

**PRELIMINARY DRAFT**

**Appendix C**

**PUBLIC FEEDBACK ON SKETCH SCENARIOS**





## Fall 2014 VISION 2050 Community Partners Workshops Report

### EXECUTIVE SUMMARY

This is the third in a series of reports summarizing an effort by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) to partially fulfill its environmental justice and public involvement and outreach efforts for VISION 2050—a visioning and scenario planning process to develop a year 2050 regional land use and transportation plan. Detailed information about VISION 2050 is available at [www.vision2050sewis.org](http://www.vision2050sewis.org). A final Community Partners Workshops Report will include results from all partner workshops.

VISION 2050 includes extensive public outreach to ultimately shape a final year 2050 land use and transportation plan. This outreach includes SEWRPC relationships with eight community partner organizations representing minority, low-income, and immigrant populations, people with disabilities, and other diverse groups of traditionally underrepresented residents, nonprofits, and businesses in the Region. The eight organizations are: Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association of Wisconsin, Urban League of Racine and Kenosha, and Common Ground.

The third set of VISION 2050 partner workshops was conducted concurrently with SEWRPC's VISION 2050 workshops for the general public, held in each of the seven counties in the Southeastern Wisconsin Region. Partner and public workshops during the period included the same presentation, materials, and activities. The approximate schedule for Visioning Workshops is as follows:

- Workshop #1 October and November 2013
- Workshop #2 December 2013 and January 2014
- Workshop #3 September and October 2014
- Workshop #4 Spring or summer 2015
- Workshop #5 Fall 2015

## Appendix C-1 (continued)

### PARTNER WORKSHOP ATTENDANCE

Attendance for the third set of partner Visioning Workshops (identified as Workshop #3 throughout this report) in fall 2014 totaled 182 participants, as indicated in the following table:

<i>Partner Visioning Workshops 1, 2, and 3</i>							
<b>Organization</b>	Workshop #1 Attendance	Workshop #2 Attendance	<b>Workshop #3 Attendance</b>	Total Partner Attendance	Workshop #1 Date	Workshop #2 Date	<b>Workshop #3 Date</b>
Ethnically Diverse Business Coalition	22	15	<b>21</b>	58	11/18/2013	1/8/2014	<b>9/22/2014</b>
Hmong American Friendship Assn	23	55	<b>30</b>	108	11/14/2013	1/16/2014	<b>9/23/2014</b>
IndependenceFirst	21	23	<b>20</b>	64	11/7/2013	12/12/2013	<b>10/2/2014</b>
Milwaukee Urban League	33	23	<b>23</b>	79	11/13/2013	2/10/2014	<b>9/29/2014</b>
Southside Organizing Committee	25	30	<b>10</b>	65	11/21/2013	1/14/2014	<b>10/6/2014</b>
Urban Economic Development Assn	22	17	<b>15</b>	54	11/14/2013	1/9/2013	<b>9/24/2014</b>
Urban League of Racine and Kenosha	27	13	<b>19</b>	59	11/12/2013	12/16/2013	<b>9/25/2014</b>
Common Ground	47	33	<b>44</b>	124	11/20/2013	1/23/2014	<b>10/1/2014</b>
<b>Total Attendance</b>	220	209	<b>182</b>	611			

### WORKSHOP #3 ACTIVITIES

The presentation, materials, and activities for the third series of VISION 2050 community partner workshops were consistent with the fall 2014 SEWRPC public workshops and included:

- The presentation of five different “sketch” scenarios representing a range of possible futures for regional land use and transportation;
- Descriptions and display boards that provided additional information about the scenarios;
- Maps depicting household growth, employment growth, transit quality, and congestion for each of the five scenarios, presented in a way that allowed for direct comparisons;
- A scorecard for comparing the scenarios using 13 criteria for each scenario; and
- Facilitated small-group discussions and feedback forms that allowed attendees to participate in conversations about the scenarios and/or submit feedback individually.

## Appendix C-1 (continued)

### WORKSHOP #3 PARTNER RESULTS

Throughout the VISION 2050 process, feedback from participants at all partner workshops is being incorporated with the input provided by the participants at public workshops, as well as the input provided by the public through the VISION 2050 website, SEWRPC surveys, U.S. mail, and email. Compilations of Visioning Results can be found at <http://vision2050sewis.org/Vision2050/TheResults>.

All feedback on the sketch scenarios will be considered as staff develops more detailed alternative land use and transportation plans, based on concepts presented in the sketch scenarios. Each alternative plan will include a specific land development pattern and transportation system, representing alternative visions for the Region. They will be thoroughly evaluated and presented for public comment in 2015.

### WORKSHOP #3 PARTNER REPORTS

Leaders and participants from the partner organizations consistently reported positive experiences regarding the VISION 2050 Workshop #3 content, process, planning, communication, and responsiveness of Commission staff. Suggestions for future workshops included the following:

- Streamline the amount of information provided to participants;
- Balance the amount of information with the amount of time to understand it;
- Match SEWRPC staff facilitation expertise with the information provided; and
- Allow more time for discussion and broader participation.

SEWRPC staff and the partner organizations will consider how to incorporate these suggestions in future workshops.

**Excerpts from the Workshop #3 reports submitted by VISION 2050 community partners follow:**

## Appendix C-1 (continued)



### Ethnically Diverse Business Coalition

*"Although some participants were not optimistic that their desired outcome would be selected due to cost, politics, or cynicism, they all expressed gratitude and positive sentiment about being included in the process and stated that they would be more than happy to participate in a future workshop."*

*"The EDBC finds these sessions to be positive and open for any and all to participate and [thinks] that any future planning efforts should definitely include this process."*

### Hmong American Friendship Association

*"By breaking the workshop into five different scenarios (focus group Stations), [this helped] members of our community to focus more on the given task of each scenario."*

*"Vision 2050 staff was very helpful and was well [prepared] for each of the scenario presentations."*



### IndependenceFirst

*"The workshop was a success with twenty participants. The participants enjoyed the ability to provide input through the real-time keypad polling device and view the results. Attendees were engaged by different sketch-level land use and transportation scenarios. Feedback was positive and attendees enjoyed the group discussion of the scenarios."*

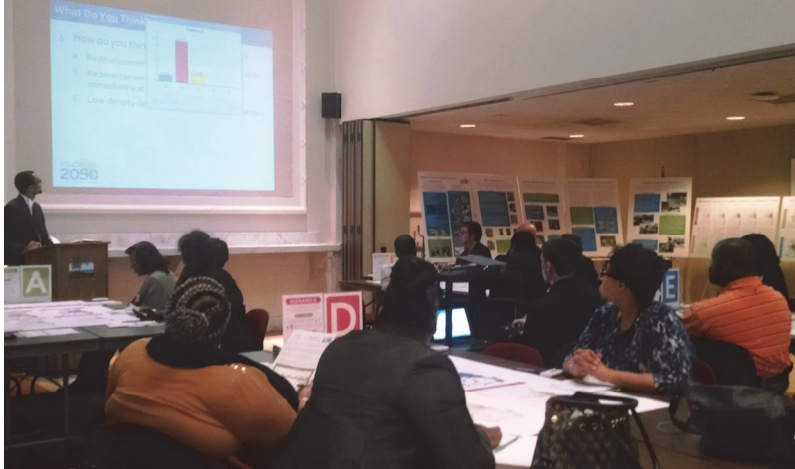
*"SEWRPC has continued to be helpful during the entire process. SEWRPC staff led the workshop which freed our staff to help individuals if they needed assistance."*

## Appendix C-1 (continued)

### Milwaukee Urban League

*"Many of those in attendance had participated in previous workshops. People were really engaged and appreciated the opportunity to provide input on this important planning process."*

