

**Appendix A**

**RESULTS OF INITIAL VISIONING ACTIVITIES**



# Winners of the *Portraits of the Region* Photo Contest

## Best in Show



Best in Show: Daniel Adams, "Soccer Beneath the 35th Street Viaduct"

## Winners for Each Theme



Architecture and Urban Design Winner: *Daniel Adams, "Bank of Milwaukee Building"*



Arts & Culture Winner: *Jenna Rosenfeldt, "Messer/Mayer Grist Mill"*

Appendix A-1 (continued)



Community Winner: *Jake Rohde, "Village from Below"*



Natural Environment Winner: *Lisa Conley, "Growing Power"*

Appendix A-1 (continued)



Transportation Winner: *Jenna Rosenfeldt, "Country Drive"*

Runners-up for Each Theme



Architecture & Urban Design Runner-up: *Gregory A. Patin, "History in Brick and Stone"*

Appendix A-1 (continued)



Arts & Culture Runner-up: *Jake Rohde, "Tosa Tonight Concert Delights"*



Community Runner-up: *Lucia Lozano, "If Eyes Could Speak..."*

Appendix A-1 (continued)



Natural Environment Runner-up: *Gregory A. Patin, "Erie Plaza"*



Transportation Runner-up: *Peter McMullen, "Milwaukee Bikeshare Station at Discovery World"*















**Appendix A-2 (continued)**  
**VISION 2050 Telephone Survey**  
**Responses By Region and By County**

...pedestrian walkways, walking trails, or footpaths.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	43.0%	45.7%	41.1%	40.6%	48.5%	48.4%	36.4%	42.0%
Don't Want Access	8.1%	5.9%	6.4%	5.6%	7.7%	12.6%	11.3%	9.5%
Already Have Access	48.8%	48.4%	52.5%	53.8%	43.8%	39.0%	52.3%	48.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**How often do you use public transportation such as a bus or train?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Daily	1.4%	1.1%	3.9%	0.5%	0.5%	1.1%	0.0%	0.0%
Several Times A Week	1.9%	1.6%	4.5%	0.5%	2.0%	0.5%	0.0%	1.5%
Several Times A Month	4.6%	6.3%	8.9%	3.5%	3.5%	2.2%	2.0%	1.5%
Several Times A Year	30.1%	27.4%	32.9%	34.8%	36.4%	27.5%	27.6%	21.2%
Never	62.1%	63.7%	49.7%	60.6%	57.6%	68.7%	70.4%	75.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Which of the following factors could encourage you to use a public transportation service more often? Answer all that apply...**

...if public transportation service was easier to get to from your home.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	41.9%	38.7%	43.7%	36.9%	43.6%	39.9%	46.2%	42.1%
Yes	58.1%	61.3%	56.3%	63.1%	56.4%	60.1%	53.8%	57.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

...if public transportation got you closer to your destination.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	35.9%	35.1%	33.9%	34.7%	34.3%	30.7%	42.9%	40.6%
Yes	64.1%	64.9%	66.1%	65.3%	65.7%	69.3%	57.1%	59.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

...if public transportation ran more frequently.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	43.6%	43.5%	39.8%	44.4%	42.7%	38.6%	52.1%	46.9%
Yes	56.4%	56.5%	60.2%	55.6%	57.3%	61.4%	47.9%	53.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

...if public transportation was faster.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	49.3%	50.3%	44.1%	49.0%	49.2%	41.3%	62.5%	53.1%
Yes	50.7%	49.7%	55.9%	51.0%	50.8%	58.7%	37.5%	46.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

...if public transportation ran for longer hours.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	50.7%	46.8%	51.6%	51.8%	48.0%	45.4%	55.4%	54.6%
Yes	49.3%	53.2%	48.4%	48.2%	52.0%	54.6%	44.6%	45.4%







**Appendix A-2 (continued)**  
**VISION 2050 Telephone Survey**  
**Responses By Region and By County**

**WRAP-UP QUESTIONS**

**What is the age range that best describes you?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
18-24	2.7%	2.6%	3.9%	2.0%	4.0%	2.7%	1.5%	1.0%
25-34	4.8%	4.2%	8.4%	2.0%	4.5%	4.4%	2.0%	4.5%
35-44	10.7%	7.4%	11.8%	11.5%	12.6%	6.6%	8.0%	15.5%
45-54	20.6%	20.0%	23.6%	19.0%	20.7%	18.0%	21.4%	18.5%
55-64	23.6%	23.7%	24.1%	27.0%	19.2%	26.8%	25.9%	18.5%
65 Or Older	37.6%	42.1%	28.1%	38.5%	38.9%	41.5%	41.3%	42.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**What is your racial or ethnic heritage?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Caucasian	87.5%	86.9%	70.8%	94.7%	88.0%	97.1%	97.4%	94.2%
Black Or African-American	6.9%	6.0%	20.4%	0.5%	7.1%	0.0%	0.5%	0.5%
Hispanic Or Latino	1.7%	2.2%	4.0%	0.5%	2.2%	0.0%	0.0%	1.1%
Asian Or Pacific Islander	0.7%	1.6%	0.5%	1.1%	0.5%	0.0%	0.0%	1.1%
Native American	1.1%	0.5%	1.6%	1.6%	1.1%	1.1%	0.5%	0.5%
Other	2.1%	2.7%	2.7%	1.6%	1.1%	1.7%	1.5%	2.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**How familiar are you with the Southeastern Wisconsin Regional Planning Commission?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Very Familiar	9.2%	7.9%	10.0%	11.0%	7.0%	7.6%	7.5%	12.4%
Somewhat Familiar	35.3%	31.6%	42.1%	36.5%	28.1%	30.4%	34.5%	36.8%
Not Very Familiar	42.6%	42.6%	36.8%	43.0%	47.7%	45.1%	49.0%	39.3%
I have Never Heard Of It	12.9%	17.9%	11.1%	9.5%	17.1%	16.8%	9.0%	11.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## Appendix A-2 (continued)

A total of 1,557 randomly selected Southeastern Wisconsin residents responded to the telephone survey, which was conducted by the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research (CUIR) and Department of Economics. Of the 1,557 respondents, 381 were residents of Milwaukee County, with respondents from the other six counties ranging from 184 to 201 depending on the county. With these sample sizes, the survey results for the Region as a whole have a  $\pm 3\%$  margin of error (95% confidence level) and the survey results for each county have a  $\pm 5-7\%$  margin of error (95% confidence level). Note: for those questions where respondents did not provide a response, the non-responses have been removed in the results reported herein.

The distributions of respondents' race/ethnicity and age were not representative of the actual distributions of race/ethnicity and age of the Region's population as a whole. Specifically, the proportion of survey respondents that indicated they were white/non-Hispanic was greater than the actual proportion of white/non-Hispanic individuals in the Region's population, and the proportion of survey respondents that indicated they were non-white was less than the actual proportion of non-white individuals in the Region's population. Also, the proportion of survey respondents that indicated they were ages 55 or older was greater than the actual proportion of individuals ages 55 or older in the Region's population, and the proportion of survey respondents that indicated they were ages 18-44 was less than the actual proportion of individuals ages 18-44 in the Region's population. Most of the results by race/ethnicity and by age were very similar to the overall results, with the following exceptions:

- Non-white respondents and respondents in the youngest age group generally rated the Region's larger parks less favorably
  - Ages 18-44: 59% rated larger parks excellent or above average (ages 55 or older: 74%)
  - Non-white: 48% rated larger parks excellent or above average (White: 73%)
- Non-white respondents generally felt that the Region needs more affordable apartments
  - Non-white: 77% said the Region needs more apartments that may be affordable to lower- and moderate-income households (White: 48%)
- Respondents in the youngest age group generally looked more favorably on light rail or streetcar
  - Ages 18-44: 47% wanted more access to light rail or streetcar (ages 55 or older: 37%)
- Respondents in the youngest age group generally looked more favorably on commuter rail
  - Ages 18-44: 52% wanted more access to commuter rail (ages 55 or older: 42%)
- Non-white respondents and respondents in the youngest age group were generally more likely to use public transportation more often if certain conditions changed (e.g. if public transit was faster, if they felt more safe and secure using public transit, or if the cost of driving went up significantly)
- Non-white respondents and respondents in the youngest age group were generally more likely to bike or walk more often if certain conditions changed (e.g. if there were more bicycle lanes on roads, more off-street facilities, or more sidewalks)

## Appendix A-2 (continued)

- Non-white respondents were generally more supportive of improving and expanding all types of transportation facilities or services
  - Non-white: 64% indicated State and Interstate Highways should be improved and expanded (White: 45%)
  - Non-white: 74% indicated county highways and local streets should be improved and expanded (White: 46%)
  - Non-white: 75% indicated public transportation services should be improved and expanded (White: 61%)
  - Non-white: 62% indicated bicycle facilities and sidewalks should be improved and expanded (White: 53%)
- Respondents in the youngest age group were generally more supportive of improving and expanding bicycle facilities and sidewalks
  - Ages 18-44: 66% indicated bicycle facilities and sidewalks should be improved and expanded (ages 55 or older: 48%)

## Appendix A-3

### VISION 2050 Online Survey Responses

#### INTRODUCTORY QUESTIONS

Which county do you currently reside in?

	Response Percent
Kenosha	3.0%
Milwaukee	42.0%
Ozaukee	3.9%
Racine	5.1%
Walworth	1.8%
Washington	32.3%
Waukesha	9.4%
None Of The Above	2.4%
Total	100.0%

How long have you lived in Southeastern Wisconsin?

	Response Percent
5 Years Or Less	10.9%
6-10 Years	9.0%
11-20 Years	12.5%
More Than 20 Years	67.5%
Total	100.0%

#### NATURAL RESOURCES AND RECREATION

How important do you believe it is to preserve areas with natural features like woodlands, wetlands, prairies, wildlife habitat, and surface water and its shorelands and floodplains?

	Response Percent
Very Important	84.6%
Fairly Important	12.5%
Slightly Important	2.3%
Not At All Important	0.7%
Total	100.0%

## Appendix A-3 (continued)

### VISION 2050 Online Survey Responses

How important do you believe it is to preserve farmland?

	Response Percent
Very Important	60.3%
Fairly Important	24.9%
Slightly Important	12.1%
Not At All Important	2.6%
Total	100.0%

How would you rate the Region's larger parks with activities like hiking, camping, golfing, and beach swimming?

	Response Percent
Excellent	17.2%
Above Average	47.4%
Average	28.1%
Below Average	6.0%
Poor	1.3%
Total	100.0%

How would you rate the Region's smaller parks with activities like basketball, baseball, tennis, and playgrounds?

	Response Percent
Excellent	16.9%
Above Average	34.9%
Average	39.5%
Below Average	8.0%
Poor	0.7%
Total	100.0%

How would you rate the Region's trails for biking and walking?

	Response Percent
Excellent	17.9%
Above Average	41.4%
Average	29.5%
Below Average	8.3%
Poor	3.0%
Total	100.0%

## Appendix A-3 (continued)

### VISION 2050 Online Survey Responses

#### HOUSING AND COMMUNITY CHARACTER

How important do you believe it is to have neighborhoods where you can bike or walk to parks, schools, shops, and restaurants?

	Response Percent
Very Important	77.1%
Fairly Important	11.0%
Slightly Important	5.3%
Not At All Important	6.6%
Total	100.0%

How important do you believe it is for communities where there are a large number of jobs to have housing that is affordable to the community's workforce?

	Response Percent
Very Important	62.5%
Fairly Important	23.3%
Slightly Important	9.0%
Not At All Important	5.3%
Total	100.0%

What types of housing do you think the Region needs more of? Answer all that apply.

	Response Percent
Apartments That May Be Affordable To Lower- And Moderate-Income Households	56.8%
Apartments Or Condominiums That May Be Affordable Only To Higher-Income Households	19.5%
Starter Homes That May Be Affordable to Moderate-Income Households	80.5%
Larger Homes That May Be Affordable Only To Higher-Income Households	15.4%

#### LOCATION AND MIX OF NEW URBAN DEVELOPMENT

Do you believe new development in Southeastern Wisconsin should occur as redevelopment or infill development in existing cities and villages?

	Response Percent
Yes	97.0%
No	3.0%
Total	100.0%

## Appendix A-3 (continued)

### VISION 2050 Online Survey Responses

Do you believe new development should occur on open land immediately along the outer edge of cities and villages, effectively expanding cities and villages?

	Response Percent
Yes	31.1%
No	68.9%
Total	100.0%

Do you believe new development should occur scattered and separated from existing cities and villages on agricultural or other open land?

	Response Percent
Yes	8.5%
No	91.5%
Total	100.0%

Do you agree that new jobs should be located in existing commercial and industrial areas, like business parks, industrial parks, and retail centers, through redevelopment, infill development, and expansion of these areas?

	Response Percent
Yes	97.5%
No	2.5%
Total	100.0%

Do you agree with the development of new business parks, industrial parks, and retail centers to accommodate jobs, as long as they are located adjacent to existing population centers?

