

EXECUTIVE SUMMARY OF COMMENTS RECEIVED ON DRAFT VISION 2050 GUIDING STATEMENTS

The following is an executive summary of all comments received on the draft VISION 2050 Guiding Statements, which were presented to the public for review during the winter of 2013/2014. Comments were received at public workshops (one held in each county), workshops held by eight community organizations, via an online survey, and via email. The number of times a particular comment was made is indicated in parentheses behind the summarized comment. For each Guiding Statement, there is also a table providing the average ratings of that Guiding Statement received at the workshops and online. The ratings were done on a scale of 1 (Highly Dislike) to 5 (Highly Like).

The comments and ratings of the public comments were considered as Commission staff developed possible revisions to the draft Guiding Statements. The revised draft Guiding Statements are to be considered by the Commission's Advisory Committees on Regional Land Use Planning and Regional Transportation System Planning at their March 12, 2014, meeting. Upon approval of a revised set of Guiding Statements by the Advisory Committees, the final Guiding Statements will be used to prepare a document describing the initial vision for the future development of the Region's land and transportation system. They will serve as a guide to staff in developing a series of broad, conceptual, "sketch" land use and transportation scenarios that represent a range of possible futures for land use and transportation which could achieve the Region's initial vision. They will also be used to develop criteria for comparing the different scenarios, and later in the process to develop objectives and measurable indicators for the evaluation of detailed alternative land use and transportation plans.

General Comments Received

The following are general comments received that pertain to multiple or all Guiding Statements:

- The Guiding Statements should have a more active tone, changing "should" to "will" (3)
- Consider consolidating the transportation-specific Guiding Statements—do not need a statement for each transportation mode (2)
- Guiding Statements do not make specific mention of environmental justice principles—environmental justice should be part of all stages of plan development, including the Guiding Statements (2)
- A number of the Guiding Statements are intuitive but not explicitly recognized as such and seem contradictory as a result
- Anybody would support all the Guiding Statement because they are so broad, but the is question is whether they hold any real power to guide decisions
- Economic, workforce, and health concepts should be added to the Guiding Statements
- Guiding Statements do not get at setting priorities for spending
- Should be a Guiding Statement that addresses segregation
- Should consider prioritizing the Guiding Statements from most important to least important

1. Strengthen Existing Urban Areas

The individual character of desirable neighborhoods, including natural, historic, and cultural resources, should be preserved and protected and blighted neighborhoods should be renewed. New urban development and major job centers should occur through infill development, redevelopment, and development adjacent to existing urban areas.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	603	28	315	40	48	39	35	98
Average Scores	4.6	4.8	4.7	4.5	4.4	4.2	4.2	4.6

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - "Development adjacent to existing urban areas" may be subjective and could be perceived as permitting urban sprawl (5)
 - "Blighted neighborhoods" is a technical term and may have a negative connotation— instead consider using "neglected neighborhoods," "neighborhoods experiencing disinvestment," or "neighborhoods in need of opportunity" (3)
 - "Desirable" may be too vague (2)
 - Add language about how infill development should be encouraged or enforced
 - "Blighted neighborhoods should be renewed" may be too vague
 - Consider making language on renewed stronger, for example by adding that there should be more investment for blighted neighborhoods
 - Description should be less cumbersome
- Other comments
 - Discourages urban sprawl (16)
 - More efficient to use existing infrastructure (10)
 - Encourages preserving farmland and open space (9)
 - Helps improve the economy and bring jobs to urban areas (9)
 - Redevelopment should include affordable housing and not result in gentrification (7)
 - Need to make urban areas more attractive in order to improve them—examples include making destinations easier to access, adding community gathering spaces, improving sidewalks, improving aesthetics, improving historic buildings, and making areas feel less crowded (6)
 - Blighted neighborhoods may have been more desirable in the past—history and culture of these neighborhoods should be respected when redeveloping or renewing them (5)
 - Investing in urban cores is essential to strong redevelopment (5)
 - Need to be careful and clear when defining what is meant by renewing blighted neighborhoods because not all renewal is good (4)
 - Urban areas are easier to serve by public transit (4)
 - Discourages greenfield development (3)
 - Encourages preserving natural resources (3)
 - Important to long-term success and quality of life of the Region (3)
 - Incentives are needed to encourage development in existing urban areas (3)