*"Thank you and all of the people at SEWRPC for giving MUL an opportunity to participate in the VISION 2050 workshops."*



### Urban League of Racine and Kenosha, Inc.

*"Throughout the scenario exercises, participants asked SEWRPC staff questions about Scenarios A, B, C, D and E. Some questions were about housing and bike trails; others about transit services (bus routes, light rail, commuter rail and taxi services)."*

*"The SEWRPC team did a great job of soliciting input regarding the land use and transportation plan for the future."*

### Southside Organizing Committee



*"The response from participants in the third session for VISION 2050 was again positive. All of the elements of the session are important and useful: catching up everyone with the process to date, the interactive 'voting' of preferences portion, and the small group discussion."*

*"Residents appreciate being part of the process and having an opportunity to provide input, and we believe residents are genuinely interested in the discussion about land use and transportation based on our discussions with them afterwards."*

## Appendix C-1 (continued)

### Urban Economic Development Association

*"In particular, this session was truly representative of UEDA's network, with ... representatives from banks, CDC's, business improvement districts, local businesses or corporations, workforce development agencies, MCTS, residents, etc. Because of the diversity of the group, many critical ideas and perspectives were shared about the (pros) and cons for each scenario. Overall, this was an informative (session) where participants gained a deeper understanding of the VISION 2050 process."*



### Common Ground

*"In the future it would be good to communicate only the essential points related to the scenarios or the process."*

*"This was the best workshop so far in terms of attendee engagement and SEWRPC staff involvement. It bodes well for future workshops."*

**Copies of the partner Workshop #3 reports follow:**



## **Ethnically Diverse Business Coalition**

### **Vision 2050 Planning Session**

**September 22, 2014**

The Ethnically Diverse Business Coalition hosted its Vision 2050 Workshop #3 on Monday, September 22, 2014 at The Big Easy, located at 2053 N. Dr. Martin Luther King Jr. Dr. in Milwaukee, WI. This workshop included 21 neighborhood residents, business owners, and a few ethnically-diverse chambers. All of the participants were engaged from the polling that happened in the beginning of the session, all the way to the small group scenarios that were presented.

All of the participants enjoyed learning, if they didn't already know, about SEWPRC's planning efforts for the future and great discussion ensued about what the future would look like based on decisions that were being made now around transit and accessibility to other counties outside of Milwaukee County. Participants loved the different ways to engage them, from the immediate polling results to the maps and moderated discussion that happened with the scenarios that were presented. SEWPRC staff was professional, thoughtful and patient with attendees, which was great. Although some participants were not optimistic that their desired outcome would be selected due to cost, politics, or cynicism, they all expressed gratitude and positive sentiment about being included in the process and stated that they would be more than happy to participate in a future workshop.

The EDBC finds these sessions to be positive and open for any and all to participate and think that any future planning efforts should definitely include this process.

## Appendix C-1 (continued)

**Hmong American Friendship Association, Inc.,  
SEWRPC  
Summary Workshop #2  
January 16, 2014**

### HAFA 2050 Vision Workshop #3

A total of 30 members of our community attended the Visioning Workshop #3 at the Hmong American Friendship on September 23, 2014.

For this workshop, instead of getting a lot of members of our community to participate, we focus on getting quality, members that can understand the workshop and participate in as much as possible. About 99% of the participants understood English.

By breaking the workshop into five different scenarios (focus group Stations), thus help members of our community to focus more on the given task of each scenarios. They were able to participate more and feel that their times are not wasted.

They expressed interest in each Scenarios as they are able to understand the Scenarios. Vision 2050 staff was very helpful and was well prep for each of the scenario presentation.

Member of the community also expressed that this workshop format was not as “boring” as the last ones. “It makes time goes by faster, yet interesting”, Txhiaj Xyooj Lis expressed his thoughts.

## Appendix C-1 (continued)

IndependenceFirst held their third Vision 2050 workshop on October 2<sup>nd</sup>, 2014 from 1:00 – 3:00 pm. The workshop was a success with twenty participants. The participants enjoyed the ability to provide input through the real-time keypad polling device and view the results. Attendees were engaged by different sketch-level land use and transportation scenarios. Feedback was positive and attendees enjoyed the group discussion of the scenarios.

SEWRPC has continued to be helpful during the entire process. SEWRPC staff led the workshop which freed our staff to help individuals if they needed assistance.

Our organization's involvement in the Vision 2050 workshops is significant for people with disabilities, our organization, and to the overall Vision 2050 process. People with disabilities in our community provide vital insight into how transportation and land use can affect the independence, productivity, and integration of people with disabilities. Without the input of people with disabilities, it is impossible to address the barriers faced by this population. IndependenceFirst's vision is for full inclusion of people with disabilities in our community so it's essential for people with disabilities to be part of the Vision 2050 process to ensure we are making progress in achieving our vision.

We were able to collaborate with SEWRPC to ensure accessibility of the workshop to all people with disabilities. Since we serve people with varying disabilities, it is important that we anticipate the possible barriers. We were able to offer assistance with writing for those with physical and learning disabilities, large print, copies of the PowerPoints, and printouts of the boards for people with visual impairments, and a sign language interpreter for those who are deaf. SEWRPC providing key information prior to the workshop allowed our staff to accommodate all interested participants.

Transportation can be a barrier for people with disabilities. Hosting workshops at our location and offering reimbursement for transportation helped to alleviate the barrier of transportation for many. Our location also allowed consumers to participate in the workshop in an accessible environment they were comfortable in and familiar with. These factors are important in ensuring the participation of people with disabilities.

IndependenceFirst was impressed with the October 2014 Vision 2050 workshop. It was another successful collaboration. We look forward to our continued partnership.



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Mr. Eric Lynde  
Vision 2050 Project Manager  
SEWRPC P.O. Box 1607  
W239 N1812 Rockwood Drive  
Waukesha, WI 53187-1607

October 2, 2014

Dear Mr. Lynde:

The Milwaukee Urban League (MUL) held its 3<sup>rd</sup> VISION 2050 Workshop on September 29, 2014 at the State DNR Building, 2200 N. Dr. Martin Luther King, Jr. Drive. We had a total of 23 participants.

Many of those in attendance had participated in previous workshops. People were really engaged and appreciated the opportunity to provide input on this important planning process. I also think that having the workshop at the DNR Building worked out in one respect because of the larger space. However, the major drawback was the DNR does not allow food/beverages in their meeting rooms. Therefore, if we use the DNR Building for our next workshop, I would like to start the session at 4:30pm. That will allow us to have refreshments in the common area between 4:30 and 5:00pm. The actual workshop can then take place between 5 and 7pm when we have to leave the building.

Thank you and all of the people at SEWRPC for giving MUL an opportunity to participate in the VISION 2050 workshops and we look forward to scheduling our next session.

Let me know if you have questions or need more information.

NOTE: the original attendance sheets are attached.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ralph Hollmon', written over a horizontal line.

Ralph E. Hollmon  
President & CEO

RH/tfm

Cc: Steve Adams



Established 1990

**Southside Organizing Committee**

1300 South Layton Boulevard  
Milwaukee, Wisconsin 53215  
414-672-8090



SUMMARY REPORT

Near South Side Vision 2050  
Session III  
October 6, 2014

There were a number of contributing factors to the significant drop off in participation for SOC's third Vision 2050 session. As we have noticed in past campaigns and planning processes, it is difficult to maintain momentum over a longer term: the previous two sessions were only two months apart versus the latest session coming after 8 months. SOC's concentration on its driver card initiative—which itself is a community response to a transportation demand unique to the Near South Side—had involved SOC's most active participants and leaders over the last three months. More mailers, email and social media attention went out for this session than the previous two: SOC followers on Facebook went over the 1,000 mark by October compared to less than 300 in January; the email notice for the October event was opened by 100 more contacts than our January notice and received the highest email open rate of the year; however, fewer readers went to the SEWRPC website (15) than in January (22); and fewer folks came out for the actual event. Nevertheless, we were pleased to have the ten residents join the discussion and we have been reminded again that in our work, nothing is better than personal contact.