	Response Percent
Yes	69.9%
No	30.1%
Total	100.0%

Do you agree with the development of new business parks, industrial parks, and retail centers to accommodate jobs which may be located away from existing population centers?

	Response Percent
Yes	16.4%
No	83.6%
Total	100.0%



Appendix A-3 (continued)

VISION 2050 Online Survey Responses

STATE OF THE TRANSPORTATION SYSTEM

How would you rate State and Interstate Highways as they exist in the Region today?

	Response Percent
Excellent	14.1%
Above Average	37.5%
Average	39.9%
Below Average	7.8%
Poor	0.7%
Total	100.0%

How would you rate County Highways and Local Streets as they exist in the Region today?

	Response Percent
Excellent	4.2%
Above Average	26.8%
Average	42.6%
Below Average	18.7%
Poor	7.7%
Total	100.0%

How would you rate Public Transportation as it exists in the Region today?

	Response Percent
Excellent	2.6%
Above Average	4.7%
Average	23.0%
Below Average	33.2%
Poor	36.5%
Total	100.0%

How would you rate Bicycle Facilities and Sidewalks as they exist in the Region today?

	Response Percent
Excellent	3.2%
Above Average	13.3%
Average	36.9%
Below Average	30.1%
Poor	16.5%
Total	100.0%

## Appendix A-3 (continued)

### VISION 2050 Online Survey Responses

How would you rate the Region's overall transportation system?

	Response Percent
Excellent	1.4%
Above Average	13.3%
Average	44.8%
Below Average	33.6%
Poor	7.0%
Total	100.0%

### PERSONAL TRAVEL PREFERENCES

What type of transportation do you use most often?

	Response Percent
Drive Alone	65.7%
Carpool (Passenger In An Automobile)	8.4%
Public Transportation	5.6%
Bicycle	13.3%
Walk	5.2%
Other	1.7%
Total	100.0%

Do you commute to and from work or school on a regular basis?

	Response Percent
Yes	78.9%
No	21.1%
Total	100.0%

## Appendix A-3 (continued)

### VISION 2050 Online Survey Responses

If you commute on a regular basis, how long does it typically take you to get to work or school?

	Response Percent
0-10 Minutes	28.4%
11-20 Minutes	33.3%
21-30 Minutes	21.8%
More Than 30 Minutes	16.4%
Total	100.0%

If you commute on a regular basis, how satisfied are you with how long it typically takes you to get to work or school?

	Response Percent
Very Satisfied	54.2%
Somewhat Satisfied	24.9%
Somewhat Dissatisfied	15.6%
Very Dissatisfied	5.3%
Total	100.0%

What types of transportation would you like to use that you cannot access now?  
Answer all that apply.

	Response Percent
Personal Vehicle (e.g. Car Or Truck)	2.5%
Bus Within My Community	18.7%
Bus Between Communities	32.7%
Streetcar Or Light Rail Within My Community Or Between Communities	48.2%
Commuter Rail Between Communities	59.9%
Bicycle Facilities	38.4%
Pedestrian Facilities	17.6%
None	15.5%

## Appendix A-3 (continued)

### VISION 2050 Online Survey Responses

How often do you use public transportation, such as a bus or train?

	Response Percent
Daily	2.8%
Several Times A Week	6.4%
Several Times A Month	14.9%
Several Times A Year	50.2%
Never	25.6%
Total	100.0%

Which of the following factors could encourage you to use a public transportation service more often? Answer all that apply.

	Response Percent
If Public Transportation Service Was Easier To Get To From My Home	38.7%
If It Got Me Closer To My Destination	46.1%
If It Ran More Frequently	50.7%
If It Was Faster	38.0%
If It Ran For Longer Hours, Either Earlier Or Later In The Day	36.6%
If I Felt Safer And More Secure Using It	26.1%
If It Was More Affordable	23.2%
If I Had Access To Rail Service	53.9%
If The Cost Of Driving Went Up Significantly	26.4%

Which of the following improvements could encourage you to bicycle or walk more often? Answer all that apply.

	Response Percent
More Bicycle Lanes On Roads	54.2%
More Off-Street Paths Or Other Facilities Separating Bicycles And Pedestrians From Vehicle Traffic	69.7%
More Sidewalks	18.7%
Better Connections Between Existing Bicycle Lanes, Sidewalks, And Paths	59.5%
Make It Easier To Cross Streets	38.4%

Appendix A-3 (continued)

VISION 2050 Online Survey Responses

TRANSPORTATION INVESTMENT PRIORITIES

Which of the following statements would you most agree with regarding State and Interstate Highways investments?

	Response Percent
They Should Be Improved And Expanded	23.0%
They Should Be Maintained As-Is	77.0%
Total	100.0%

Which of the following statements would you most agree with regarding County Highways and Local Streets investments?

	Response Percent
They Should Be Improved And Expanded	35.4%
They Should Be Maintained As-Is	64.6%
Total	100.0%

Which of the following statements would you most agree with regarding Public Transportation Services investments?

	Response Percent
They Should Be Improved And Expanded	77.7%
They Should Be Maintained As-Is	22.3%
Total	100.0%

Which of the following statements would you most agree with regarding Bicycle Facilities and Sidewalks investments?

	Response Percent
They Should Be Improved And Expanded	81.8%
They Should Be Maintained As-Is	18.2%
Total	100.0%

Appendix A-3 (continued)

VISION 2050 Online Survey Responses

WRAP-UP QUESTIONS

What is your age range?

	Response Percent
18-24	2.9%
25-34	20.1%
35-44	17.3%
45-54	23.7%
55-64	22.7%
65 Or Older	13.3%
Total	100.0%

What is your racial or ethnic heritage? Answer all that apply.

	Response Percent
African American/African/Black/Caribbean	2.1%
Asian/Pacific Islander	1.1%
Caucasian	87.6%
Hispanic/Latino	1.4%
Native American	1.8%
Other	2.5%

How familiar are you with the Southeastern Wisconsin Regional Planning Commission?

	Response Percent
Very Familiar	28.7%
Somewhat Familiar	38.3%
Not Very Familiar	24.8%
I Have Never Heard Of It	8.2%
Total	100.0%

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## Fall 2013 VISION 2050 Community Partners Workshops Report

### EXECUTIVE SUMMARY

In Fall 2013, the Southeastern Wisconsin Regional Planning Commission contracted with eight community organizations in an effort to partially fulfill the Commission's 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.

VISION 2050 is designed to obtain greater public input into the specific design and evaluation of land use and transportation scenarios, detailed alternative plans, and ultimately the final recommended year 2050 land use and transportation plan. It is also an attempt to expand public knowledge about the implications of existing and future land use and transportation development in Southeastern Wisconsin. Detailed information about VISION 2050 is available at [www.vision2050sewis.org](http://www.vision2050sewis.org).

Extensive public outreach is being conducted for developing the VISION 2050 scenarios. The outreach is intended to inform and obtain input at each step in the visioning and planning process, ultimately shaping the initial vision, future scenarios, alternative plans, and a final year 2050 plan. The year 2050 plan updates and expands upon the year 2035 land use and transportation plans completed in 2006.

The eight VISION 2050 partner organizations represent minority, low-income, disabled, immigrant, and other diverse groups of traditionally underrepresented residents, nonprofits, and businesses in the Region. The organizations are:

- Common Ground—representing a diverse group of Southeastern Wisconsin residents with an interest in community issues, including members of numerous faith-based organizations;
- Ethnically Diverse Business Coalition—representing a diverse group of small business owners, chambers of commerce, and business associations in Southeastern Wisconsin;
- Hmong American Friendship Association, Inc.—representing Milwaukee and Southeastern Wisconsin residents of Hmong backgrounds;
- IndependenceFirst—representing Southeastern Wisconsin residents with disabilities;
- Milwaukee Urban League—primarily representing African-American residents in metropolitan Milwaukee and surrounding areas;
- Southside Organizing Committee—representing Near South Side Milwaukee residents, including a large concentration of non-English-speaking residents;

## Appendix A-4 (continued)

- Urban Economic Development Association of Wisconsin—representing a diverse group of metropolitan Milwaukee residents, including those in communities traditionally underrepresented or underserved, and;
- Urban League of Racine and Kenosha, Inc.—primarily representing a diverse group of African-American and Hispanic residents and business and community leaders from Racine and Kenosha Counties.

### VISION 2050 WORKSHOPS

SEWRPC plans to conduct five sets of VISION 2050 partner workshops during the same periods as its five-part series of “public” VISION 2050 workshops (each public workshop is held in every county in the seven-county Region). Both partner and public workshops in each designated workshop period include the same presentation, materials, and activities—content that, beginning with the second set of workshops, will progressively build on results analyzed from the previous set of partner and public workshops. The schedule for each progressive workshop with corresponding presentation, materials, and activities, follows:

Workshop #1	October and November 2013
Workshop #2	December 2013 and January 2014
Workshop #3	May 2014
Workshop #4	October 2014
Workshop #5	March 2015

Contracts with the eight VISION 2050 partner organizations include the following requirements:

- Hold five VISION 2050 workshops with their constituents during the VISION 2050 process. (Commission staff provide planning assistance and workshop facilitation and materials for each partner workshop.)
- Attend SEWRPC’s VISION 2050 workshops for the general public.
- Promote attendance and participation at partner VISION 2050 workshops (with a goal of 20 constituents at each partner event).
- Ensure meaningful VISION 2050 results by encouraging participants to provide ideas and suggestions that can be effectively combined with the results of SEWRPC’s public workshops.
- Provide partner workshop reports conveying the process and results of each workshop.

### PARTNER WORKSHOP #1 ATTENDANCE

Total attendance at the first set of partner Visioning Workshops (identified as Workshop #1 throughout this report) in fall 2013 exceeded the VISION 2050 goal of 20 attendees for each partner workshop (160 total) by 37.5 percent, as illustrated in the following table:



**Appendix A-4 (continued)**

<b>Partner Visioning Workshop #1, Fall 2013</b>		
<b>Organization</b>	<b>Attendance</b>	<b>Date</b>
Common Ground	47	11/20/2013
Ethnically Diverse Business Coalition	22	11/18/2013
Hmong American Friendship Association, Inc.	23	11/14/2013
IndependenceFirst	21	11/7/2013
Milwaukee Urban League	33	11/13/2013
Southside Organizing Committee	25	11/21/2013
Urban Economic Development Association of Wisconsin	22	11/14/2013
Urban League of Racine and Kenosha, Inc.	27	11/12/2013
<b>Partner Workshop #1 Total Attendance</b>	<b>220</b>	

**WORKSHOP #1 ACTIVITIES**

The presentation, materials, and activities for the first set of VISION 2050 partner workshops were consistent with the fall 2013 SEWRPC public workshops and included:

**Important Places Mapping**—Workshop participants applied stickers to large maps of the Region and provided descriptions of the places in the Region of importance to them.

**Visual Preference Survey**—Participants scored 45 land use and transportation images, including buildings, homes, outdoor spaces, transit options, and roads, using real-time keypad, or “iClicker” polling devices. The results were displayed as they were tallied. Total survey results will be presented at the second set of Visioning Workshops in December 2013 and January 2014.

**Visioning SWOT Analysis**—Participants met in small groups to discuss and share their views about the kind of community and Region they want to live in. Each group identified strengths, weaknesses, opportunities, and threats related to land use and transportation in the Region.

**Land Use and Transportation Goals**—After considering the results of their group’s SWOT Analysis, workshop attendees wrote individual goals for 2050 relating to land use and transportation.

## Appendix A-4 (continued)

Combined results from the first set of partner and public workshops can be found at <http://vision2050sewis.org/Vision2050/TheResults>.

### WORKSHOP #1 PARTNER REPORTS

Leaders and participants from the partner organizations consistently reported positive experiences regarding the VISION 2050 Workshop #1 content, process, planning, communication, and responsiveness of Commission staff. Suggestions for improving the process included the following recommendations:

- Additional promotion of VISION 2050;
- The provision of additional information about the planning process and how SEWRPC will use the VISION 2050 results going forward;
- Advance SEWRPC distribution of VISION 2050 workshop materials to partners;
- Ample time and space for visioning activities;
- Additional partner-provided language facilitation for non-English speakers; and
- Additional time for participants to publicly comment during the workshops.

SEWRPC and the partner organizations have already implemented VISION 2050 improvements in the form of more detailed information and lead time for partners to promote their second set of workshops, additional materials that further explain and define the VISION 2050 approach and content, prompt postings on the [vision2050sewis.org](http://vision2050sewis.org) website, and advance distribution of materials and links to partners. Additional enhancements include shortening workshops from two hours to 90 minutes and tailoring activities accordingly, accommodating space needs, and encouraging participation, comments, and questions before, during, and after the workshops.