2. Maintain Small Town Character

Small town character is part of the Region’s identity. The individual character of communities in rural areas, including natural, historic, and cultural resources, should be preserved and protected.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	595	28	309	37	48	39	36	98
Average Scores	4.3	4.3	4.2	4.4	4.2	4.6	4.3	4.3

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Define character better (3)
 - Character of place rather than small town character (2)
 - Higher density and efficiency should be included in the language (2)
 - Towns are a loose organization, perhaps small “villages” would be a better word (2)
 - Agree, but needs more explanation
 - Remove rural, small towns don’t consider themselves rural
 - “...should be restored, preserved, and protected”
- Other comments
 - Small town character should be preserved whenever possible, but not at the expense of controlled growth to add value to communities. Additional density can preserve character while maintaining a walkable, attractive setting. (11)
 - Important to have Identifying character so that our cities and villages do not look cookie cutter and contribute to urban sprawl (7)
 - Where will economic and racial diversity come from (7)
 - Agreed provided it’s diverse (5)
 - Small towns must be allowed to grow (5)
 - Along with Guiding Statement #1, this is important in terms of acknowledging the different parts of our region (3)
 - Can also apply to neighborhood character (3)
 - Good, but should be used in context with other statements regarding infill development, growth management, and efficient land use (3)
 - Need to embrace changing character as the most urban Region in the State (3)

3. Balance Jobs and Housing

Links between jobs and workers should be improved by providing affordable housing near job centers, increasing job opportunities near affordable housing, and improving public transit between job centers and affordable housing.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	604	28	317	39	46	38	36	100
Average Scores	4.5	4.7	4.7	4.2	4.3	4.2	4.2	4.4

A condensed summary of the most prevalent and relevant and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Change to active voice (2)
 - Define “affordable housing” better (2)
 - Entertainment should also be included
 - Need to define “near job centers” and reasonable walk, drive, transit commute times
 - Increasing the transport link between jobs and housing is more important than housing farther out, which would contribute to sprawl
 - Jobs centers can be confused with facilities for people seeking employment. Perhaps use “employment centers” instead.
 - Mentioning public transit links first would improve the Guiding Statement
 - More emphasis on bringing jobs to urban areas
 - Need more detail on how public transit will be structured
 - Need transportation first, then housing
 - Needs a little work
 - Suggested addition: “,and improving public transit speed plus access to public transit between job centers and affordable housing”
 - There needs to be equity and guarantees tied to Federal and local investment dollars. Include the incentives/disincentives needed to accomplish the Guiding Statement.
 - Title needs to be improved to convey linking jobs, housing, and transportation
- Other comments
 - Improving public transit connections is most important part of statement (18)
 - Great to make jobs accessible for urban development (6)
 - Mixed use development as well as effective transit options (4)
 - Very important (4)
 - Commuting an hour each way to work is not good considering decrease supplies of energy and pollution issues and need for family time (3)
 - I think this is one of the most important land use/transportation goals, the regional plan should support infrastructure that link jobs and housing (3)

4. Achieve More Compact Development

Compact development creates desirable neighborhoods that are walkable and have a mix of uses, such as housing, businesses, schools, and parks. Future growth should occur in areas that can be readily provided with public services and facilities, and infill and redevelopment should be encouraged.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	612	27	324	41	46	39	36	99
Average Scores	4.5	4.7	4.6	4.3	4.5	4.3	4.0	4.4