The response from participants in the third session for VISION 2050 was again positive. All of the elements of the session are important and useful: catching up everyone with the process to date, the interactive "voting" of preferences portion, and the small group discussion. Having only one limited English speaking Spanish speaker may have limited his participation, however, everyone else seemed to participate fully. There continues to be strong sentiment for housing and jobs to be better connected through the regional transportation system and the locating of jobs and affordable housing. While cost has come out as a top concern on the Near South Side in some of the preference selection portion, in the discussion portion it was clear that "cost" goes beyond the start-up and annual maintenance financial outlay to include but not be limited to the other "costs" of mobility, equal access and healthy communities articulated in the five scenarios scorecard.

Residents appreciate being part of the process and having an opportunity to provide input, and we believe residents are genuinely interested in the discussion about land use and transportation based on our discussions with them afterwards. However, new participants seems to be the norm. Of the 57 unique participants to date, only five have come to two sessions. Our task before the next session will be to talk with each of the previous participants to try and re-engage them in the process.

## Appendix C-1 (continued)

### **UEDA Visioning Workshop Results Summary**

Southeastern Wisconsin Regional Planning Commission (SEWRPC) Vision 2050

**Workshop Date:** September 24, 2014

**Workshop Location:** Manpower

**Time:** 3:30- 5:00pm

#### **Summary**

After a welcome and introductions by Bill Johnson (UEDA), C. Terrence Anderson (SEWRPC) provided a brief overview of the Sketch Scenarios, with participants reviewing five conceptual pictures representing a range of possible future for land use and transportation. These scenarios provided the participants with “what if” illustrations, varying based on the location, density, and mix of new development and redevelopment, and the transportation system. Participants also provided additional feedback about each scenario using the iClicker response system.

The second part of the session allowed participants to actively participate in exploring each scenario in small groups. Using a ‘world café’ process, facilitators at each sketch scenario invited participants to share additional insights and questions. This session proved to be extremely valuable for the diverse group of attendees, who were highly engaged and offered their opinions and concerns for each scenario.

There were common themes that emerged:

- The positive aspect of scenarios that increased access for individuals in the region to multiple transit options and affordable housing.
- Lack of confidence that the leadership in the region would invest in supporting Transit Oriented Development (TOD).
- The connection between equitable economic growth and transportation and the need for the region to focus on creating more jobs.
- Focusing on transportation options the increase connections to current job centers and areas of expected employment growth (i.e. a more regional transportation/transit system).

In particular, this session was truly representative of UEDA’s network, with 19 attendees representatives from banks, CDC’s, business improvement districts, local businesses or corporations, workforce development agencies, MCTS, residents, etc. Because of the diversity of the group, many critical ideas and perspectives were shared about the pro and cons of each scenario.

Overall, this was an informative sessions where participants gained a deeper understanding of the Vision 2050 process.

*Prepared by Gayle Peay & Kristi Luzar*

*Urban Economic Development Association of Wisconsin, Inc. (UEDA)*

## Appendix C-1 (continued)

SEWRPC VISION 2050 – Urban League of Racine and Kenosha, Inc.

September 26, 2014

Ensure meaningful results: Yolanda Adams, agency CEO, assumed the responsibility to assist in engaging the meeting attendees so they would provide ideas and suggestions in a way that could be effectively combined with the results of the general public meetings conducted by SEWRPC staff. Throughout the scenario exercises, participants asked SEWRPC staff questions about Scenarios A, B, C, D and E. Some questions were about housing and bike trails; others about transit services (bus routes, light rail, commuter rail and taxi services).

As this was our third workshop, Ben McKay and the other SEWRPC staff provided technical assistance and materials that included easels with maps, a point overhead presentation and copies of the VISION 2050 Workshop #3 Schedule. Comments and remarks made by participants after the workshop were the SEWRPC team did a great job of soliciting input regarding the land use and transportation plan for the future.

Provide results of meetings to Commission staff: This document serves as our written report conveying the process and results of the third targeted meeting/workshop.

## Appendix C-1 (continued)



### **SEWRPC Vision 2050 Workshop October 1, 2014 Hosted by Common Ground and First Unitarian Society of Milwaukee Session Observations**

#### **Logistics**

The turnout at the workshop was very good – 45 people. This was unexpected since the commitments came to about 35; however, many people who did RSVP did so within the final two days.

The venue worked well. The room at FUSM was neither too big nor too small. People were able to move freely yet close enough for good casual interaction.

#### **Program Design**

The workshop was well constructed. The review/introduction was appropriately brief with the majority of time spent in small groups discussing scenarios. Not sure about the value of the feedback given through the clickers. While it provides “data,” the lack of discussion at the table lessened the meaningfulness for participants. The audience rotation among scenario tables worked well though in many cases the 10- minute allocation was too short and discussion was cut off prematurely.

#### **Information**

The amount of information provided to participants was overwhelming and therefore hard for many to process completely in the time provided. This includes the easel boards, handouts and PowerPoint. There is only so much information people can absorb, especially those who are not familiar with map formats and terms related to transportation and land use. In the future it would be good to communicate only the essential points related to the scenarios or the process. More is not better in this case.

The difference between the scenarios, especially B, C and D, was not clear enough. The distinctions on the maps were subtle and hard to see without more explanation (and time). The scorecard (if that’s the right term? while colorful was crammed with information making hard to comprehend. Again, time was a factor. The facilitators did a decent job highlighting the differences but those did not necessarily match the written materials provided. The balance between the amount of information and amount of time to digest was off.

#### **Facilitators**

The SEWRPC staff did a good job facilitating at tables. C. Terrance did an excellent job with the overview and avoided reading the PowerPoint. However, some staff were not able to answer questions at the tables asked and tied to get another SEWRPC staff person to help out. While good intention, this took valuable time away from the table discussion.

#### **Attendee Engagement**

It appears that workshop attendees were engaged throughout and the verbal feedback received was positive overall. Again, more time at the scenario tables would have allowed for deeper discussion and broader participation. It would have been good to allow people to introduce themselves at the tables. While adding time, it would have provided the opportunity to develop relationships and understand better where people were coming from.

#### **Conclusion**

This was the best workshop so far in terms of attendee engagement and SEWRPC staff involvement. It bodes well for future workshops.



**SUMMARY OF RESPONSES TO QUESTIONS RELATED TO SKETCH SCENARIOS**

The following is a summary of responses to questions asked of participants during the third round of VISION 2050 workshops held during the fall of 2014. The workshops were focused on comparing a series of sketch-level land use and transportation scenarios.

**Summary of Responses to “Who’s in the Room?” Questions**

This section presents a summary of the responses to a series of questions asked at each workshop to get a sense of the basic characteristics of workshop participants. Attendees responded to these “who’s in the room?” questions via keypad polling devices.