Excerpts from the Workshop #1 reports submitted by VISION 2050 community partners follow:

## Appendix A-4 (continued)

### Common Ground

*"A general impression from CG members was that they felt good about being involved in the process, appreciated the table interaction with others they didn't know, were interested and positively challenged by the exercises and may be likely to attend the next VISION 2050 workshops. Also, participants obtained a better idea about who SEWRPC is and [what it] does on our behalf."*



*"Our observation was that this was a confirming experience that CG can turn out people to participate in the public arena on a community process. An internal question now is can we maintain or reach even more potential community participants for the upcoming January workshop? The positive experience seems to have created an intention to attend the next workshop. And, there may be a good probability that [participants] would recruit others to attend."*

*"In preparation for this event SEWRPC did a good job communicating requirements and were flexible in the design of the session. A good experience overall."*

### Ethnically Diverse Business Coalition



*"The SEWRPC team engaged the attendees in several activities to obtain their feedback. First, they voted on different styles of housing, public transit systems, transit modes, street layouts that accommodate bikes, pedestrian, cars, public transit systems, etc. The attendees met in small groups to discuss what is needed to enhance life within their community."*

*"The participants were engaging, attentive and welcomed the opportunity to assist in the planning for the Region. The attendees represent businesses owned by ethnically diverse individuals, so their participation provided SEWRPC with opinions of an individual that wears different hats (resident, employer, vendor, parent, community leader, taxpayer)."*

*"Our group looks forward to working with SEWRPC staff during our next session."*

## Appendix A-4 (continued)

### Hmong American Friendship Association, Inc.:

*"The presenters, the images on the screen, the iClicker keypad, and participants all interact to create a great learning environment. This exercise helps bridge any cultural and language barriers. Many of the Hmong participants really enjoy it."*

*"Overall, it was a great positive workshop. The directions in all of the exercises were clear and easy to follow, very friendly users. The SEWRPC [staff was] great. Everyone expressed lots of positive energy."*



### IndependenceFirst:



*"Our organization's involvement in the VISION 2050 process 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."*

*"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."*

*"Overall, IndependenceFirst was extremely satisfied with the November VISION 2050 workshop. It was a great collaboration. We look forward to our continued partnership."*

## Appendix A-4 (continued)

### Milwaukee Urban League:

*"Based on feedback from our participants, the majority enjoyed the session, found it very interesting and were pleased to have an opportunity to participate in this regional process. The participants also thought the technology used in the workshop was great."*

*"Again, I want to commend SEWRPC for reaching out to various sectors of our community that usually do not have an opportunity to participate in these kinds of important planning processes. Most of our participants had never participated previously and many said they have little knowledge about SEWRPC and what it does. Therefore, participating in the workshops had a dual benefit: 1) It helped inform some of our community residents about SEWRPC and 2) It let community residents have a voice and input on a planning process so they can hopefully help shape the future of our region."*



### Southside Organizing Committee:



*"The response from SOC participants in the first session was overwhelmingly positive. Residents were pleased to have their views invited, considered and taken seriously by the Planning Council [SEWRPC]. The interactive quality to the whole session was excellent, and helped surface community values. Residents particularly liked using the clickers and seeing the results immediately; the sharing at the tables and the plotting on the maps were also excellent ways to bring out critical input from the community."*

*"SEWRPC's effort to involve local groups in the planning process is brilliant as it will certainly bring new voices and previously unheard perspectives into the regional planning process. This can only be good for the Region as a whole. At our session, there were at least six individuals with limited English capacity who were able to fully participate in the process in their native language. ... Just as important were the other Near South Side residents who offered their comments in English. Without SOC's involvement, none of these individuals would have participated; and the planning process would be missing a key perspective from this the most densely populated area of the region."*

## Appendix A-4 (continued)

### Urban Economic Development Association of Wisconsin:

*"[The Visual Preference Survey] was highly interactive giving participants an opportunity to use an iClicker to rate 45 images of different types of land use and transportation. The participants were highly engaged and seemed to enjoy viewing their real-time results."*

*"[The SWOT analysis] initiated interesting and robust discussions and allowed participants an opportunity to dig deeper into their ideas about transportation and land use."*

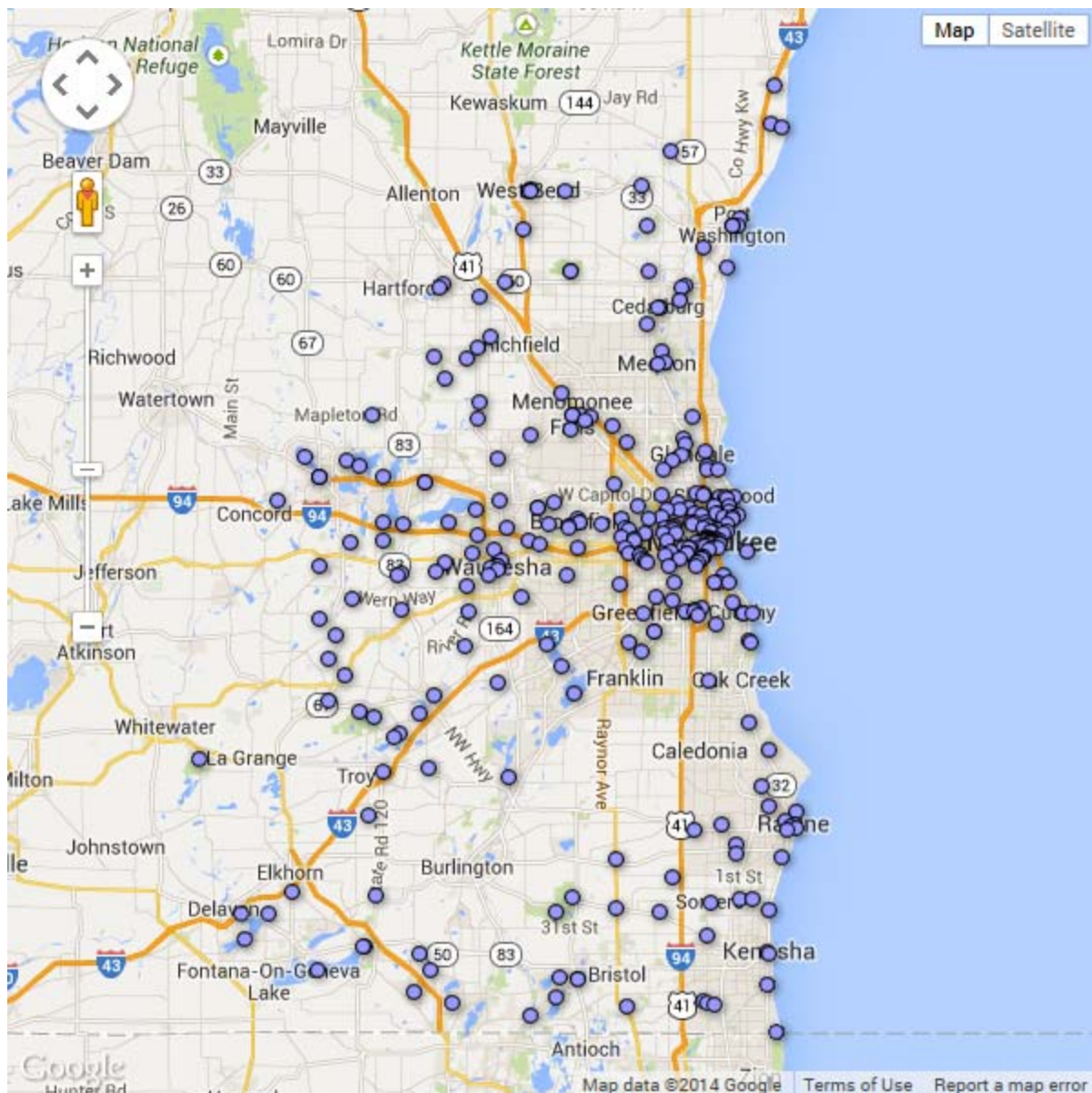
*"This session was very informative for participants and allowed a space for them to share their insights about transportation and land use. Many conversations continued after the workshop ended and participants seemed to be extremely open and transparent with their ideas."*

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

*"Our staff sent over 100 emails, made telephone calls and reminder calls, and also faxed the invitation to Racine and Kenosha's Black churches, Hispanic churches and community organizations. Members of organizations that participated included the NAACP Racine Branch, United Latin American Citizens Councils 320 and 225, the Racine Interfaith Coalition, the Racine Community Health Center and the Urban League."*

## Important Places Mapping

As participants arrived at each fall 2013 visioning workshop, they were asked to identify their favorite places on maps of their county and of the whole seven-county Region. They placed numbered stickers on the maps to mark those important places, and wrote the name of each place and why it was important to them on an Important Places form. Important places that were identified included homes, places of employment, churches, universities, museums, libraries, parks, open spaces, shopping malls, neighborhoods, streets, highways, intersections, airports, bus depots, and train stations. Those places are mapped below and were included in an embedded Google map on the VISION 2050 website so that website visitors could explore the map and see what places their fellow neighbors in the Region think are important. Where possible, clicking on a particular place also brought up a link to images of that place.



**Appendix A-5 (continued)**

IMPORTANT PLACES IN KENOSHA COUNTY

<b># of References</b>	<b>Important Place</b>
1	Heritage Farm
1	Petrified Springs
1	Farm at HWY K-R
4	Kenosha Metra Station
7	Downtown Kenosha/Lakefront
1	Camp Lake
1	Silver Lake Park
1	Brighton Dale Links
1	Landmark Services Cooperative
1	Westosha Central High School
1	Town of Paris, WI
1	Union Grove, WI
1	Village of Pleasant Prairie RecPlex
2	Lake Andrea
2	Chiwaukee Prairie
4	Bong State Recreation Area
1	88th Ave & CTH S - Development Opportunity
1	Pleasant Prairie Industrial Park
1	Salem
2	University of Wisconsin-Parkside
1	Pike River - Kenosha
1	George Lake, Bristol
1	Kenosha County Fairgrounds
1	Town of Somers
1	Kenosha County Aging & Disability Resource Center
1	Pleasant Prairie Premium Outlets



**Appendix A-5 (continued)**

IMPORTANT PLACES IN MILWAUKEE COUNTY

<b># of References</b>	<b>Important Place</b>
27	Lake Michigan
19	Lakefront Milwaukee/Summerfest
7	Third Ward-shopping, restaurants, entertainment
6	Milwaukee Public Museum
3	Miller Park
17	Downtown Entertainment Area/Bradley Center
19	General Mitchell International Airport
5	Milwaukee - Theatre/Dining
14	Milwaukee Art Museum
1	Milwaukee Hamilton High School
6	Menomonee River Valley
2	I-94 North/South
12	Bay Shore Towne Center
3	Downtown Greendale
3	Froedtert Hospital
1	Northwest Side Community Development Corporation
3	Hoyt Park & Pool, Wauwatosa
1	Milwaukee River
3	Washington Park Urban Ecology Center
6	Oak Leaf Trail (C&NW Railroad) Bike Path
2	Historic Downer Avenue Shopping District
4	South Shore Park Area
5	Whitnall Park, Franklin
13	Downtown Milwaukee
2	Humboldt Park
1	Walker's Point
2	Riverwest
10	Bay View
3	Grant Park, South Milwaukee
1	Atwater Beach and Park (Lake Michigan)
1	Sheridan Park, Cudahy
1	Washington Heights
2	Wisconsin State Fair Park
1	Pettit National Ice Center
4	Hank Aaron State Trail
4	Port of Milwaukee
2	North Avenue Economic District-BID #32
1	Brady Street Economic District-BID #11
2	Walkers Point Economic District
1	Walnut Way Conservation Corp
6	University of Wisconsin-Milwaukee Neighborhood

**Appendix A-5 (continued)**

IMPORTANT PLACES IN MILWAUKEE COUNTY (CONTINUED)

<b># of References</b>	<b>Important Place</b>
1	Milwaukee Riverwalk
2	Veteran's Park Lagoon
1	The Lynden House
1	Turner Hall
1	Powerhouse Theatre/Milwaukee Repertory Theatre
1	Alice's Garden
3	Zoo Interchange (I-94 & USH 45)
1	Growing Power
7	Milwaukee Intermodal Station (Amtrak)
1	Kilbourn Reservoir Park
4	Riverside Park Urban Ecology Center
1	Hephatha Lutheran Church
1	Milwaukee Inner-City Congregations Allied for Hope (MICAH)
1	Milwaukee Regional Medical Center (MRMC)
1	West Allis, WI
1	Cass St & State St, Milwaukee
1	Locust St & Weil St, Milwaukee
1	Village of Shorewood
1	43rd St & Howard Ave (Cherokee Point Subdivision)
5	Milwaukee County Zoo
1	Kops Park
1	Innovation Campus / County Institution Grounds
1	Riverworks Redevelopment Neighborhood
6	Village of Wauwatosa (Downtown)
1	MCTS Green Line - Oakland Ave/Water St/Kinnickinnic Ave
1	Howell Avenue Corridor
1	City of Cudahy
1	Havenwoods State Forest, Milwaukee, WI
1	St. Francis, WI
6	Mayfair Mall
1	99th St & Good Hope Rd
2	Milwaukee Area Technical College (MATC)
1	Southridge Shopping Mall, Greendale
4	Discovery World Museum
1	Milwaukee Athletic Club
1	City of Cudahy
1	Grand Avenue Club, Milwaukee
1	Christ Temple Church, Milwaukee
2	I-94 to General Mitchell International Airport
2	USH 41/Lisbon Avenue
4	North 76th Street/STH 181