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested Revisions
 - Suggest adding the words “green space”—even compact development needs green space besides parks, and green space is a great way to provide buffers between residential and industrial uses (3)
 - Appropriate green space for growing food should be explicit within this statement (2)
 - Add redevelopment of blighted areas, not just new
 - Add language about maximizing land
 - Make the language stronger than “encouraged”
 - Many individuals will not know the term “compact development”
 - Last phrase should say “very strongly encouraged”
 - Supports Guiding Statement #1 – maybe should follow one another
 - This is a variation of an early Guiding Statement
- Other comments
 - Compact development that offers a neighborhood of many services and interactions of people and services is desirable (4)
 - Infill and redevelopment should be encouraged, compact development should be encouraged in urban service areas only (4)
 - This is very important to make land use more efficient and sustainable (4)
 - Not everyone wants compact development and it should not be forced on them (3)
 - Reduces inefficient growth and supports transit (3)
 - Should achieve more integrated safer communities with shorter travel distances to good schools and libraries (3)

5. Preserve Natural Resources and Open Spaces

Natural resources provide many environmental and recreational benefits that cannot be replaced if they are eliminated or disturbed. Future growth and transportation investments should preserve and protect valuable natural features, including lakes, rivers, wetlands, floodplains, groundwater, woodlands, open spaces, natural areas, and fish and wildlife habitats.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	614	28	323	41	46	39	36	101
Average Scores	4.7	4.7	4.8	4.7	4.6	4.9	4.6	4.7

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Add “wildlife should be protected” at the end of the Guiding Statement description
 - Be more specific as to how to protect such areas
 - Consider adding language about historic preservation
 - Emphasize guarding the edge of lakes, rivers, and marshes with easement
 - Links with Guiding Statements #6 and #7, and that connection should be recognized
 - Mention public health, clean water, and healthy soil

- Revise “Natural resources provide many environmental and recreational benefits” to “Natural resources provide many valuable environmental services to air and water quality and recreational benefits”
- Should add “if at all possible”
- Should add language about balancing new development within these areas
- Should include reclaiming these, not just preserving them
- Other comments
 - Extremely important (5)
 - Provides a sense of wellbeing and is need for a high quality of life (5)
 - A moratorium on greenfield building should be instituted in the Region (3)
 - Development should be done smartly, prioritize preservation and enhancement of natural resources that support the Region (3)
 - This cannot be absolute—reasonable alternatives must be allowed for consideration (3)
 - Wetland should not be developed upon/green space absorbs stormwater runoff (3)

6. Preserve Farmland

Productive farmland is vital to the health and economy of the Region. Future growth and transportation investments should preserve and protect productive farmland.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	609	28	320	41	47	37	36	100
Average Scores	4.3	4.7	4.3	4.3	4.3	4.3	4.1	4.3

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Add language about being in accordance with local comprehensive plans (2)
 - Define productive farmland (2)
 - Add “and encourage sustainable farming practices such as water conservation and production of plant foods for human consumption”
 - Address urban farming and food production, some “infill” can be remediated for local food production
 - Change title to “Preserve and Increase Farms and Growing Areas”
 - Combine with Guiding Statements #5 and #14
 - Mention benefits of using less pesticides and local food reduces transportation costs
 - Not sure about the wording, is farmland really vital to the health and economy of the Region
 - Remove the word “preserve” in the Guiding Statement description
 - Use “farm” instead of “farmland”
- Other comments
 - Preserve small farms, not factory farms. Encourage diverse farming. Support urban agriculture. (18)
 - Farmland should not be developed (13)
 - Agreed, focus on farms that are environmentally responsible (10)

- Local food and farmers’ markets are important (9)
- Should be the farmers’ choice to preserve or develop (9)
- Urban areas should be the focus of new development (8)
- Important for future food source and aesthetics (4)

7. Be Environmentally Responsible

Sustainable land and transportation development and construction practices should be used to minimize the use of nonrenewable resources and reduce impacts on the local, regional, and global environment, such as impacts on air and water quality.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	613	29	322	41	48	39	36	98
Average Scores	4.6	4.8	4.7	4.6	4.6	4.7	4.3	4.5