**Have you attended a VISION 2050 Workshop in the past?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Yes	124	42%	67	44%	12	41%	4	27%
No	170	58%	86	56%	17	59%	11	73%

**How long have you lived in Southeastern Wisconsin?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
5 years or less	33	10%	15	9%	3	11%	4	25%
6-10 years	19	6%	11	6%	2	7%	1	6%
11-15 years	16	5%	8	5%	2	7%	0	0%
16-25 years	44	14%	25	14%	4	14%	3	19%
More than 25 years	203	64%	117	66%	17	61%	8	50%

**What is your age?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Under 25 years	18	6%	6	3%	1	3%	6	38%
25-34 years	44	14%	27	15%	4	13%	3	19%
35-44 years	31	10%	22	13%	2	7%	1	6%
45-54 years	69	22%	34	19%	8	27%	2	13%
55 years or older	157	49%	87	49%	15	50%	4	25%

**What is your gender?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Male	165	53%	91	53%	20	71%	9	60%
Female	147	47%	82	47%	8	29%	6	40%

**Summary of Responses to Scenario Factor Questions**

This section presents a summary of the responses to a series of questions related to which factors residents believed were most important to comparing the scenarios. The questions were asked at each workshop, with attendees responding via keypad polling devices, and as well through the online scenario exploration tool. The online tool also had an interactive component that allowed users to see which scenarios they were likely to prefer based on their responses.

**How do you think the Region should grow?**

	Region		Kenosha		Milwaukee		Ozaukee		Racine		Walworth		Washington		Waukesha	
Redevelopment and infill along major transit lines	325	61%	24	60%	195	67%	14	44%	18	55%	4	25%	21	54%	49	58%
Redevelopment, infill, and development immediately at the edge of urban centers	142	27%	6	15%	73	25%	10	31%	8	24%	8	50%	12	31%	25	30%
Low-density development outside of urban centers	65	12%	10	25%	20	7%	8	25%	7	21%	4	25%	6	15%	10	12%

**Which is more important to you?**

	Region		Kenosha		Milwaukee		Ozaukee		Racine		Walworth		Washington		Waukesha	
Preserving farmland, wetlands, woodlands, and wildlife habitat	477	85%	35	88%	259	83%	28	82%	26	70%	15	88%	37	95%	77	91%
Increasing land available for development	86	15%	5	13%	52	17%	6	18%	11	30%	2	12%	2	5%	8	9%

**Where do you think businesses should be located in the Region?**

	Region		Kenosha		Milwaukee		Ozaukee		Racine		Walworth		Washington		Waukesha	
Near housing	12	2%	1	2%	5	2%	1	3%	0	0%	0	0%	0	0%	5	6%
Near transit stops	69	12%	4	10%	36	12%	4	12%	3	8%	4	24%	5	13%	13	15%
Near housing and transit stops	389	69%	27	64%	237	77%	17	50%	29	78%	7	41%	23	61%	49	57%
It should be up to the business	93	17%	10	24%	31	10%	12	35%	5	14%	6	35%	10	26%	19	22%

What type of neighborhood would you prefer?

	Region		Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
	68	12%	8	21	7	5	4	10	13
One with homes that have large private yards			18%	7%	21%	13%	25%	26%	15%
One with a choice of housing types where you can walk to places like businesses, parks, and schools	344	60%	26	195	20	22	10	17	54
One with homes that have small private yards where you can walk to places like businesses, parks, and schools	162	28%	11	99	7	11	2	12	20

Which of these is most important to you?

	Region		Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
	58	10%	3	33	3	4	0	1	14
Sidewalks accessible to people with disabilities			7%	11%	9%	11%	0%	3%	16%
Off-street bicycle paths	32	6%	3	10	1	5	2	5	6
Physically separated on-street bicycle lanes	41	7%	6	19	4	3	1	5	3
All of these are important	411	72%	33	243	20	26	13	21	55
None of these are important	30	5%	0	9	5	0	1	7	8

Which is a greater transportation priority in Southeastern Wisconsin?

	Region		Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
	350	62%	25	209	23	21	10	11	51
Providing as many transportation options as possible			58%	67%	70%	57%	59%	28%	60%
Reducing congestion as much as possible	118	21%	8	55	5	6	4	17	23
Keeping the cost of the transportation system as low as possible	99	17%	10	49	5	10	3	11	11

When it comes to public transit, which of these is most important to you?

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha								
Improved bus service	81	14%	7	15%	40	13%	3	9%	6	15%	5	31%	7	18%	13	15%
Rail transit in the Milwaukee area in addition to improved bus service	99	17%	1	2%	73	23%	11	31%	0	0%	0	0%	2	5%	12	14%
Rail transit between communities of the Region in addition to improved bus service	345	60%	35	76%	190	61%	14	40%	30	77%	8	50%	20	51%	48	56%
None of these are important	49	9%	3	7%	10	3%	7	20%	3	8%	3	19%	10	26%	13	15%

## SUMMARY OF COMMENTS ON SKETCH SCENARIOS

The following is a summary of all public comments received on the sketch-level land use and transportation scenarios for VISION 2050, which were presented to the public for review during the fall of 2014. Comments were received at public workshops (one held in each county), workshops held by eight community organizations, a workshop held by request, and via an online scenario exploration tool.

The comments were considered as Commission staff developed and evaluated more detailed alternative land use and transportation plans to be presented at the fourth round of VISION 2050 workshops.

### Summary of Individual Comments Received

The comments in this section were received via an individual comment form completed as part of a workshop or through the online scenario exploration tool. The comments are organized into primary categories, with several secondary categories under each primary category. Examples of comments that are representative of a particular category are also included.

#### ALL INDIVIDUAL COMMENT FORM COMMENTS

	# of Responses per Scenario				
	A	B	C	D	E
Number of Positive Comments	68	133	216	212	299
Number of Negative Comments	342	205	137	112	125
Total Individual Comment Form Comments Received*	1,941				

\* This total also includes comments that are not relatable to the scenarios.

#### PRIMARY CATEGORY: SCENARIO PREFERENCE

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like this scenario.	4	4	5	4	27
I prefer a different scenario.	118	31	10	4	7
This scenario is an intermediate step to a better Region, but we can do more.	0	9	8	2	0
This scenario is a good compromise.	0	2	5	3	0

Representative comments:

- I do not like any of the land use and transportation features in Scenario A.
- Scenario C is a significant improvement over Scenarios A and B.
- Scenario D is progressive and would benefit people in most of the Region.

### Appendix C-3 (continued)

- I like all of the land use and transportation features of Scenario E.
- All land use and transportation features of Scenario A need to be improved.
- I am concerned that Scenario B is too much of the same and needs innovation.
- Scenario E seems too unrealistic.

#### PRIMARY CATEGORY: BICYCLE/PEDESTRIAN ACCOMMODATIONS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario provides a sufficient level of bicycle/pedestrian accommodations.	13	6	19	16	25
This scenario needs to provide more bicycle/pedestrian accommodations.	11	14	2	5	3
This scenario provides too many bicycle/pedestrian accommodations.	0	2	1	0	1

#### Representative comments:

- It is good that the on-street and off-street bicycle networks are expanded in all of the scenarios.
- I like the enhanced bicycle facilities and the protected bike lanes that are shown in Scenarios C, D, and E.
- The increased density in Scenario C can improve the sense of neighborhoods and walkability.
- The idea of supporting more intercity travel by biking in Scenarios C, D, and E is fantastic. I would like to see more off-road paths to make biking safer and more aesthetically pleasing.
- Scenario A is not supportive of walking because destinations are too far apart.
- The corridors devoted for bicyclists shown in Scenarios C, D, and E should not be implemented.

#### PRIMARY CATEGORY: COSTS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the low costs associated with this scenario.	10	1	3	4	5
I do not like the high costs associated with this scenario.	2	1	3	3	32
This scenario will provide a good return on investment.	0	1	1	1	4
This scenario will not provide a good return on investment.	8	3	2	0	1
There is a need to increase transportation funding under this scenario.	3	1	2	3	6

#### Representative comments:

- Costs for transportation are the least expensive in Scenarios A and B.
- The transportation system in Scenario E is cost-effective and maximizes limited resources.
- I like Scenarios C and E because they cost the least for local governments for supporting new development.