**Appendix A-5 (continued)**

IMPORTANT PLACES IN MILWAUKEE COUNTY (CONTINUED)

<b># of References</b>	<b>Important Place</b>
1	I-94 East/West, Milwaukee
2	Intersection of Fond du Lac Avenue, 35th Street, and Burleigh Street
1	Intersection of Lisbon Avenue and Appleton Avenue
1	Mill Road and Teutonia Avenue
1	N. 24th Street, Milwaukee
1	N. 36th Street, Milwaukee
1	Hmong American Friendship Association, Inc. (HAFA)
1	The Home Depot, Milwaukee
1	The Rock Sports Complex, Franklin
1	16th Street and Greenfield Avenue
1	16 <sup>th</sup> and Cesar Chavez Drive
1	College Avenue and Lake Drive, South Milwaukee
1	STH 100 and National Avenue, Milwaukee
2	Lake Drive, Milwaukee
1	Milwaukee Central Library
2	Jackson Park, Milwaukee
5	Marquette University
1	Walker Square Park
6	Lake Park
1	United Community Center
1	Messmer High School
1	L and J Groceries
1	Riverwalk, Milwaukee
1	Wheaton Franciscan Healthcare of Wisconsin
1	Downer Theatre
2	Oriental Theatre
1	Dretzka Disk Golf Course
1	Wheaton Franciscan Healthcare of Wisconsin
1	McKinley Marina
1	Menomonee River Parkway
1	Trader Joes (BayShore)
1	Shorewood Library
1	Rufus King High School
1	Metropolitan Milwaukee Sewerage District
1	Mitchell Park
1	Interfaith Conference of Greater Milwaukee
1	Village of West Milwaukee
1	Milwaukee/Greenfield Border
1	Aurora Advanced Healthcare (Good Hope Road)
1	35th Street and National Avenue

**Appendix A-5 (continued)**

**IMPORTANT PLACES IN MILWAUKEE COUNTY (CONTINUED)**

<b># of References</b>	<b>Important Place</b>
1	Planet Fitness, Milwaukee
1	Brown Deer Park
1	Midtown Center, Milwaukee
1	Bronzeville District
1	Pabst Theatre
1	Nicolet High School
1	Milwaukee Winter Farmers Market
1	Washington Park
1	Monarch Sanctuary / Milwaukee County Grounds
1	Marquette Interchange (I-94 and I-43)
1	Betty Brinn Children's Museum
1	Canal Street Development
1	S. 13th Street, Milwaukee, WI
1	Mitchell Interchange (I-94 and I-894)
1	I-94 and 84th Street

Appendix A-5 (continued)

IMPORTANT PLACES IN OZAUKEE COUNTY

# of References	Important Place
3	Ozaukee County Interurban Trail
5	Lion's Den Gorge Nature Preserve
1	Downtown Cedarburg - Shopping District
1	Downtown Port Washington and Lakefront
1	Bragg's Woods
1	Grafton Dog Park (Muttland Meadows)
1	Oak Leaf Trail
1	Bike Trail/Upper Lake Park
4	Riveredge Nature Center
1	Harrington State Park
1	Port Washington
1	Covered Bridge Park
1	Town of Cedarburg Recycling Center
1	Jackson Marsh State Wildlife Area
1	Cedarburg Public Library
1	Waubedonia Park / Mesic Woods
1	Milwaukee River (Cedarburg south to Milwaukee)
1	Highland Woods Nature Park
1	UW Field Station/Cedarburg Bog Natural Area
1	Thiensville
1	Nieman Apple Orchards, Cedarburg
1	Grafton
1	Lake Church - Lake Michigan
1	Mequon
2	Port Washington

**Appendix A-5 (continued)**

IMPORTANT PLACES IN RACINE COUNTY

<b># of References</b>	<b>Important Place</b>
1	Quarry Lake Park
5	North Beach Park - Lakefront
3	Downtown Racine
1	Gateway Technical College - Racine
1	Racine City Hall
2	Corinne Reid Owens Transit Center (Racine Train Station)
1	MRK Bike Trail (WE Energies)
1	Sheridan Woods Parkway
1	Caledonia - Conservation subdivision
1	STH 11
1	Oakes Road
1	CTH V
1	Olympia Brown Unitarian Universalist Church
1	Armstrong Park
1	Safe Haven of Racine, Inc.
1	Mount Pleasant

Appendix A-5 (continued)

IMPORTANT PLACES IN WALWORTH COUNTY

# of References	Important Place
1	Mukwonago River, Lullu Lake, Lake Beulah
1	East Troy Square
1	Wetland Mitigation Sites
1	Pell Lake
1	Nippersink Lake
1	Lake Ivanhoe
1	Bloomfield Refuge
3	White River Park - Bike Trail
1	Geneva Lake Museum
2	Geneva Lake
4	Kettle Moraine State Forest (Southern Unit)
2	Lake Geneva (City)
1	Lake Delavan
1	Intersection of I-43 and STH 67
1	Intersection of I-43 and STH 50
1	Delavan Lake
1	Waterford and Fox River
1	Alpine Valley Ski Hill
1	Eagle Spring Lake
1	Lake Beulah

Appendix A-5 (continued)

IMPORTANT PLACES IN WASHINGTON COUNTY

# of References	Important Place
1	Wisconsin Museum of Art (West Bend)
1	Intersection of USH 45 and CTH NN
1	STH 60
1	Eisenbaun State Trail
1	Jackson Marsh State Wildlife Area
1	Intersection of STH 164 and CTH Q
1	Lake Five Area
1	Friess Lake Area
1	Pleasant Hill Road
1	Ackerville Historic Community
1	Friess Lake School
1	West Bend Airport
1	Pike Lake State Park
1	USH 41 to Fond du Lac
1	I-43 to Sheboygan
1	City of West Bend
1	Loew Lake
1	West Bend
1	Town of Polk
1	Holy Hill



**Appendix A-5 (continued)**

IMPORTANT PLACES IN WAUKESHA COUNTY

<b># of References</b>	<b>Important Place</b>
5	Pebble Creek Park, Waukesha
7	Retzer Nature Center, Waukesha
6	Vernon Marsh Wildlife Refuge, Genesee
2	Fox River Sanctuary, Waukesha
2	Kettle Moraine Low Prairie State Natural Area, Eagle
5	Minooka Park (Dog Park), Waukesha
6	Downtown Waukesha
1	Mill Valley Elementary School, Muskego
1	Muskego Recreation Trail (Bike trail), New Berlin
2	Glacial Drumlin Bike Trail, Waukesha
2	Interstate 94
2	Tamarack Swamp & Wildlife Preserve
1	Naga-Waukee Park and Golf Course
1	Lake Region of Waukesha County
1	Sussex Village Park
1	Pewaukee Lake
1	University of Wisconsin-Milwaukee
2	Downtown Oconomowoc
1	Center Court Sports Complex
3	Scuppernong Trails & Springs
1	Town of Brookfield
1	Downtown Menomonee Falls - Shopping District
1	Intersection of Highways 41 and 45, Menomonee Falls
3	Brookfield Square Mall
7	Lapham Peak State Park
1	Pretty Lake
1	Fox Brook County Park
1	Ten Chimneys, Genesee Depot
2	Old World Wisconsin, Eagle
2	New Berlin Industrial Park
2	Bark River
1	Muskego Lake
2	Village of Menomonee Falls
1	City of Brookfield
1	Wirth Park (Brookfield)
1	Brookfield Academy
1	I-94 West to Madison
1	I-894 to Airport
1	Waukesha County Administration Center
1	Shopping - Pewaukee Area
2	Brookfield Public Library

**Appendix A-5 (continued)**

IMPORTANT PLACES IN WAUKESHA COUNTY (CONTINUED)

<b># of References</b>	<b>Important Place</b>
2	Fox River Park
3	Unitarian Universalist Church West
1	Waukesha Memorial Hospital
2	Delafield
1	Hartland
3	South Kettle Moraine, Waukesha County
1	Menomonee Falls Senior Center
1	Johnson Bus Company, Menomonee Falls
1	Fox Brook Bike Trail
1	Brookfield Civic Plaza
1	Goerkes Corners
1	University of Wisconsin-Waukesha
1	Songbird Hills Golf Club
2	Oconomowoc, WI
1	Hartland, WI
1	Donna Lexa Art Center
2	Pewaukee
1	Pewaukee High School
1	Majestic Theater
1	Phantom Lake
2	Mukwonago River Watershed
1	Kettle Moraine State Forest - Southern Unit
2	Oconomowoc River
2	Village of Wales
3	Nashotah Park
1	Lac La Belle
1	Oconomowoc Farmer's Market
1	Three Brothers Farm, LLC
1	Okauchee Lake
1	Menomonee Park
1	Rainbow Springs Lake
1	Martin's Woods
1	Ottawa Wildlife Preserve
2	Frame Park, City of Waukesha



The purpose of this visual preference survey was to understand visually what different land use and transportation elements the residents of Southeastern Wisconsin would prefer to see.

There were a total of 45 images in the survey, organized by topic. As participants viewed each image, they were asked to think about these two factors:

1. Do you like the concept that is focused on in the image?
2. Do you think that concept is appropriate for the Region?

The following slides show the average score that workshop and online participants from each County and the Region gave the content of the image, with a score of 5 indicating they strongly liked the image, and a score of 1 indicating they strongly disliked the image. Scores are color-coded, with ratings below the midpoint (1.0 – 2.7) shown in red, ratings around the midpoint (2.8 – 3.2) shown in yellow, and ratings above the midpoint (3.3 – 5.0) shown in green.



## Description of Process

## Appendix A-6 (continued)

598 individuals participated in the Visual Preference Survey, either at one of 17 workshops held across the Region or through [vision205osewis.org](http://vision205osewis.org).

The number of responses per image varies, as not all individuals provided a rating on every image while using the keypad polling devices at the visioning workshops. The number of responses for each County and the Region as a whole are shown below.

Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
543-579	38-41	280-298	17-19	45-54	11-13	60-62	87-94



### Description of Process



### Housing and Community Character – Preview of Images 1-11

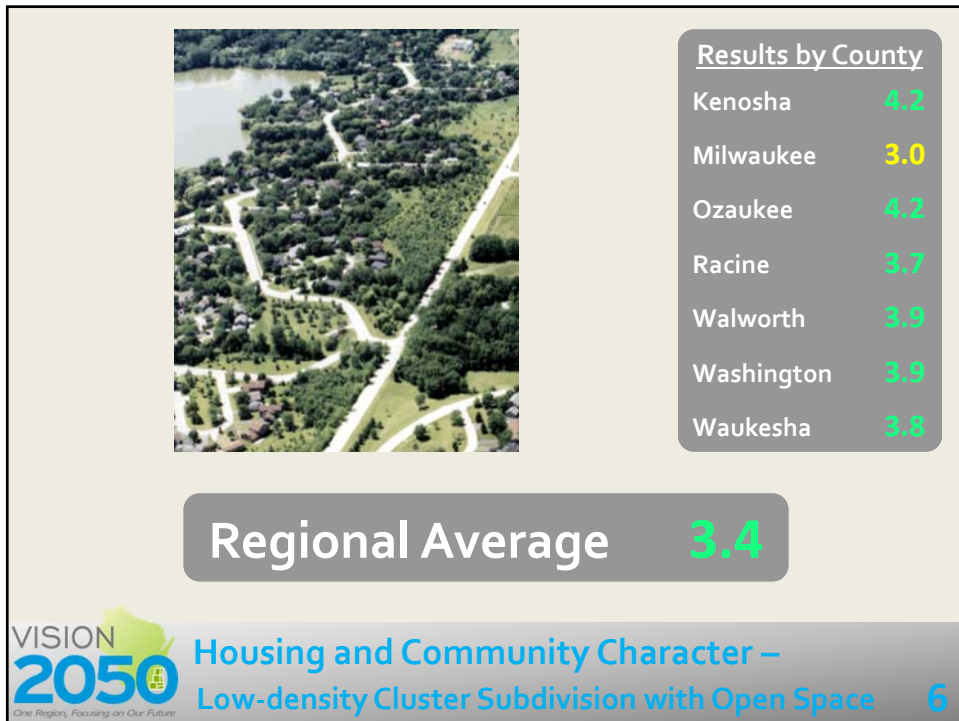
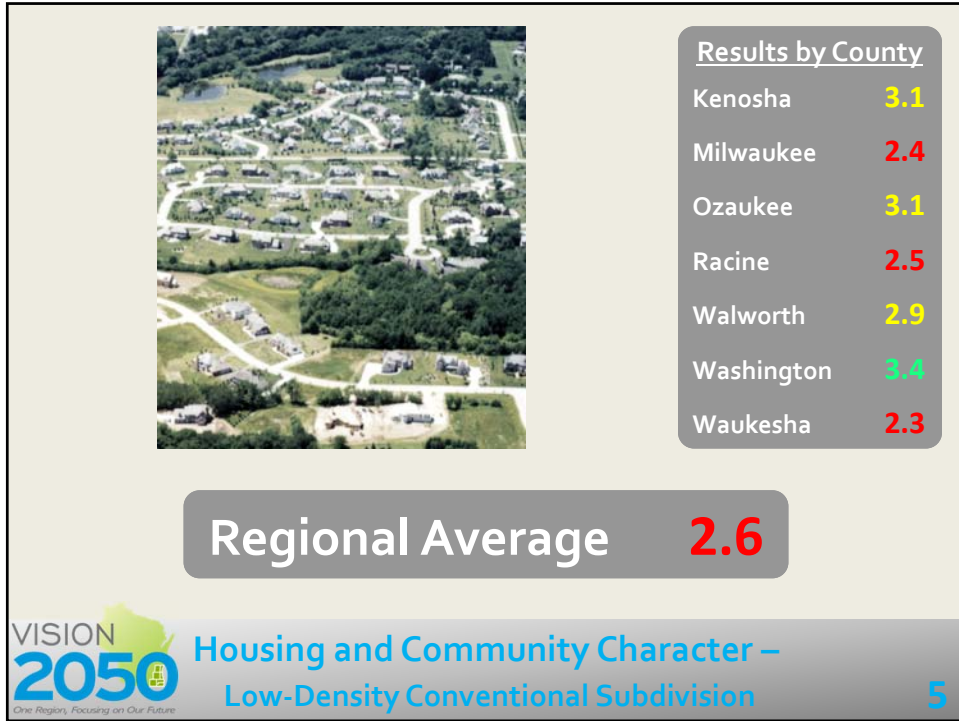
Appendix A-6 (continued)