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - This seems vague, not clear what it means in practice (4)
 - Incorporate specific climate change language (2)
 - Sustainability is a buzz word and should be carefully defined (2)
 - Add “and climate” after “such as impacts on air and water quality”
 - Add language regarding sustainable farming protection
 - Apply systems approach long-term, and include trade-offs and life cycle assessments too
 - Change “such as” to “especially and primarily”
 - Could be integrated with Guiding Statement #4
 - Define construction practice. People may think of constraints that limit free capitalism rather than rain gardens, etc.
 - Health outcome should be incorporated
 - Include Dark Sky in the discussion
 - Links with Guiding Statements #5 and #6. The Guiding Statement should recognize the link between transportation and CO₂ production.
 - Replace “minimize” with “eliminate”
 - Should not include global environment for a regional plan
 - Solar panels should be the focus of this Guiding Statement
- Other comments
 - Strongly agreed (15)
 - Sustainability is essential to the future (8)
 - Especially as it relates to water resources (4)
 - Should continue to improve built environment and protect existing resources (4)
 - This should be at the heart of all of the Guiding Statements (3)

8. Develop an Integrated, Multimodal Transportation System

Safe, efficient, and convenient travel in the Region requires an integrated, multimodal transportation system, which provides choices among transportation modes. This system should

provide a sufficient level of service for all modes to effectively serve the travel demand generated by the Region’s land development pattern.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	610	29	319	43	46	38	36	99
Average Scores	4.5	4.7	4.7	4.3	4.3	4.1	4.1	4.4

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Meaning of “multimodal” is unclear—consider using “multiple types or forms of transportation” or listing the types of transportation instead (4)
 - Revise “serve the travel demand generated by the Region’s land development pattern” to indicate that the transportation system should serve and encourage a more efficient, higher density land development pattern (4)
 - Consider removing reference to “all modes” because the focus should be on reducing dependence on personal automobile travel (3)
 - Consider combining with other transportation-specific Guiding Statement(s) (2)
 - Make the language more specific (2)
 - Consider adding “and affordable to the workforce” after “which provides choices among transportation modes”
 - Consider adding “balanced” in front of “choices among transportation modes”
 - Consider adding “environmentally sensible” to describe travel
 - Consider adding language about travel outside the Region, including to Illinois
 - Consider adding language about the need to keep personal travel costs low
 - Consider adding language to indicate that more funding should be directed at repairing and maintaining existing local roads and improving public transit rather than expanding highways
 - Consider adding language to specifically state that there is a need to improve public transit
 - Consider adding “practical” in front of “choices among transportation modes”
 - Consider replacing “sufficient” with “cost-efficient” in front of “level of service”
 - Make the language easier to understand
 - Prior to “choices among transportation modes,” consider replacing “provides” with “enhanced by,” “maximized by,” “optimized by,” or “is benefited by”
- Other comments
 - Encourages improving public transit (14)
 - Should reduce dependence on personal automobile travel (10)
 - Should include a rail transit system (9)
 - Should include light rail (8)
 - Should not expand highways (8)
 - Need an interconnected transportation system for convenient and efficient travel (6)
 - Need to consider the costs and benefits of transportation system investments (6)
 - Should include streetcar (6)
 - Encourages improving bicycle and pedestrian facilities (5)

- Need choices among transportation modes for those that would prefer not to drive (5)
- Needed for workforce mobility (5)
- Needed to serve the transportation needs of the aging population (5)
- Should include commuter rail (5)
- Transportation system is more efficient with a more compact development pattern (5)
- Need affordable choices among transportation modes (4)
- Need choices among transportation modes for those that cannot afford or find it difficult to drive (4)
- Needed to be competitive with other regions (4)
- Should include an integrated bicycle and pedestrian network (4)
- Should include high-speed rail (4)
- Should include intercity passenger rail (4)
- Bicycle travel is more environmentally friendly than other transportation modes (3)
- Needed to access jobs outside urban areas (3)
- Tied to health and quality of life in the Region (3)

9. Develop an Expansive, Well-connected Bicycle Network

Bicycle and pedestrian travel in the Region should be encouraged as an alternative to personal vehicle travel. The network should provide on- and off-street bicycle connections that are safe, secure, and convenient.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
<i>Number of Responses</i>	607	29	313	43	48	39	36	99
<i>Average Scores</i>	4.3	4.6	4.4	4.0	4.2	4.3	3.9	4.3

