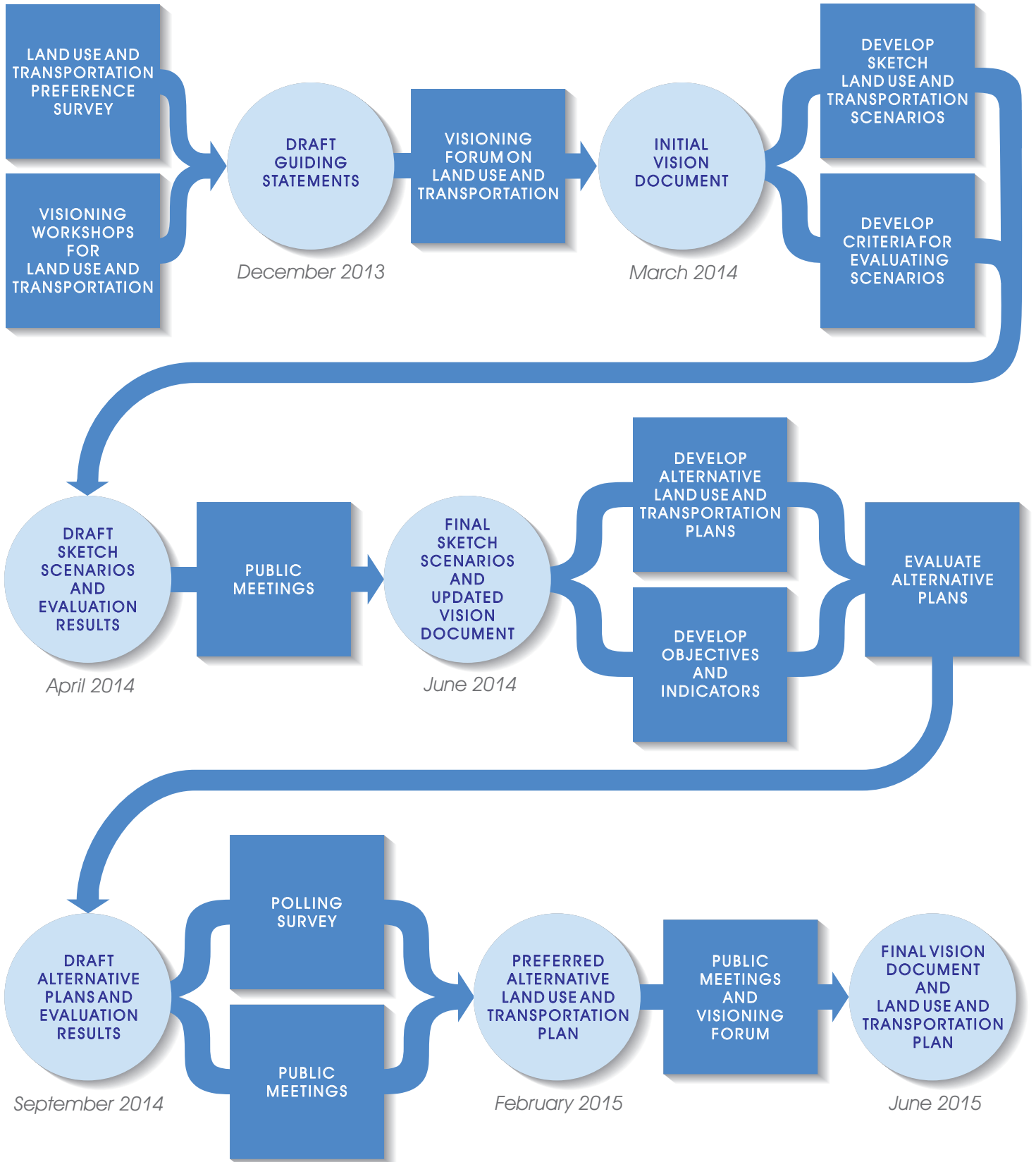
- Example (excerpt from the Chicago Metropolitan Agency for Planning, or CMAP, vision):
“We will maximize the competitive advantage of existing physical infrastructure by encouraging reinvestment in our communities through mixed-use, compact development and redevelopment that emphasizes infill. Reinvestment will occur through both public and private means, will focus on both people and places, and will contribute to community prosperity, affordability, and vitality across the region. In particular, reinvestment in our existing communities will be supported by the region’s existing multi-modal transportation system, which will be maintained and enhanced, leading to environmentally sensitive and fiscally efficient outcomes.”