Appendix A-6 (continued)



Appendix A-6 (continued)



Appendix A-6 (continued)

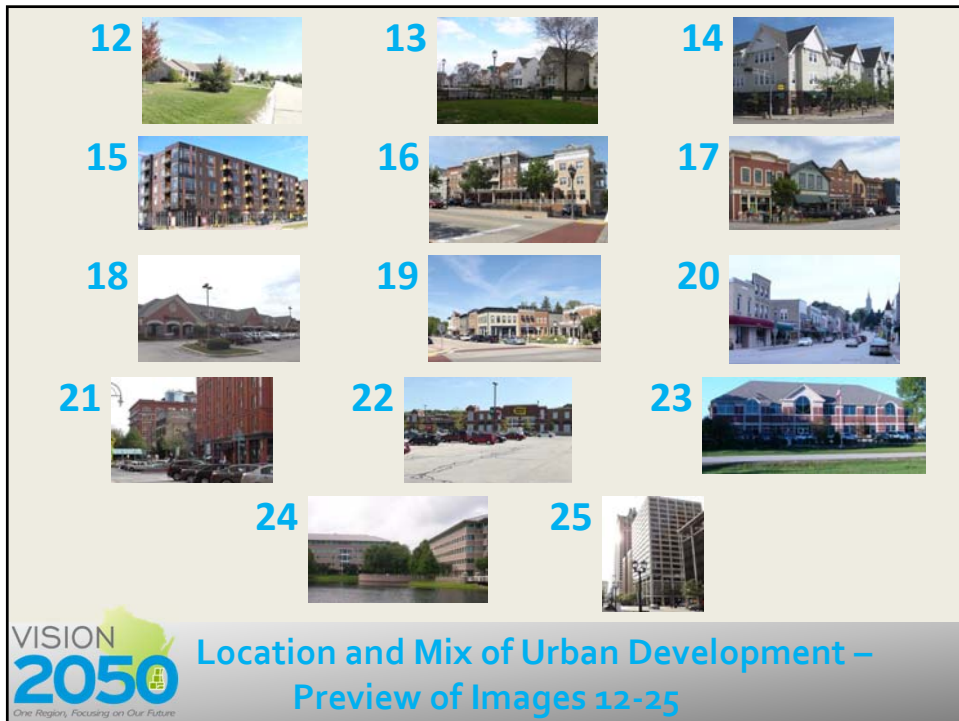
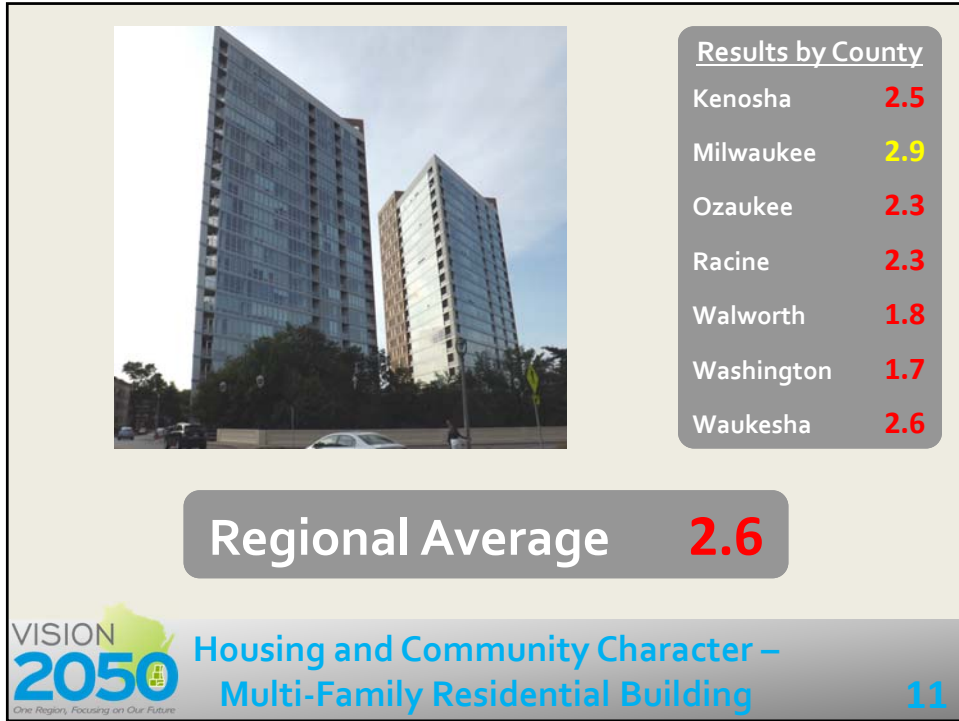




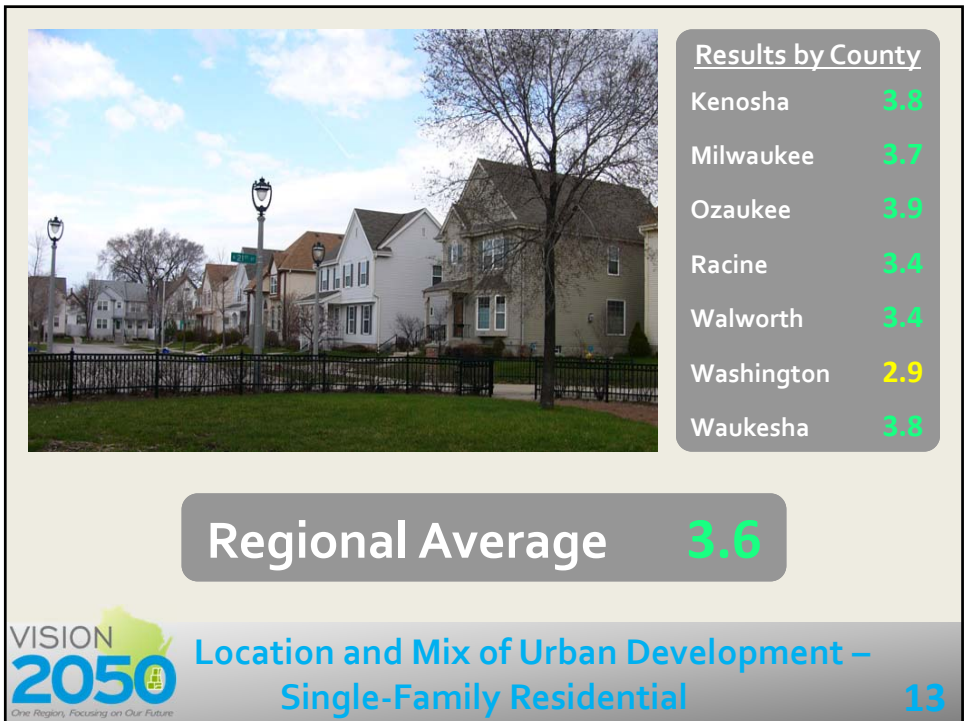
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Appendix A-6 (continued)



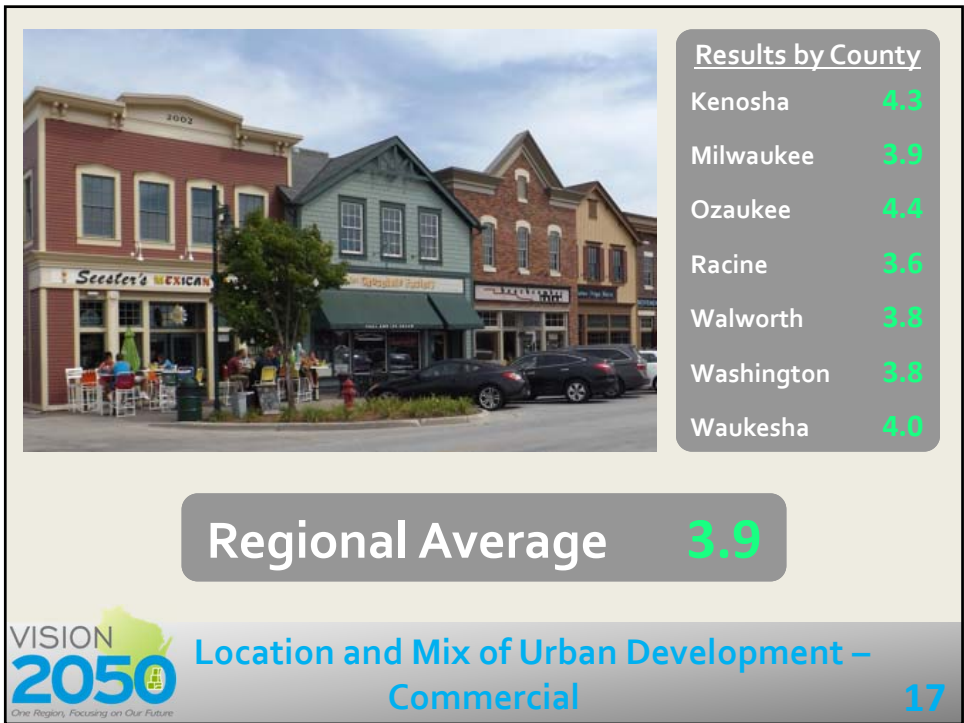
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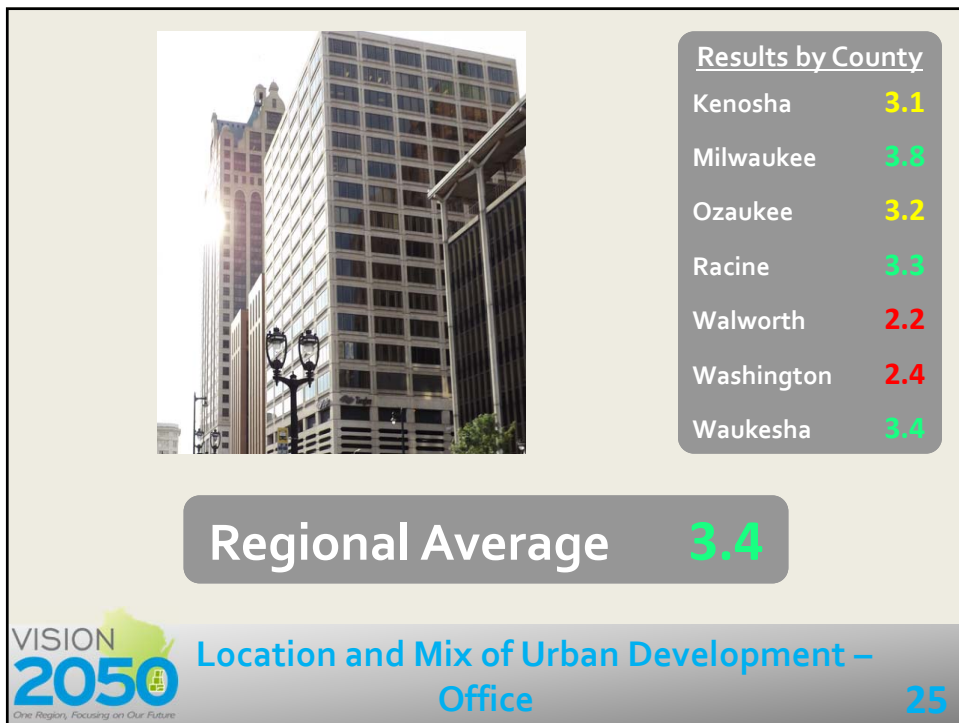


Appendix A-6 (continued)





Appendix A-6 (continued)