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Add “pedestrian” to Guiding Statement title (6)
 - Consider combining with Guiding Statement #8 (2)
 - Add language about bicycle facilities that are already planned
 - Indicate the environmental benefits of bicycle and pedestrian travel
 - Meaning of “secure” is unclear
 - Remove “expansive” from the Guiding Statement title
- Other comments
 - Need more off-street bicycle facilities to separate bicycles from automobile traffic (14)
 - Should implement higher levels of accommodation—such as protected bike lanes, cycle tracks, exclusive bicycle facilities, and bicycle boulevards (11)
 - Important to have a well-connected bicycle network (10)
 - Our climate makes bicycle travel impractical for much of the year (8)
 - Safety is important (7)
 - Recent trend of expanding bicycle facilities is a positive (6)
 - Good for exercise and health (6)
 - Bicycle travel is more for recreation than it is an alternative to personal vehicle travel (5)

- Good for recreational purposes (5)
- Bicycle travel is not as important as other transportation modes (4)
- Good for commuting purposes (4)
- Important for quality of life in the Region (4)
- Important to integrate with other transportation modes (4)
- Important to the economy (4)
- Look at other regions as successful models for bicycle and pedestrian networks—such as Portland (OR) and European cities like Amsterdam and Copenhagen (4)
- Need to consider the costs and benefits of bicycle and pedestrian investments (4)
- Well-connected bicycle network would increase demand for bicycle travel (4)
- Need more bike lanes (3)
- Needed to be competitive with other regions (3)
- Should consider the impact of bicycling in environmental corridors (3)
- Should increase amenities for bicyclists—such as bike racks, shelters, bike locks, and drinking water (3)
- Should support expanded bike share (3)

10. Achieve a Robust, Regional Transit System

The Region’s transit services should accommodate the travel needs of all residents, including travel that crosses municipal or county boundaries. Transit service should be fast, frequent, safe, and convenient in order to provide an alternative to personal vehicle travel.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	620	39	328	43	47	39	36	98
Average Scores	4.6	4.9	4.7	4.5	4.5	3.8	4.2	4.5

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Consider specifying the types of public transit services being considered (3)
 - Meaning of “robust” is unclear—consider replacing it with “well-connected” (3)
 - Consider adding language about travel between the Region and Illinois (2)
 - Consider adding “accessible” to “Transit service should be fast, frequent, safe, and convenient”
 - Consider adding “economical” to “Transit service should be fast, frequent, safe, and convenient”
 - Consider adding “that discourages personal vehicle travel and encourages alternate modes of travel” to the Guiding Statement title
 - Consider adding another Guiding Statement about transit connections to jobs and other destinations
 - Consider combining with Guiding Statement #8
 - Consider replacing “accommodate” with “consider”
- Other comments
 - Important not to be limited by municipal or county boundaries (11)

- Need to consider the costs and benefits of public transit investments (8)
- Should include a rail transit system (8)
- Needs to be accessible to people with disabilities (6)
- Regional transit authority is necessary (6)
- Should expand commuter rail (6)
- Access to other regions is important—such as Madison, Chicago, Green Bay, and Minneapolis (4)
- Needs to be affordable (4)
- Important to the economy (4)
- Benefits to the environment, including improved air quality (3)
- Easier for public transit to serve more compact development (3)
- Needed for workforce mobility (3)
- Public transit is not as important as other transportation modes (3)
- Safety and security are important (3)
- Should be recognized by elected officials, particularly at the local and State levels (3)
- Should include intercity passenger rail (3)
- Should include streetcar (3)

11. Provide a High-quality Network of Streets and Highways

The Region’s streets and highways need to be well maintained in order to continue to carry the overwhelming majority of personal and freight traffic in the Region. As roadways are reconstructed, modern design improvements should be included, with a focus on improving the efficiency and safety of the roadway and incorporating bicycle, pedestrian, and transit accommodations.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
<i>Number of Responses</i>	614	29	323	43	47	38	36	98
<i>Average Scores</i>	4.2	4.7	4.2	4.1	4.1	4.2	4.2	4.2