### Appendix C-3 (continued)

- Scenario A may have short-term savings but there would be long-term expenses related to the environment, housing balance, and access to public transportation.
- It seems the costs in Scenario B are not in balance with the increased outcomes.
- The costs for transportation services in Scenario E are too expensive.

#### PRIMARY CATEGORY: DEVELOPMENT PATTERNS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the development pattern shown in this scenario.	9	16	37	38	42
There should be more compact development in this scenario.	33	31	12	14	11
There should be less compact development in this scenario.	0	2	3	1	3
I like that this scenario encourages infill and redevelopment.	0	9	2	0	6
Infill and redevelopment need to be encouraged more in this scenario.	2	0	0	0	0

#### Representative comments:

- I like the emphasis on infill development in Scenario B.
- I like that in Scenario C existing land and residential areas are filled in before development spreads out.
- I like the more concentrated growth and densities in housing and employment that are included in Scenarios C, D, and E.
- I like the focus on Transit Oriented Development (TOD) in Scenarios C, D, and E.
- I am concerned that Scenario A devotes too much space to sprawling development and weakens urban cores.
- I do not like that Scenario B still encourages sprawl.
- I am afraid that Scenario D may impose development on places that do not want it. Development needs to stay close to transit centers.
- In Scenario E, the higher density needs to be spread into rural areas.

#### PRIMARY CATEGORY: HOUSING

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the range of housing options offered in this scenario.	8	5	7	4	14
There should be an increase in the range of housing options, especially affordable housing options, offered in this scenario.	8	4	2	1	3

**Appendix C-3 (continued)**

Representative comments:

- I like that in Scenario A communities that want to keep large lots can keep them.
- I like that there are more opportunities for housing outside the city in Scenario B.
- There is a good mix of housing options and compact housing development in Scenarios C, D, and E.
- Scenarios C and E offer more affordable housing.
- Scenario E does not provide enough housing choices in rural areas or sufficient housing choices across all counties.

**PRIMARY CATEGORY: JOB/HOUSING BALANCE**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the job/housing balance shown in this scenario.	0	2	8	13	6
The job/housing balance needs to improve under this scenario.	8	5	5	1	3

Representative comments:

- The proximity between housing and jobs shown in Scenario B is a move in the right direction.
- I like the better balance of jobs and housing in Scenario C.
- I think the job/housing balance is highest in Scenario D.
- In Scenario E, I like that household and business growth are concentrated in areas where development has already occurred.
- I believe Scenario A exacerbates the job/housing disparity.
- Employment growth does not correspond with population growth in Scenario B.
- In Scenario C, we need to better connect people to jobs in the Region.

**PRIMARY CATEGORY: PRESERVATION OF FARMLAND,  
OPEN SPACES, AND NATURAL RESOURCES**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the level of farmland, open space, and natural resource conservation occurring in this scenario.	3	3	21	8	13
This scenario does not conserve enough farmland, open space, and natural resources.	24	4	3	1	2
I like that this scenario will improve air quality.	0	0	2	2	2
This scenario does not improve air quality enough.	3	4	1	2	2

Representative comments:

- I like that Scenarios C, D, and E decrease greenhouse gas emissions.
- I think Scenario C maximizes the protection of farmland and open space.
- Both Scenario D and E have good preservation of natural areas and open space.
- I believe that Scenarios A and B have too many greenhouse gas emissions.



**Appendix C-3 (continued)**

- There is a need to preserve farmland and undeveloped land in Scenarios A and B.

**PRIMARY CATEGORY: REGIONAL ATTRACTIVENESS**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will make the Region more attractive to live and work in.	1	0	1	3	10
This scenario will limit our ability to attract/keep people in this Region.	3	0	0	1	0

Representative comments:

- I think Scenario A will attract those 30 and older who want to raise a family in a quiet area as well the older populations.
- Scenarios C, D, and E can help with more job creation and a better regional economy.
- Marketing these alternative forms of transit could show the public that these systems work and that they create a booming economy.
- Scenario A would limit job growth and does not include the transit services that would attract younger generations.

**PRIMARY CATEGORY: SEGREGATION/GENTRIFICATION/EQUITABLE ACCESS**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will provide equitable access for low-income and minority populations, and people with disabilities.	0	1	12	1	5
This scenario will reduce equitable access for low-income and minority populations, and people with disabilities.	5	1	0	1	0
This scenario will increase segregation/gentrification for low-income and minority populations.	6	3	2	0	2

Representative comments:

- Scenario C provides equitable access to transit services.
- Scenario C provides good transit service quality and access for minority and low-income populations.
- Scenario E offers multiple options that allow people of varying abilities and economic status to traverse the Region to get to work, school, health care, and recreation.
- I do not feel that Scenario A addresses aging or low-income populations.
- Scenario A might increase segregation since it decreases options for connecting people, housing, and jobs.
- Scenario A is the way things have been going and it will lead to more segregation, poverty, negativity, and isolation.

**Appendix C-3 (continued)**

- I think that in Scenario E we need to ensure that low-income/minority households aren't gentrified out.

**PRIMARY CATEGORY: STREETS AND HIGHWAYS**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like that this scenario supports expansion of streets and highways.	7	13	0	0	0
I don't like that this scenario supports expansion of streets and highways.	13	15	1	0	0
I like that this scenario doesn't include the expansion of streets and highways.	0	0	11	11	12
This scenario should include the expansion of streets and highways.	0	0	9	6	4
The congestion level shown in this scenario is acceptable.	13	22	3	3	5
I don't like the level of congestion shown in this scenario.	4	2	5	13	11

Representative comments:

- There should be less highway expansion and widening in Scenarios A and B.
- The cost of reducing congestion is very high and only benefits a few people. We cannot afford to continue along this path.
- I like the widening and expansion of streets and highways shown in Scenarios A and B.
- I like that traffic congestion is reduced in Scenarios A and B.
- I like the discouragement of auto use that congestion brings in Scenario E.
- I think there is too much congestion in Scenarios C, D, and E.

**PRIMARY CATEGORY: TRANSIT**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the transit options offered in this scenario.	0	47	75	91	92
We need to improve transit service more than what is offered in this scenario.	76	67	59	37	15
We do not need the level of transit service offered in this scenario.	0	3	5	10	6
I like the fixed-guideway transit service in this scenario but don't agree with the location of the corridors.	0	0	3	2	3
I like the increase in transit options in this scenario but I am concerned about traveling the last mile to destinations.	0	0	0	1	1

### Appendix C-3 (continued)

Representative comments:

- I like the increase in bus service in Scenario B, including the shorter wait times, increased bus operation periods, increased frequency, and longer route distances.
- I like that Scenario B restores lost transportation services.
- Scenario C starts to shift priorities from highway development to more transit and walkable communities.
- I like the bus rapid transit and light rail shown in Scenario C.
- I like the commuter rail shown in Scenario D.
- I like that rail in Scenario D is provided to all urban centers in the Region.
- There are extensive transit options in Scenario E, including combining light rail/bus rapid transit with commuter rail.
- Scenario E would offer more transit choices for people who want to work outside of Milwaukee.
- It is good that there is increased shared-ride taxi service in many of the scenarios.
- Scenario A needs to provide more transit options and increase access to transit.
- Scenario B does not have a regional transit perspective because it does not include rail.
- Scenario C does not go far enough in connecting Racine, Kenosha, and Chicago by rail.
- There is a need for the Kenosha-Racine-Milwaukee commuter rail line.
- There is a need for a commuter rail line to West Bend.
- I do not see a need for commuter rail in Scenario D because it does not help those outside of very urban areas.
- I would prefer flexible buses rather than fixed rail systems in Scenarios D and E.
- In Scenario E, I do not believe there is economic viability in train investment.
- Scenarios D and E need to address the “last mile” issue.