26



27



Natural Resources and Recreation –  
Preview of Images 26-27



Results by County

Kenosha	4.6
Milwaukee	4.4
Ozaukee	4.3
Racine	4.1
Walworth	4.4
Washington	4.3
Waukesha	4.7

Regional Average **4.4**

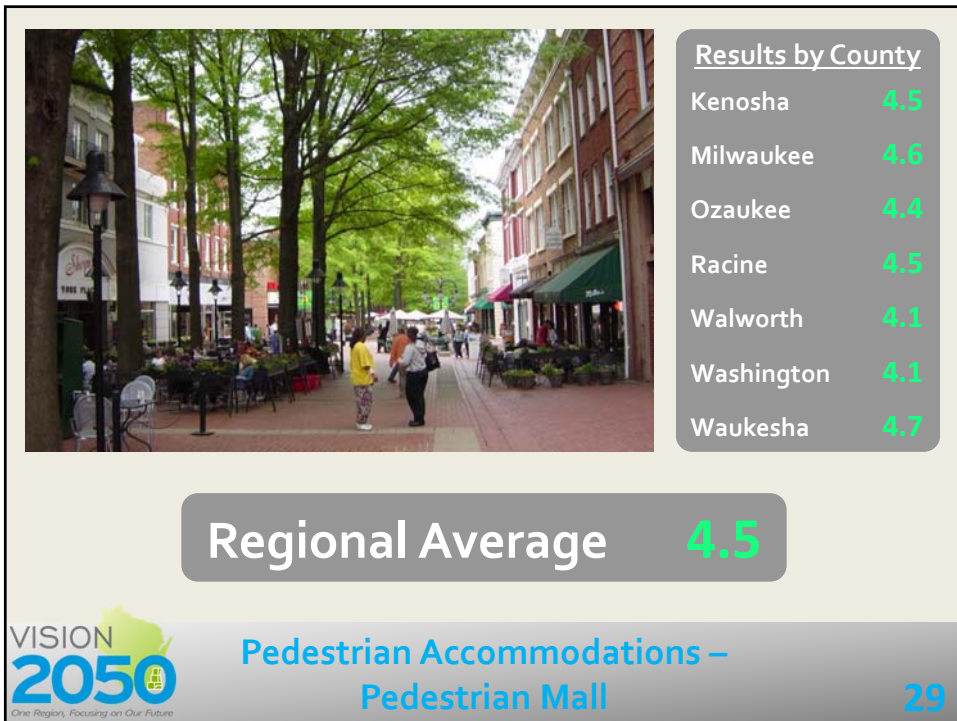


Natural Resources and Recreation –  
Neighborhood Park

Appendix A-6 (continued)



Appendix A-6 (continued)



Appendix A-6 (continued)

**30**



**31**



**32**




**33**






**Bicycle Facilities –  
Preview of Images 30-33**



Results by County

Kenosha	<b>3.6</b>
Milwaukee	<b>3.6</b>
Ozaukee	<b>3.4</b>
Racine	<b>3.8</b>
Walworth	<b>3.4</b>
Washington	<b>3.2</b>
Waukesha	<b>3.7</b>

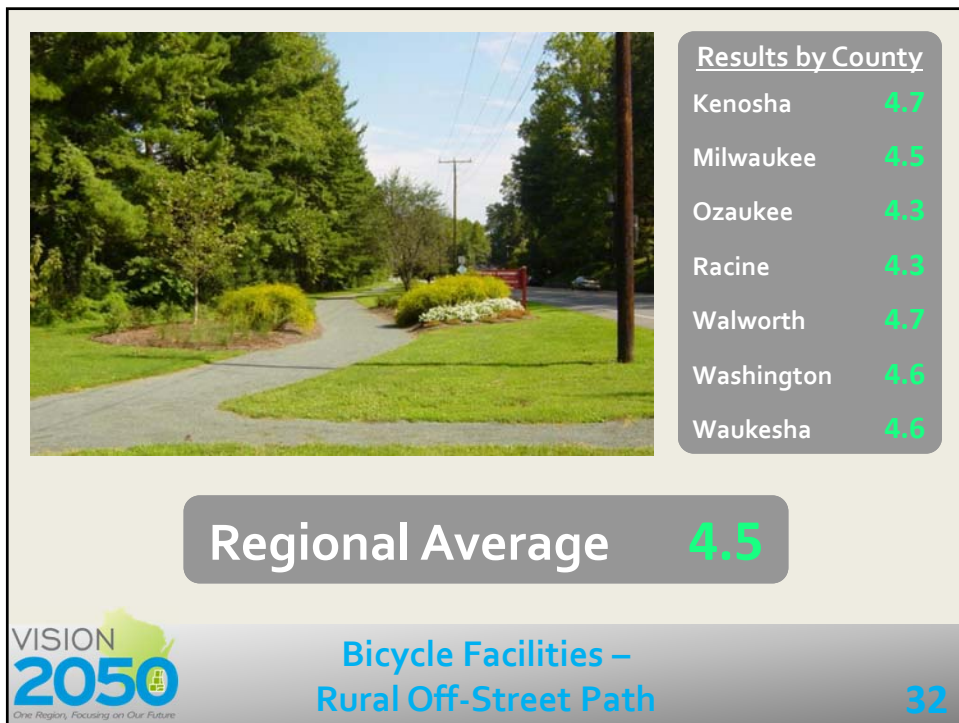
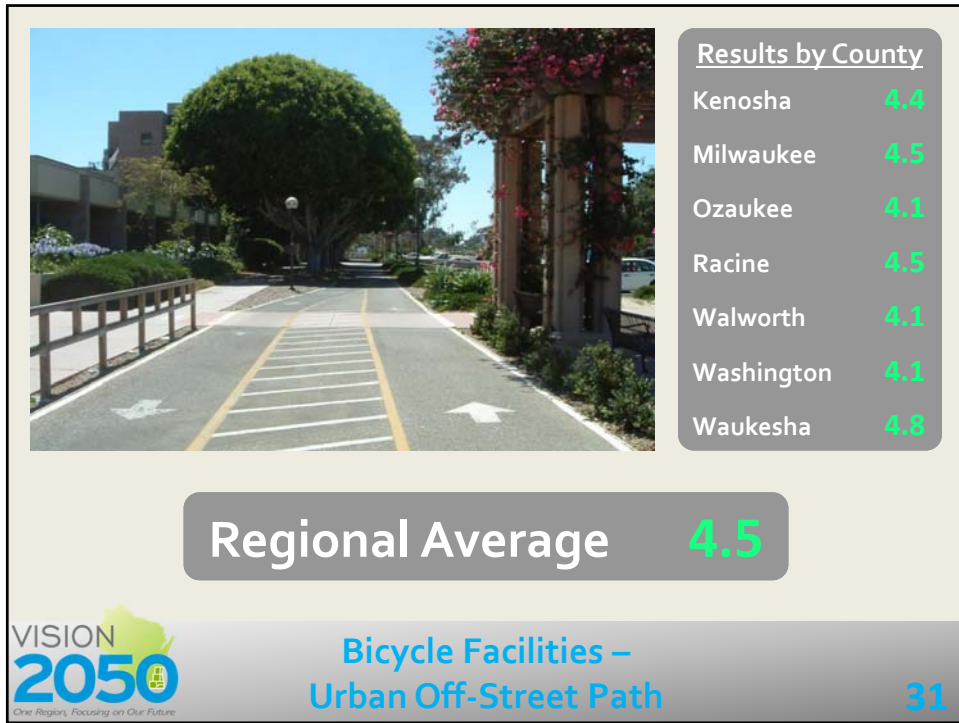
**Regional Average    3.6**




**Bicycle Facilities –  
Bicycle Lanes on Roadway**

**30**

Appendix A-6 (continued)



Appendix A-6 (continued)



Results by County	
Kenosha	4.3
Milwaukee	4.4
Ozaukee	4.4
Racine	4.4
Walworth	3.6
Washington	3.2
Waukesha	4.5

**Regional Average 4.3**

**VISION 2050**  
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**Bicycle Facilities –  
Bicycle Share Station**

**33**

**34** 

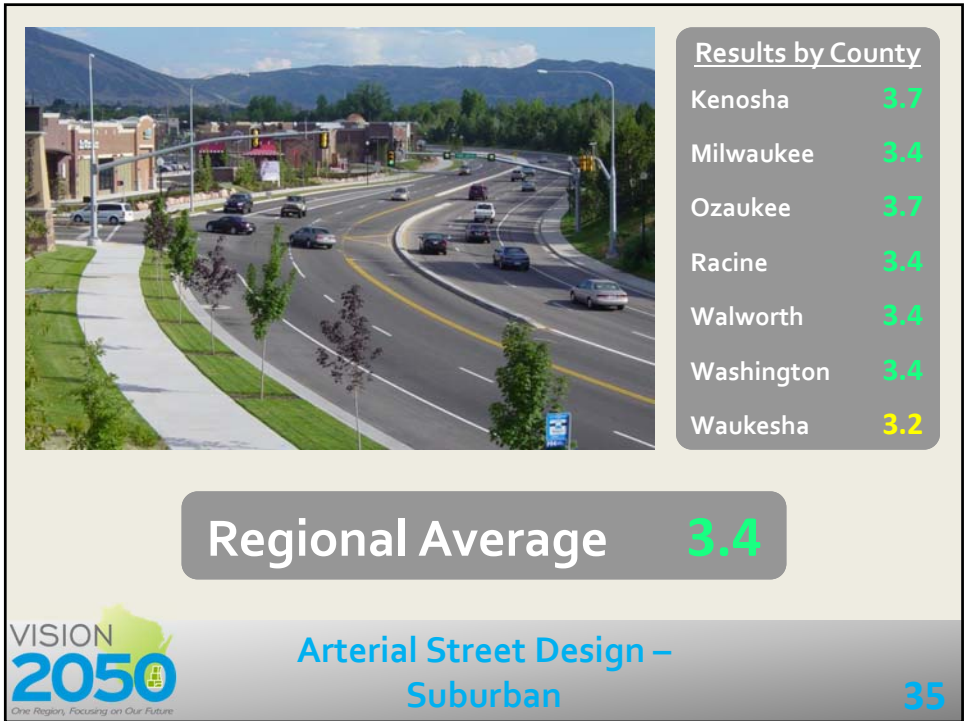
**35** 

**36** 

**VISION 2050**  
One Region. Focusing on Our Future

**Arterial Street Design –  
Preview of Images 34-36**

Appendix A-6 (continued)





Appendix A-6 (continued)




Results by County	
Kenosha	4.3
Milwaukee	3.9
Ozaukee	3.5
Racine	3.7
Walworth	3.8
Washington	3.4
Waukesha	3.7

**Regional Average 3.8**


VISION 2050  
One Region. Focusing on Our Future

Arterial Street Design – Urban 36

37



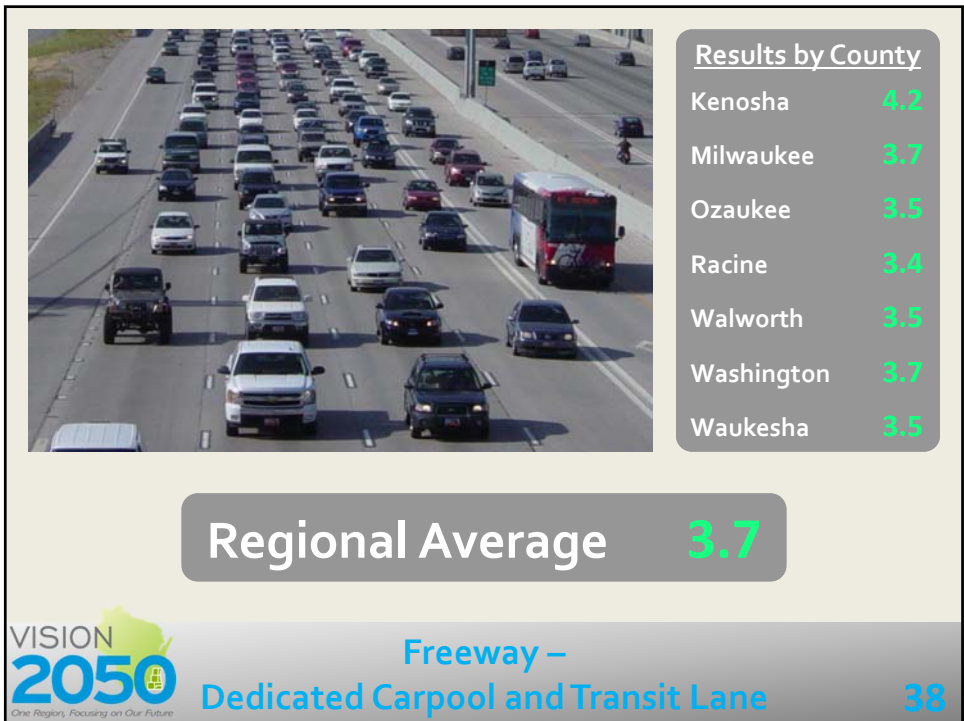
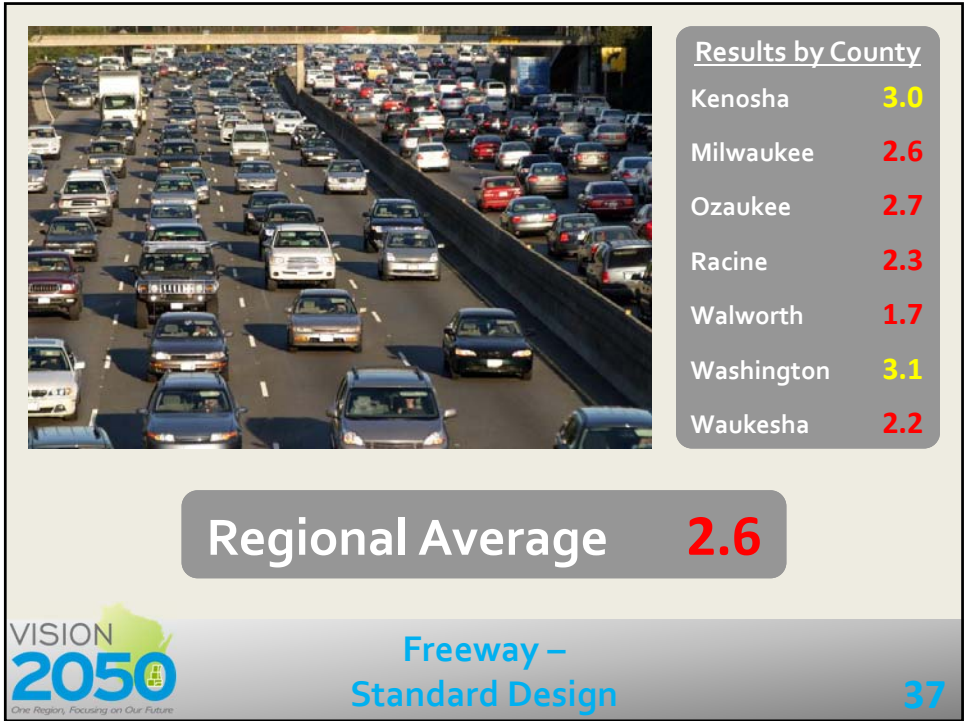
38