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Consider combining with Guiding Statement #8 (2)
 - Language seems to encourage bicycle and pedestrian accommodations on highways (2)
 - Consider adding “aesthetics” after “efficiency and safety”
 - Consider adding language about minimizing negative impacts on communities and the environment
 - Consider adding language encouraging better construction materials
 - Consider adding language indicating that improvements should be context-sensitive, improving the quality, beauty, and desirability of their settings
 - Consider removing “overwhelming”
 - Consider removing reference to bicycle and pedestrian accommodations
 - Consider replacing “efficiency” with a term that does not imply that roadways should be improved to allow vehicles to travel faster

- Consider replacing “provide” with “maintain” in the Guiding Statement title
- Consider splitting into two Guiding Statements, one for local roads and one for arterial streets and highways
- Other comments
 - Should not add capacity or expand highways (26)
 - Focus should be on maintaining existing facilities, not expanding them (23)
 - Highways are already adequately funded (11)
 - Should expand alternative transportation modes instead of highways (9)
 - Important to incorporate bicycle, pedestrian, and transit accommodations (8)
 - Maintaining local roads is also important (7)
 - More funding should be directed at improving public transit (7)
 - Should consider the recent trend of decreasing personal vehicle travel (7)
 - Already have an adequate streets and highways network (6)
 - Should reduce highways where excess capacity exists, for example with road diets (6)
 - Important for bicycle travel (5)
 - Should reduce environmental impacts, such as those on water and air quality (4)
 - Transportation system impacts the development pattern (4)
 - Important to the local and regional economy (3)
 - Reconstruction should integrate other modes—such as rail in highway corridors (3)
 - Should promote Complete Streets concepts (3)
 - Streets and highways are the dominant transportation mode (3)

12. Ensure that Goods Move Efficiently

The considerable needs of the Region’s businesses, industries, and freight companies must be a factor in the development of a balanced transportation system. Barriers to the efficient movement of goods within the Region and between the Region and other areas should be identified and addressed.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
<i>Number of Responses</i>	608	28	319	43	47	38	35	98
<i>Average Scores</i>	4.1	4.7	4.1	4.1	3.9	3.8	4.2	4.2

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Make the language more specific (4)
 - Consider combining with Guiding Statement #8 (2)
 - “Efficiency” may be too vague (2)
 - Add “where feasible” after “should be identified and addressed”
 - Consider revising “should be identified and addressed” to be more action-oriented
 - Consider adding language about the impact on residents
 - Consider adding examples of the types of barriers being considered
- Other comments
 - Freight traffic should be focused on rail rather than truck (10)

- Should include using and improving the Port of Milwaukee (8)
- Not a high priority or a perceived problem (7)
- Concerned that the language allows expanding roadways (6)
- Important to the economy (6)
- Producing goods locally reduces the need for transporting goods (6)
- Should include improvements related to rail (5)
- Goods movement should be balanced with the movement of people (4)
- Needs of people should be a higher priority than the needs of business and industry (4)
- Private sector should pay a fair share in taxes to support the transportation system (3)
- Will be improved as a result of other Guiding Statements (3)

13. Prepare for Change in Travel Preferences and Technologies

New and expected trends in travel behavior should be considered when developing the Region’s transportation system. Technologies that improve the ability and capacity to travel should also be considered.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
<i>Number of Responses</i>	610	29	320	44	45	39	36	97
<i>Average Scores</i>	4.3	4.5	4.4	4.4	4.1	4.1	4.1	4.4