PERFORMANCE MEASURES – track statistical evidence to determine progress toward meeting the objectives of the adopted vision

- Example: Unlinked transit passenger trips per capita.

(ATTACHMENT 1)

ILLUSTRATION OF VISION 2050 PROCESS



(ATTACHMENT 2)



VISION
2050

One Region, Focusing on Our Future

WWW.VISION2050SEWIS.ORG

WEBSITE COMING SOON...

(ATTACHMENT 3)

Proposed Outline for SEWRPC Planning Report No. 55: A Regional Land Use and Transportation System Plan for Southeastern Wisconsin: 2050

Volume I: Groundwork for Vision and Plan Development

Chapter I—Introduction

- Need for Plan Review, Re-evaluation, and Extension

- The Planning Process

 - Overview of VISION 2050: A Visioning and Scenario Planning Approach

- Scheme of Presentation

Chapter II—Existing Conditions and Trends

- Population, Households, and Employments

- Land Use

- Public Utilities

- Natural Resource Base

- Agricultural Resource Base

- Existing Plans (brief overview)

 - Other Regional Plans

 - Adopted Local Comprehensive Plans

Chapter III—Review of Currently Adopted Regional Land Use and Transportation System Plans

- Summary Description of the Year 2035 Plans

- Status of Plan Implementation

- Review of Year 2035 Population, Household, and Employment Forecasts

- Review of Year 2035 Regional Transportation Plan Forecasts

Chapter IV—Inventory of Transportation Facilities and Services

- Streets and Highways

- Public Transit

- Park-Ride Facilities

- Bicycle and Pedestrian Facilities

- Transportation Management and Operation System

Chapter V—Travel Habits and Patterns

- Regional Travel Inventory Findings

Chapter VI—Anticipated Regional Growth and Change

- Year 2050 Population, Household, and Employment Forecasts

(ATTACHMENT 3)

Volume II: Developing the Vision and Plan

Chapter I—VISION 2050: A Visioning and Scenario Planning Approach

- Visioning Activities
- Guiding Statements for Future Land Use and Transportation
- Description of Land Use and Transportation System Scenarios
- Criteria for Scenario Evaluation
- Evaluation of Land Use and Transportation System Scenarios

Chapter II—Alternative Land Use and Transportation System Plans

- Description of Alternative Plans
- Objectives and Indicators for Plan Evaluation
- Evaluation of Alternative Plans
- Preliminary Recommended Year 2050 Regional Land Use and Transportation System Plan
 - Preliminary Proposed Vision
 - Financial Analysis of Expected Plan Costs and Revenues

Volume III: Recommended Regional Land Use and Transportation Plan

Chapter I—Recommended Year 2050 Regional Land Use and Transportation System Plan

- Comment on Preliminary Recommended Plan
- VISION 2050: Final Recommended Land Use and Transportation Plan
 - Vision Plan for Land Use and Transportation
 - Fiscally Constrained Transportation Plan
 - Funding Necessary to Achieve Transportation Vision Plan

Chapter II—Plan Implementation

- Plan Implementation Organizations
- Plan Adoption, Endorsement, and Integration
- Plan Implementation Recommendations
- Detailed Implementation Planning
- Monitoring of Plan Implementation and Performance

Chapter III—Summary and Conclusions

* * *

Related Reports to be Referenced in SEWRPC Planning Report 55:

- Impacts of Recommended Plan on Minority and Low-Income Populations (Appendix)*
- Adopted County and Local Comprehensive Plans (inventory and analysis)*
- Development of Travel Simulation Models (Technical Report)*
- The Economy of Southeastern Wisconsin (Technical Report 10, 5th Edition)*
- The Population of Southeastern Wisconsin (Technical Report 11, 5th Edition)*
- Vision Documents*