VISION 2050  
One Region. Focusing on Our Future


Freeway – Preview of Images 37-38



Appendix A-6 (continued)



Appendix A-6 (continued)


39  40  41 

42  43 

44  45 

**VISION 2050**  
One Region. Focusing on Our Future

**Transit Services –  
Preview of Images 39-45**



**Results by County**

Kenosha	4.0
Milwaukee	3.8
Ozaukee	3.6
Racine	4.1
Walworth	3.8
Washington	3.5
Waukesha	3.7

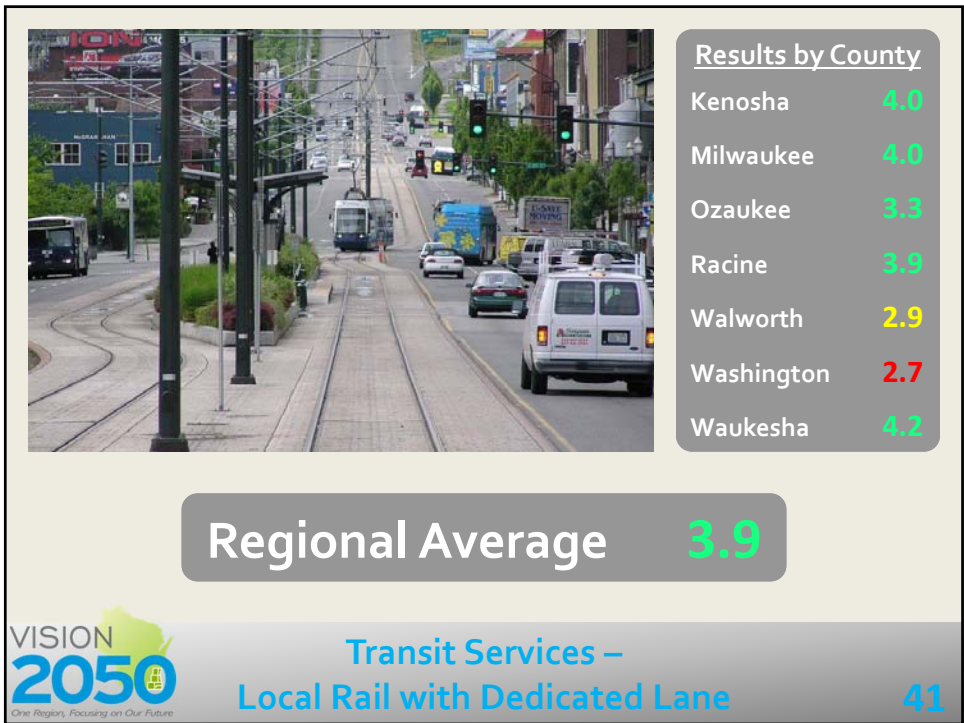
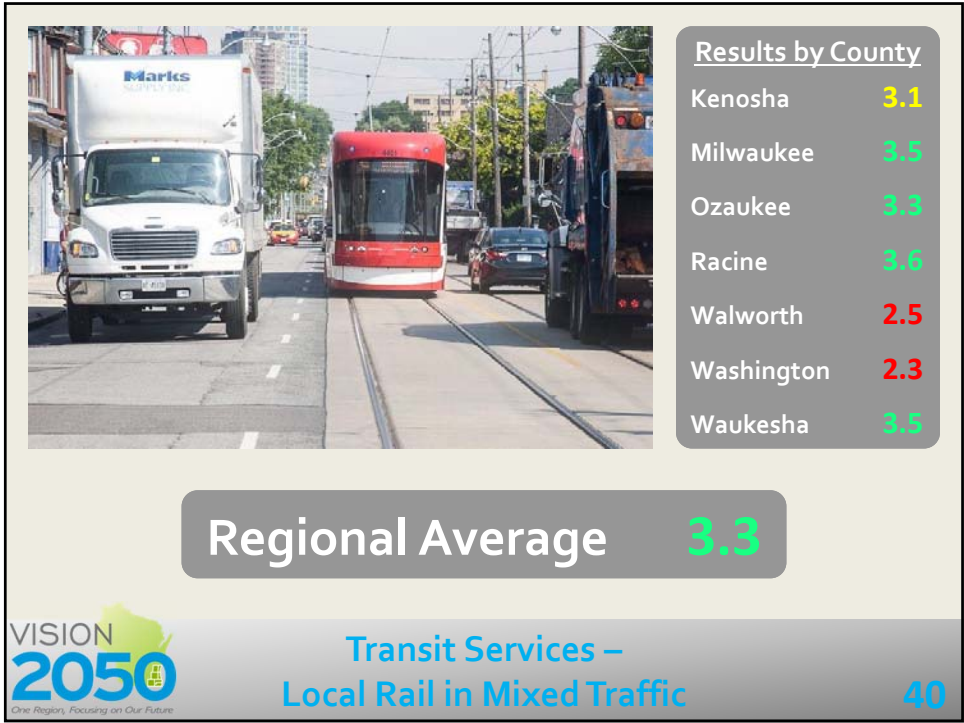
**Regional Average 3.8**

**VISION 2050**  
One Region. Focusing on Our Future

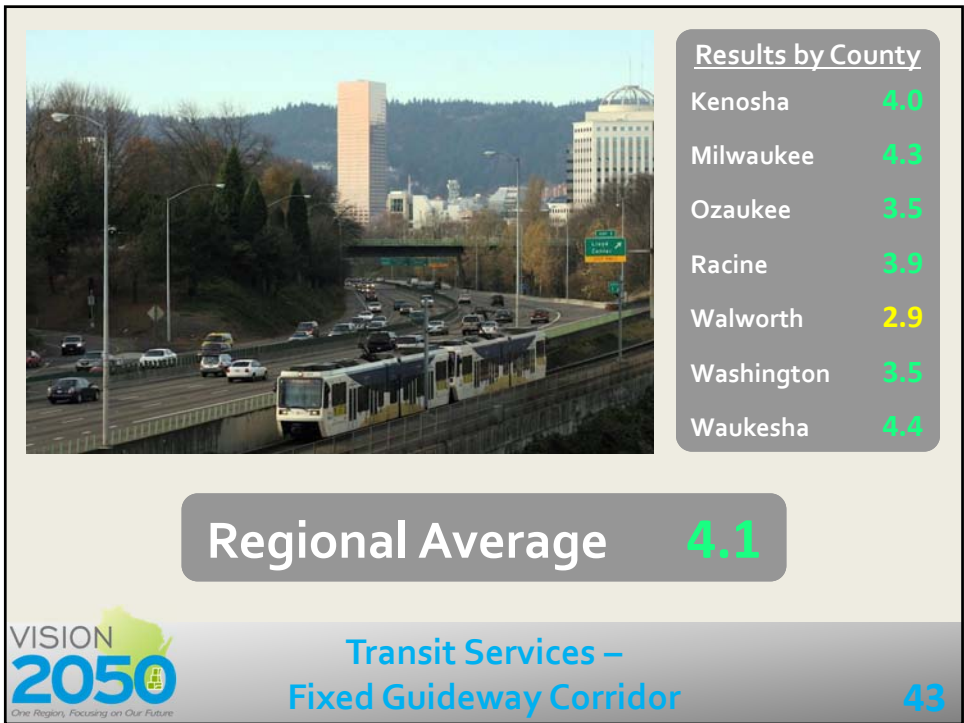
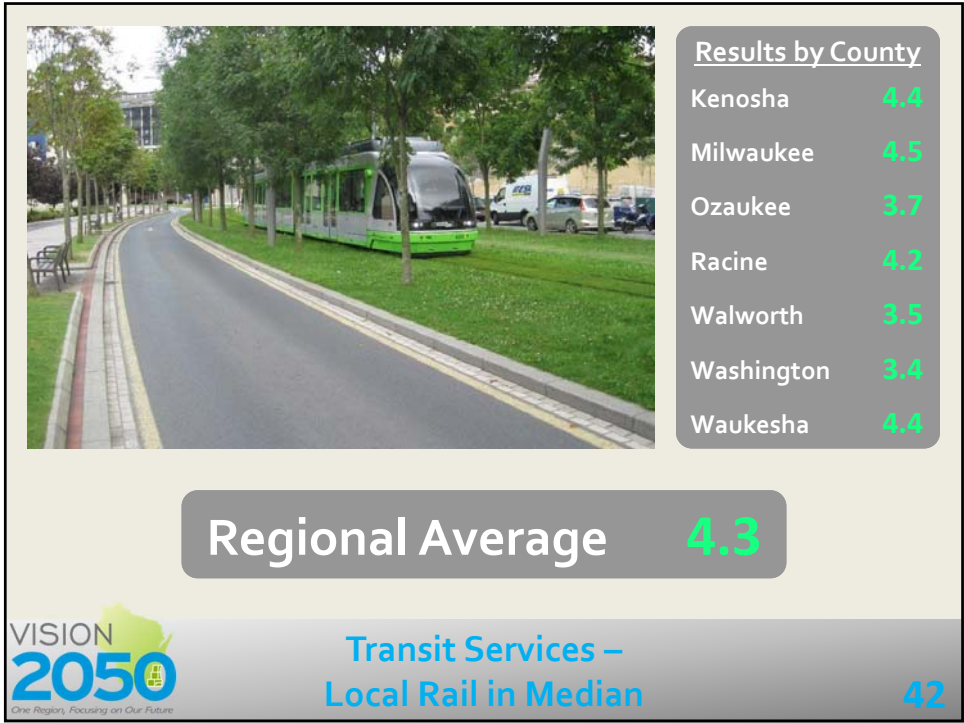
**Transit Services –  
Local Bus in Mixed Traffic**