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Language is too vague, make it more specific (18)
 - Consider using stronger language than “consider”—such as “prioritized” or “acted upon” (2)
 - Provide examples (2)
 - Consider adding “and infrastructure design” before “that improve the ability and capacity”
 - Consider adding language about considering demographic trends
 - Consider adding language about telecommunications infrastructure
 - Consider adding language about the cost and availability of oil
 - Consider changing the Guiding Statement title to “Accommodate changes in the travel and commuting preferences, lifestyle preferences, demographics of the upcoming generations, as well as new technologies”
 - Should eliminate this Guiding Statement
 - Consider replacing the second sentence with “The impact of communication technologies that reduce travel demand should be broadly examined and evaluation of travel trends should be more narrowly focused on travel trends over the past 10 to 20 years.”
 - Consider revising “travel behavior”
- Other comments
 - Should consider the recent trend of decreasing personal vehicle travel (9)
 - Guiding Statement meaning is unclear and is vaguely-worded (7)
 - Trend toward living urban areas (6)
 - Autonomous car technologies should be considered (4)
 - Trend toward increasing demand for alternative modes of transportation (4)

- Important to be prepared for future change (3)
- Should base decisions on what we want rather than what trends are occurring (3)
- Should focus on reducing the need to travel (3)

14. Make Wise Infrastructure Investments

The benefits of specific investments in the Region’s infrastructure must be weighed against the estimated costs of those investments. The limited funding available to the Region for infrastructure investments must be spent wisely.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	608	29	319	43	45	38	36	98
Average Scores	4.4	4.7	4.4	4.6	4.3	4.3	4.6	4.2

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Language is too vague, make it more specific (13)
 - “Wisely” is too subjective (8)
 - Should eliminate this Guiding Statement (4)
 - Consider revising to indicate what types of costs are being considered (3)
 - Add language that specifies that long-term costs and benefits should be considered (2)
 - Consider revising to indicate that enhancing existing infrastructure should be emphasized over building new infrastructure (2)
 - Add “and fairly” after “must be spent wisely”
 - Add language indicating that the cost to users and taxpayers should be considered
 - Add language defining “infrastructure”
 - Consider adding “Costs should be paired with benefits, if one group benefits disproportionately over others, that group should pay proportionately in greater measure”
 - Consider mentioning new ways to generate revenue
 - Consider replacing “wise” with “prudent”
 - Consider revising to indicate that the cost to the environment and public health should be considered equally with the cost in dollars
 - Language should be stronger
 - Remove “The limited funding available to the Region for infrastructure investments must be spent wisely” because it indicates we cannot change the funding
- Other comments
 - Should invest in alternative transportation modes instead of highways (16)
 - Need to consider long-term costs and benefits (10)
 - Should be self-evident (8)
 - Concerned costs will be used as an excuse not to implement public transit improvements (7)
 - Should not add capacity or expand highways (6)
 - Guiding Statement meaning is unclear and is vaguely-worded (4)
 - Concerned about who defines “wise,” “benefits,” and “costs” (3)

- Need new revenue sources for investments to be successful (3)
- Need to consider environmental impacts (3)
- Need to diversify transportation investments (3)

15. Work Together Toward Common Goals

Cooperation and collaboration at the local, county, State, and Federal levels is necessary to address the land use and transportation issues facing the Region.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
<i>Number of Responses</i>	617	29	327	44	47	39	36	95
<i>Average Scores</i>	4.7	4.9	4.7	4.4	4.6	4.7	4.8	4.7

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
 - Language is too vague, make it more specific (2)
 - Consider adding “Greatly improved” before “Cooperation and collaboration”
 - Consider adding “partnership” to “cooperation and collaboration”
 - Consider adding language encouraging cooperation and collaboration with businesses and the public
 - Consider adding language encouraging cooperation and collaboration with other regions
 - Replace “necessary” with “essential”
 - Replace “Together” with “Regionally” in the Guiding Statement title
 - Should be a more robust statement
 - Should consider adding language about eliminating redundancies in regional services
 - Should specify who should work with whom on which goals
- Other comments
 - Need to develop how this can be accomplished (5)
 - Government must keep the needs of people in mind when making decisions, not politics and special interests (3)
 - Need to focus on the greater good (3)
 - Should consider reducing local government entities and moving toward a regional government, such as that in Indianapolis (3)