#### PRIMARY CATEGORY: TRANSPORTATION OPTIONS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario offers a balanced transportation system.	0	3	9	13	30
This scenario should offer a more balanced approach to our transportation system.	15	12	7	6	10

Representative comments:

- The balance between transit and highways is realistic in Scenario B.
- I like that rapid transit has its own lanes and that there are more walkable and bikeable trails in Scenario C.
- Scenario D seems the most realistic with a nice balance of the key transportation and land use elements.
- I think Scenario E offers a transportation system that is visionary.
- I like that Scenario E makes investments to transportation options instead of continually trying to make streets and highways wider.
- Scenario E is the best option for our Region because it provides a robust system that is critical to our future.

### Appendix C-3 (continued)

- I am concerned that Scenario A will not serve people without cars.
- I feel that Scenario A gives very few transportation choices or options.
- We should consider pedestrian-only streets and walkways, particularly in dense areas.
- Transportation in the Region needs to be easier and facilitated by rail, an improved bus system, and by more bike lanes and paths.

### Summary of Small Group Comments Received

The comments in this section were recorded by staff during the small group activity conducted as part of each workshop. The comments are organized into primary categories, with several secondary categories under each primary category. Examples of comments that are representative of a particular category are also included.

#### ALL SMALL GROUP COMMENTS

	# of Responses per Scenario				
	A	B	C	D	E
Number of Positive Comments	56	92	199	194	273
Number of Negative Comments	496	431	247	192	167
Total Small Group Comments Received*	2,444				

\* This total includes comments expressing neutral feelings towards the scenario and non-applicable comments.

#### PRIMARY CATEGORY: SCENARIO PREFERENCE

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like this scenario.	1	3	4	10	32
I prefer a different scenario.	70	23	5	11	9
This scenario is an intermediate step to a better Region, but we can do more.	0	8	3	1	0
This scenario is a good compromise.	1	2	7	4	1

Representative comments:

- I like Scenario E because I won't need to own a car.
- I like Scenario E because it would lead to more people investing in their neighborhood.
- Scenario C will meet the needs of the younger generation.
- Scenario A is the plan for a dying city.
- I don't think we should keep going in this direction. We should have a vision for the Region. I would prefer any other scenario than Scenario A.
- Scenario B is a good first step towards the future but doesn't address our problems.
- Scenario D is more feasible politically because it can help region-wide.
- Scenario E is my least favorite. It is unlikely that the LRT/BRT will attract people. The cost structure for transit is not sustainable and it is discouraging to see how it does nothing to decrease the massive amount of traffic congestion.

### Appendix C-3 (continued)

- I like Scenario D because it is a great “Middle Option”, doing nearly well on every performance measure, though not necessarily performing the single best in each and every regard.

#### PRIMARY CATEGORY: BICYCLE/PEDESTRIAN ACCOMMODATIONS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario provides a sufficient level of bicycle/pedestrian accommodations.	1	4	22	12	21
This scenario needs to provide more bicycle/pedestrian accommodations.	13	14	3	2	3
This scenario provides too many bicycle/pedestrian accommodations.	2	3	6	2	7

#### Representative comments:

- As you get older you want to walk to a lot of places, not drive. You can't do that in Scenario A.
- As a biker, I want to see the development of more off-street bike options in Scenario B. I don't enjoy having to bike in the road with cars and breathe in exhaust fumes.
- How many people ride bicycles to work in the middle of winter? I don't think we need as many bike accommodations in any of the scenarios.
- We need more walkable areas in Walworth County than what is shown in Scenario C.
- Snowmobiles use paths in winter so expanding paths would be more important than enhancing on-street bike lanes like in Scenario C.
- I like that Scenario C offers more dense, walkable neighborhoods and better bike facilities.
- Bicycling improvements are not as important given our winters and should not be included in Scenario E.
- Biking is healthier and reduces congestion. I like that Scenario E offers these amenities.
- Healthy communities resulting from walkable neighborhoods under Scenario D are desirable.
- The Region needs to attract the best and brightest of the next generation of workers. Scenario A has fewer bike options and promotes isolation, which will not attract young workers.

#### PRIMARY CATEGORY: COSTS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the low costs associated with this scenario.	9	1	1	3	0
I do not like the high costs associated with this scenario.	2	3	1	4	23
This scenario will provide a good return on investment.	0	0	2	1	5
This scenario will not provide a good return on investment.	19	2	1	5	2

#### Representative comments:

- Density lowers the cost of service for municipalities. Scenario A does not have a high enough density to lower costs.

### Appendix C-3 (continued)

- Politically, Scenario A is the most advantageous because it's the cheapest and relies on the status quo.
- Scenario A has the least transportation costs, but you get what you pay for.
- Scenario B is making a big assumption. This scenario doubles the transit service which is very expensive yet the Federal budget appears to be reducing funding for transit. This scenario is unlikely.
- Scenario B is too expensive with the least amount of gain.
- I like how Scenario C has a moderate cost for providing local government services.
- Scenario C would cause us to have to pay a lot of taxes to pay for transit but we would not need a second car which would be a cost savings.
- I don't think the commuter rail service in Scenario D would be efficient and cost effective.
- There would be less of a strain on public service if we had the type of compact development shown in Scenario D. It would be cheaper and easier to develop in places that are already developed.
- I doubt Scenario E will be sustainable because it is the most expensive option.
- Scenario E costs too much money. We do not need to build as much of a transportation network.
- I like that Scenario E will save on most external costs. There will be less need for cars, better access to jobs, and a decreased need for jobless assistance.

#### PRIMARY CATEGORY: DEVELOPMENT PATTERNS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the development pattern shown in this scenario.	12	24	48	33	40
There should be more compact development in this scenario.	72	76	20	19	2
There should be less compact development in this scenario.	1	9	13	9	15

#### Representative comments:

- I like that Scenario A will allow me to have a bigger house and yard. That's more comfortable for me.
- Scenario A offers a bad pattern of development.
- I like that I can work and live in the outskirts of the city without having to deal with congestion in Scenario B.
- I'm concerned about seeing job growth occurring outside of Milwaukee in Scenario B.
- We need higher densities in Scenario B. Higher densities lead to higher efficiency and less energy consumption.
- I like that the TOD and mixed development approach in Scenario C will preserve more farmland and outer lying rural areas.
- Older people like to be in higher density areas. I like that Scenario C offers that choice.
- I would like growth to be more spread out in Scenario C, but we need commuter rail to make it happen.

### Appendix C-3 (continued)

- Having commuter rail and compact development, as shown in Scenario D, would save mileage on our cars.
- I worry about the sprawl shown in Scenario D.
- I like the smaller, affordable homes Scenario E would create.
- I like that Scenario E will attract employment to Milwaukee County.
- I prefer a little elbow room. Scenario E is too dense.
- We need an even more aggressive land use policy than what is shown in Scenario E.

#### PRIMARY CATEGORY: HOUSING

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the range of housing options offered in this scenario.	4	6	6	0	12
There should be an increase in the range of housing options, especially affordable housing options, offered in this scenario.	16	24	10	1	1
This scenario encourages too much multi-family/small home development.	0	1	1	1	9

#### Representative comments:

- I like a bigger house and yard. I think Scenario A will be more comfortable.
- Young people are not interested in taking care of three acre yards. Scenario A is really backwards.
- Scenario B's emphasis on single family development is unfortunate. We need more multi-family and mixed use development.
- I want a big yard. People move to Kenosha and Racine to have a bigger house and the ability to get to Chicago quickly for entertainment purposes. I like that Scenario B will allow me to have that choice.
- Large lot sizes are not a high priority and should not be encouraged in Scenario B. The pros of more compact development outweigh the pros of larger lot sizes.
- I like that Scenario C will provide more housing options.
- I wish there was more affordable housing and transit for the elderly than what Scenario C offers.
- Rental costs are too high and there are not enough multi-family units in Scenario D. We need to ensure new housing is affordable.
- I like that multi-family and smaller homes are included in Scenario E.
- I like that Scenario E offers smaller houses. We want to encourage infill housing. People will move back into the city under this scenario.
- I am concerned that Scenario E could potentially reduce the number of affordable housing options.
- I think Scenario E will create too many smaller homes.

**Appendix C-3 (continued)**

**PRIMARY CATEGORY: JOB/HOUSING BALANCE**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the job/housing balance shown in this scenario.	1	2	13	9	17
The job/housing balance needs to improve under this scenario.	16	33	8	4	1

Representative comments:

- In Scenario A, all the jobs are not located where the people are.
- There is a disconnect between the location of jobs and the labor force in Scenario A.
- I'm concerned that Scenario B draws jobs away from the city.
- It is immoral to set people up where they can't get to work. Housing should be established near employment areas and transit service, not like the development patterns shown in Scenario B.
- We need to get more job growth around the transit corridors in Scenario C.
- I like that the proposed TOD's in Scenario C will allow people to move closer to jobs and create walkable communities. It reminds me of the Twin Cities along the station stops.
- I like the job/housing balance shown in Scenario D.
- The most important thing is to be able to live where I work. Scenario D helps that.
- There is a disconnect between Milwaukee County workers and outlying job centers in Scenario D.
- Because of the density of jobs, I could find closer work and not move with Scenario E. That job would be closer to me and I would have better access to that job.
- Access to jobs is the key, so even though I prefer Scenario E, the "balance" in Scenario D may be more important.

**PRIMARY CATEGORY: PRESERVATION OF FARMLAND,  
OPEN SPACES, AND NATURAL RESOURCES**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the level of farmland, open space, and natural resource conservation occurring in this scenario.	0	1	16	1	4
This scenario does not conserve enough farmland, open space, and natural resources.	41	17	4	4	7
This scenario conserves too much farmland, open space, and natural resources.	2	0	1	0	4
I like that this scenario will improve air quality.	0	0	1	1	3
This scenario does not improve air quality enough.	0	5	0	0	1
This scenario does not improve water quality or address water access issues enough.	5	1	0	0	1

Representative comments:

- The negative side of Scenario A is the continued development of farmland.



### Appendix C-3 (continued)

- Scenario A is a terrible use of resources.
- Loss of farmland in Scenario A is not as important as decline in transit service. Farmers need government subsidies to operate.
- Access to drinking water will continue to be an issue with Scenario A. The more sprawl, the less the water table can support the growth.
- We need fruits and vegetables and cows. We lose a lot of farmland in Scenario B.
- Scenario B is not very good. It is auto-reliant, carbon-heavy, and not efficient at getting people from point A to point B.
- I like how Scenario C will increase the preservation of farmland and open space.
- I like that Scenario C's TOD and mixed development approach preserves farmland and outer lying areas.
- I'm concerned that commuter rail lines reaching outward could put pressure on remaining farmland in Scenario D.
- I like the low emissions that are projected in Scenario E.
- Scenario E is the best, both ecologically and healthcare-wise, and will provide the best access to jobs.
- Scenario E may not preserve enough farmland and open space.

#### PRIMARY CATEGORY: REGIONAL ATTRACTIVENESS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will make the Region more attractive to live and work in.	1	0	4	7	5
This scenario will limit our ability to attract/keep people in this Region.	22	10	7	2	3

#### Representative comments:

- There is an increase in desire to move to a community with transit options. This is especially true in the younger population. Scenario A doesn't achieve the number of transit options to attract these young people.
- Scenario A is not smart growth. It's continuing sprawl. It's dumb growth. It will be very negative for job growth. It will repel job growth because young people want a place of innovation.
- Bus service in Scenario B is not enough to help this Region and help us remain competitive.
- I think the economy would greatly improve under Scenario C, which I support.
- I don't think the development patterns shown in Scenario C will keep people in the Region. We need to compete against places like Seattle and Portland.
- We need to attract the younger generation to the Region. I'm not sure Scenario D will help us achieve that.
- Scenario D is exactly what we need to draw young people and industry to Wisconsin.
- Scenario E is more desirable than Scenario A and B. Young people don't have or don't want cars. Adding transportation alternatives is good and will attract the best and brightest to the Region.

**Appendix C-3 (continued)**

- I can see Scenario E making the Region a transient place where people don't stay. It doesn't fit the Midwest.
- Scenario E makes the Region a cool place to live which would help Milwaukee grow.

**PRIMARY CATEGORY: SEGREGATION/GENTRIFICATION/EQUITABLE ACCESS**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will provide equitable access for low-income and minority populations, and people with disabilities.	0	0	6	3	7
This scenario will reduce equitable access for low-income and minority populations, and people with disabilities.	11	10	3	2	2
This scenario will increase segregation/gentrification for low-income and minority populations.	19	3	2	0	4

Representative comments:

- I think Scenario A is exclusionary. Racine has had population decline and concentrations of poverty.
- Scenario A does nothing to address segregation, poverty, isolation, people who need jobs and where jobs are located. This scenario will create a further decline of the Region.
- People earning low wages can't afford cars. Scenario A will not help people who do not have personal vehicles.
- Scenario B is segregated and is not going to help the state or the city. I don't like it.
- Scenario B makes low-income people stay low-income by leaving them with no way to get anywhere near jobs.
- I think Scenario C will displace the low-income population. I want to avoid displacing people and tearing down homes for transit.
- I like that Scenario C offers equitable access.
- I think Scenario D will help inner city families.
- Higher rents for places will occur closer to the train stations proposed in Scenario E. This will cause gentrification.
- I like that affordable housing and transportation is increased in Scenario E, but I am concerned about the gentrification this will cause along the corridors.
- Scenario E is the most equitable scenario.

**PRIMARY CATEGORY: STREETS AND HIGHWAYS**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like that this scenario supports expansion of streets and highways.	9	19	0	0	0
I don't like that this scenario supports expansion of streets and highways.	11	10	3	2	2
I like that this scenario doesn't include the expansion of streets and highways.	0	0	7	10	8
This scenario should include the expansion of streets and highways.	0	0	14	8	12
The congestion level shown in this scenario is acceptable.	10	13	7	8	9
I don't like the level of congestion shown in this scenario.	6	8	13	16	7

Representative comments:

- Rush hour congestion will persist no matter how much capacity is added to the freeways in Scenario A, so freeways do not need to be overbuilt.
- Scenario A addresses congestion and provides trucks with highway access to businesses. Highways attract jobs and people, which will increase the tax base.
- Congestion is not necessarily a bad thing.
- I think that the congestion and travel commute times in Scenario A should not become worse than they are today. However, I don't think that adding traffic lanes will help.
- Simply adding more lanes in urban areas does not address the congestion level in Scenario B.
- The freeway widenings in Scenario B mean buses won't be stuck in traffic and commuting by bus may become more viable.
- Congestion is not bad enough to add freeway lanes in Scenario B.
- I wish that Scenario C would reduce congestion more since we are increasing the amount of transit.
- I like that Scenario C is not adding capacity to the arterial street and highway network.
- I like the low amount of congestion shown on the freeways in Scenario C.
- We need to add capacity to highways and arterial roadways in Scenario C.
- I do not like the large amount of congestion along the I-43 corridor in Scenario D.
- I don't feel significant investments in highway capacity would improve automobile commutes in Scenario D.
- All great metro areas have a lot of congestion. Congestion comes with density and shows that it is a desirable place to be. I think the congestion levels in Scenario D are okay.
- There is a need for good roads to connect Kenosha with Milwaukee and other areas of the Region. Trucks also will benefit from having good roads. Scenario D needs to address this.
- I don't like how Scenario E says if you live in the city you can't get anywhere because of the congestion level.
- It's unreasonable to just keep going the same way and expand roadways. I'm glad Scenario E doesn't perpetuate this.

### Appendix C-3 (continued)

- I like the congestion levels in Scenario E. Higher levels of congestion will encourage people to live closer to where they work.
- I think we need commuter lanes added to the highway system in Scenario E.

#### PRIMARY CATEGORY: TRANSIT

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the transit options offered in this scenario.	2	13	58	93	109
We need to improve transit service more than what is offered in this scenario.	131	124	98	38	13
We do not need the level of transit service offered in this scenario.	6	8	6	37	16
I like the fixed-guideway transit service in this scenario but don't agree with the location of the corridors.	0	0	11	29	2
I like the increase in transit options in this scenario but I am concerned about traveling the last mile to destinations.	0	0	2	25	0

#### Representative comments:

- The rail transit in Scenarios C, D, and E will not achieve the intended ridership. There are not enough people that want to use transit service in this Region.
- I don't like public transportation. I don't use it. I don't think we need the level of bus service offered in Scenario A.
- Avoid the transit decline shown in Scenario A. The aging population will increase demand, and transit service benefits the economy and quality of life.
- I think the decline in transit service shown in Scenario A will add to the decline of the city and increase polarization. We've already lost young people to places where there is transit.
- I like the doubling of the bus service in Scenario B.
- I doubt there is a need for better shared-ride service. We don't need to include this service in Scenario B.
- I don't have a driver's license or a vehicle. If Scenario B occurs, I will not be able to reach job opportunities in many of the growth areas located outside of existing transit service areas.
- The problem with Scenario B is that you can't travel between one community to another with public transit.
- There needs to be a BRT/LRT corridor through Bayview, Oak Creek, and St. Francis in Scenario C.
- Traveling the last mile is an issue when going from Milwaukee to jobs in Ozaukee County in Scenario C.
- I like the BRT/LRT proposed in Scenario C.
- I like the shared-ride transit service offered in Scenario C.
- There are a lot of empty buses around MATC and Concordia. We don't need more transit in Scenario C and we can't support more transit with existing ridership.
- Commuter rail should be connected to Waukesha in Scenario D. There is more population there.

### Appendix C-3 (continued)

- What about MLK drive being used as a commuter rail corridor? I think this is a mistake to not include this in Scenario D because it is close to downtown.
- I'm fearful of having low ridership on the proposed commuter service in Scenario D. The proposed transit service is not good enough to help riders get the last mile to their jobs.
- I like the commuter rail service proposed in Scenario D. Commuter rail will change the perception of transit and will make it more appealing to suburbanites.
- I like that Scenario D will have commuter rail service that will connect the suburbs to jobs downtown. We need the reverse commuting ability this would offer.
- I would use the commuter rail service in Scenario D everyday so that I wouldn't have to deal with the congested interstate highway.
- I would prefer more bus service than rail service in Scenario D. Bus service can be flexible enough to meet changing demands in the Region.
- Value of time is a greater cost than ease of using transit. People in Grafton will not want to take the bus in Scenario D because they can drive to their destination faster.
- I like how the town centers are supported by transit in Scenario E.
- I like that rapid transit proposed in Scenario E gives the option for people to not drive into the city.
- I think the increased transit service in Scenario E will improve housing and job access.
- There is too much transit investment in Scenario E.
- Scenario E is still not expansive enough and interconnected enough. In Europe, transit can move people as fast as by traveling by air.

#### PRIMARY CATEGORY: TRANSPORTATION OPTIONS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario offers a balanced transportation system.	5	4	3	2	7
This scenario should offer a more balanced approach to our transportation system.	17	21	7	10	1

#### Representative comments:

- I don't like the over-reliance on a single transportation mode in Scenario A.
- People want their own cars and can have them with Scenario A.
- Scenario B is the best. It's a concession to reality. People are going to drive and it is unlikely to get people out of their cars.
- It is important for people to be able to live and work wherever they want to. It is a downfall of Scenario B to not allow for such convenient movement. Other scenarios allow this by providing multiple transportation options.
- Millennials do not want cars and would rather walk or bike. This mindset will confine them to their neighborhood for jobs. Scenario B will not support this mindset.
- I am leaning towards Scenario D or Scenario C, because they retain undeveloped land, have less emphasis on cars and allow more of our population to have access to transit.
- We need to invest in both transit and highways in Scenario C.

### Appendix C-3 (continued)

- I don't like that the scenarios are all or nothing when it comes to transit and highway expansion. We should have a scenario that provides a combination of highway expansion and expanded transit service.
- I suspect the growth in Scenario D will support the proposed transit services but I think there will still be people driving.
- I like the range of transportation choices in Scenario E. It will be good for residents and employers alike.
- I like that I would have a multitude of transportation choices in Scenario E.

#### PRIMARY CATEGORY: GENERAL OBSERVATIONS

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I am concerned about our ability to provide adequate funding to support this scenario.	2	4	6	0	9
I am concerned that this scenario will lead to an increase in crime and road safety issues.	3	5	4	6	1
The mindset of the Region must change before this scenario can be implemented.	6	2	1	7	11
This scenario doesn't address "quality of life" issues adequately.	3	6	0	0	0
This scenario is too Milwaukee-centric/urban-centric.	0	0	13	4	3

#### Representative comments:

- The U.S. Congress needs to change the Federal funding formula so we can improve transit beyond Scenario A.
- Scenario A will impact where people can work. But I also see that people don't want to use the bus because of crime.
- The best way to travel is by transit. We need to change people's anti-transit mentality before we introduce more transit options like commuter rail and BRT.
- Scenario A degrades natural areas and doesn't do anything for quality of life or walkability.
- We need more alternative funding options to support more transit than what is offered in Scenario B.
- I'm concerned the increased density in Scenario B will create problems and increase crime.
- There are not enough communities participating in cost-sharing for improved transit.
- I think Scenario C will move crime. I don't want to travel through high crime areas.
- Scenario C needs to spread transit dollars around and not just focus on Milwaukee.
- There will be a long-term problem marketing Scenario C to Ozaukee County residents if too much investment is occurring in the Milwaukee area.
- I need to feel safe, traffic wise, for my kids. Scenario D is too congested.
- Safety would be a concern with Scenario D. I think that as density increases, safety will decrease.
- People aren't going to trust a system that relies on the current transit services. You would have to earn back the trust of the people before they would support expanding transit services.

### **Appendix C-3 (continued)**

- I don't like that all commuter rail lines originate/connect to Milwaukee in Scenario D. We should make other major urban areas the center of our transit system.
- The only way Scenario E would occur is if we had a regional transit authority and more cooperation for the greater good.
- We need to educate people on the value of transit. Ridership tends to be low because people are not educated on how to get around on the bus. We need to communicate this information to Spanish-speaking residents.
- It seems like Scenario E is a good way to improve urban areas. However, nothing in Scenario E is for Walworth County. This scenario is too focused on the Milwaukee area.