**39**

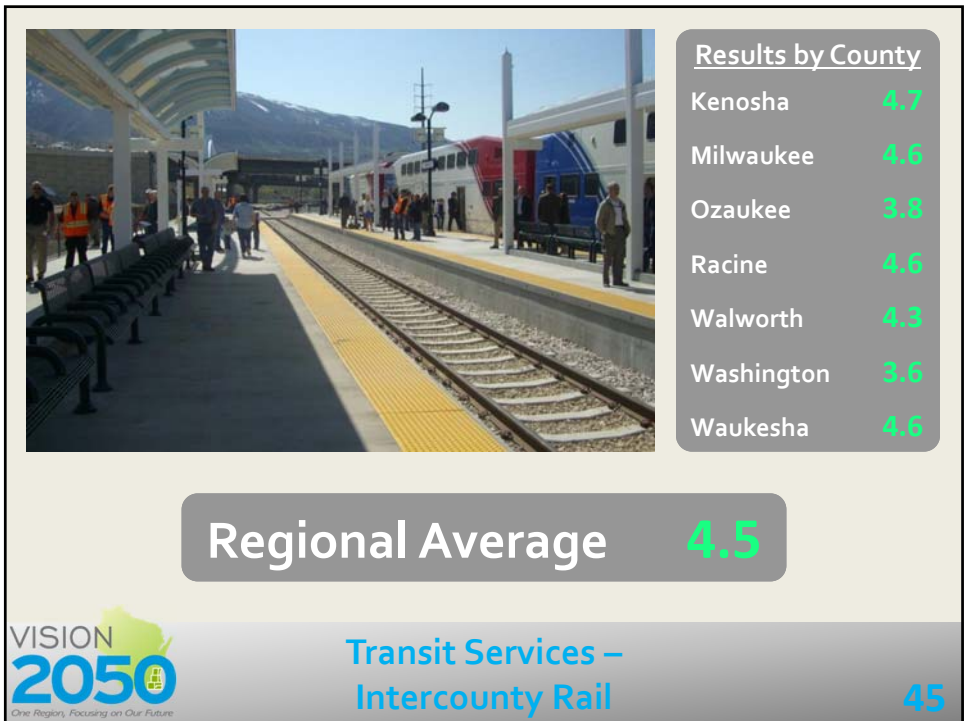
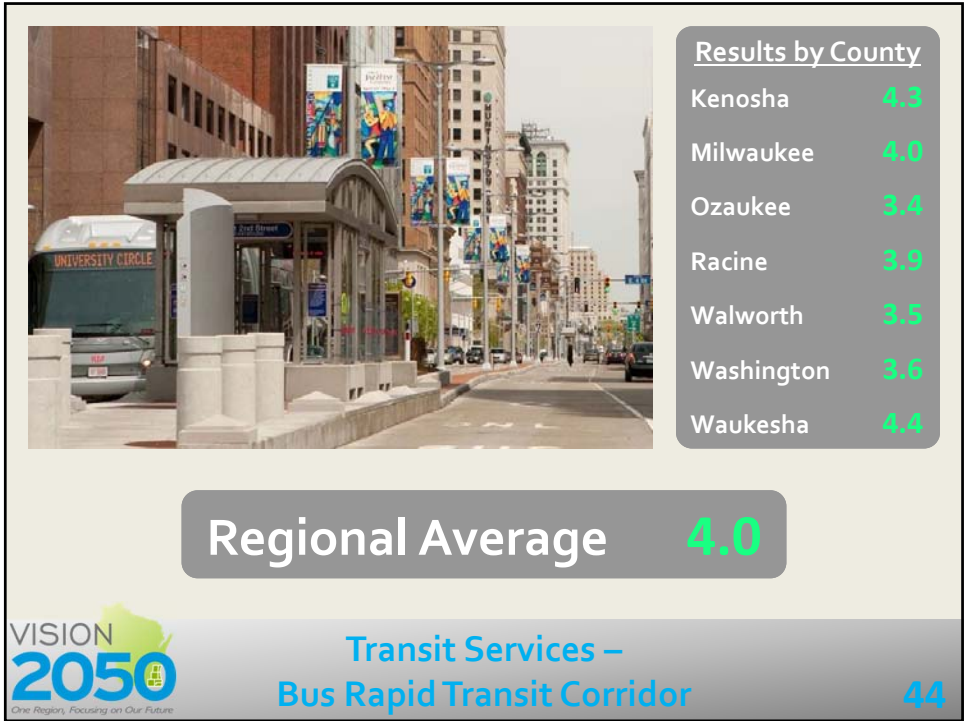
Appendix A-6 (continued)



Appendix A-6 (continued)



Appendix A-6 (continued)



# SWOT (Strengths, Weaknesses, Opportunities, and Threats)

Nearly 500 residents identified over 3,100 individual Strengths, Weaknesses, Opportunities, and Threats related to land use and transportation in the Region during the SWOT Analysis activity at the first set of VISION 2050 visioning workshops. Each Strength, Weakness, Opportunity, and Threat developed by a participant was shared with the other participants at their small group table, and then each table worked together to prioritize the most important concepts under each category. In the Region-wide figure below, the green box contains SWOTs that were prioritized by more than 10 small groups. The blue box contains the remaining top 20 SWOTs according to the small groups' priorities. The remaining pages show how the SWOT priorities differ by county.



Appendix A-7 (continued)

KENOSHA COUNTY SWOT PRIORITIES





Appendix A-7 (continued)

MILWAUKEE COUNTY SWOT PRIORITIES



Appendix A-7 (continued)

OZAUKEE COUNTY SWOT PRIORITIES



Appendix A-7 (continued)

RACINE COUNTY SWOT PRIORITIES



Appendix A-7 (continued)

WALWORTH COUNTY SWOT PRIORITIES



Appendix A-7 (continued)

WASHINGTON COUNTY SWOT PRIORITIES



Appendix A-7 (continued)

WAUKESHA COUNTY SWOT PRIORITIES



## Land Use and Transportation Goals

In total, 1,236 individual land use and transportation goals for 2050 were recorded by 351 residents during the first set of VISION 2050 visioning workshops. These goals were recorded by participants as they reflected on their own values and priorities for developing the Region. All the goals that were received were synthesized and categorized under common goal themes to identify the most common and important goals. The goal themes with five or more individual goals are presented below under different land use and transportation topics. The number of individual goals under a particular theme is in parentheses immediately after that theme. A graphic was also created to visualize the goals and show that many of the goals are “intertwined” with one another. This graphic was on display at the second set of VISION 2050 workshops and was also posted to the VISION 2050 website. It is also provided below following the lists of goal themes. The abbreviations after each goal theme indicate the topics to which that goal theme is connected in the graphic (e.g. PT=Public Transit).

### PUBLIC TRANSIT

- Improve public transit in general (74)(PT)
- Increase access to jobs (42)(PT)(SH)(BP)
- Improve inter-county and inter-regional transit connections. (40)(PT)
- Make public transit more user-friendly (21)(PT)
- Develop a light rail system (20)(PT)
- Develop a commuter rail system (19)(PT)
- Create dedicated funding for public transit (19)(PT)
- Improve and expand passenger rail service (17)(PT)
- Improve local transit (16)(PT)
- Connect to other regions using high-speed rail (15)(PT)
- Reduce dependency on automobiles (13)(PT)(SH)(BP)
- Create a Regional Transit Authority (11) (PT)

## Appendix A-8 (continued)

- Create a rapid transit system (5)(PT)
- Create/expand streetcar service (5)(PT)

### STREETS AND HIGHWAYS

- Develop a well-connected, multi-modal transportation system (39)(PT)(SH)(BP)
- Improve the maintenance of the existing transportation system (21)(SH)(BP)(PT)
- Improve/expand the regional highway system (16) (SH)
- Reduce or stop freeway expansion (10)(SH)
- Create more low cost parking (6)(SH)
- Expand transportation options for people with disabilities (5)(SH)(PT)(BP)

### BICYCLE AND PEDESTRIAN FACILITIES

- Expand bicycle/pedestrian facilities in general (24)(BP)
- Expand off-street bicycle facilities (24)(BP)
- Expand on-street bicycle facilities (10)(BP)
- Expand pedestrian facilities (9)(BP)

### INTERGOVERNMENTAL COOPERATION

- Work together toward common goals (28)(IC)(PT)(SH)(BP)(ENV)(RA) (UD)
- Make sound investments in infrastructure improvements (14)(UD)(SH)(BP)(PT)(IC)

### RURAL AREAS

- Preserve farmland and open spaces (63)(RA)
- Preserve character of rural areas (6)(RA)



## Appendix A-8 (continued)

### ENVIRONMENT

- Expand and preserve parks and recreation areas (48)(ENV)(UD)(BP)(RA)
- Protect our water resources (40) (ENV)
- Conserve and enhance our natural resources (36) (ENV)
- Use more alternative energy sources and green technologies (14) (ENV)
- Reduce environmental impact of transportation and land development (12) (ENV)(ALL)
- Improve recycling (8) (ENV)
- Reduce air pollution (7) (ENV)(PT)(SH)(BP)
- Adapt to climate change (6) (ENV)(ALL)

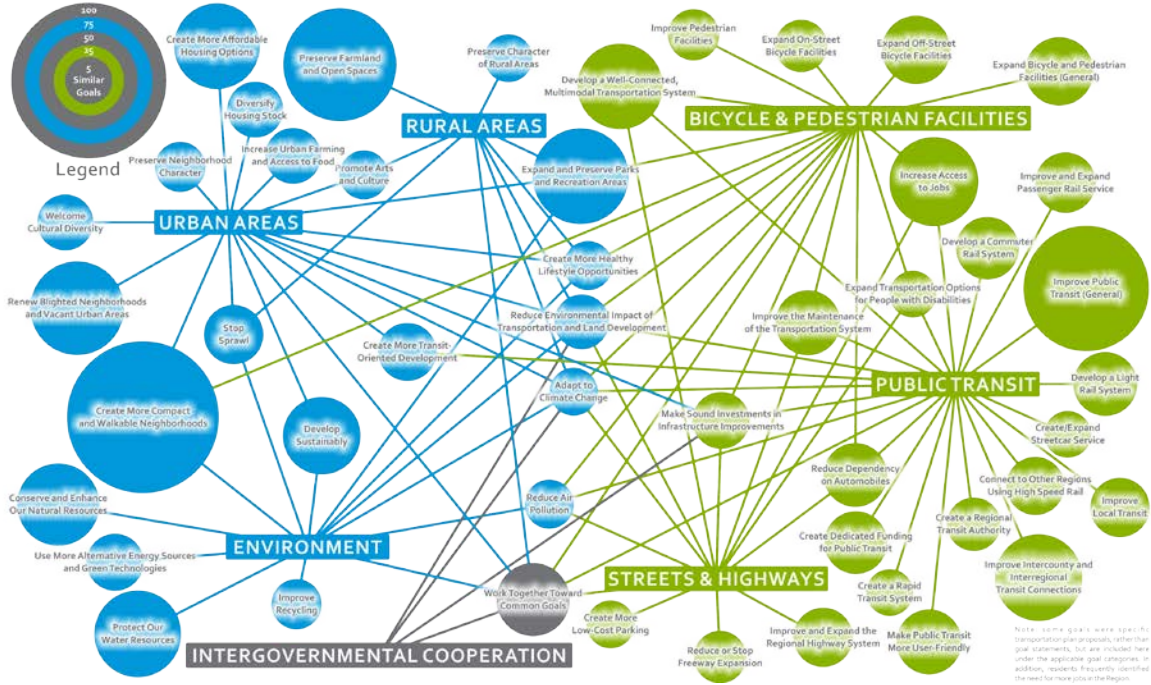
### URBAN DEVELOPMENT

- Create more compact and walkable neighborhoods (97) (UD)(BP)(ENV)
- Renew blighted neighborhoods and vacant urban areas (46) (UD)
- Create more affordable housing options (39) (UD)
- Develop sustainably (32) (UD)(ENV)
- Stop urban sprawl (16) (UD)(ENV)(RA)
- Create more transit-oriented development (15) (UD)(PT)
- Welcome cultural diversity (13) (UD)
- Increase urban farming and access to food (13) (UD)(RA)
- Diversify housing stock (13) (UD)
- Preserve neighborhood character (8) (UD)
- Create more healthy lifestyle opportunities (7) (UD)(ENV)(BP)(RA)
- Promote arts and culture (7) (UD)(RA)

## Appendix A-8 (continued)

# LAND USE AND TRANSPORTATION GOALS

More than 1,200 land use and transportation goals for the future of the Region were developed by over 350 residents at the Visioning Workshops. Goals were categorized and summarized by Commission staff, and any category with five or more similar goals is shown here.





## Winter 2013-2014 VISION 2050 Community Partners Workshops Report

### EXECUTIVE SUMMARY

This is the second 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, disabled, immigrant, and other diverse groups of traditionally underrepresented residents, nonprofits, and businesses in the Region. The eight organizations are: Common Ground, Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, the Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association of Wisconsin, and the Urban League of Racine and Kenosha.

The second 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 May 2014
- Workshop #4 October 2014
- Workshop #5 March 2015

### PARTNER WORKSHOP ATTENDANCE

Attendance for the second set of partner Visioning Workshops (identified as Workshop #2 throughout this report) in winter 2013-2014 totaled 209 participants, as indicated in the following table:

## Appendix A-9 (continued)

<b>Partner Visioning Workshops #1 &amp; #2</b>					
<b>Organization</b>	<b>Workshop # 1 Attendance</b>	<b>Workshop #2 Attendance</b>	<b>Total Partner Attendance</b>	<b>Workshop #1 Date</b>	<b>Workshop #2 Date</b>
Common Ground	47	<b>33</b>	80	11/20/2013	1/23/2014
Ethnically Diverse Business Coalition	22	<b>15</b>	37	11/18/2013	1/8/2014
Hmong American Friendship Association	23	<b>55</b>	78	11/14/2013	1/16/2014
IndependenceFirst	21	<b>23</b>	44	11/7/2013	12/12/2013
Milwaukee Urban League	33	<b>23</b>	56	11/13/2013	2/10/2014*
Southside Organizing Committee	25	<b>30</b>	55	11/21/2013	1/14/2014
Urban Economic Development Association	22	<b>17</b>	39	11/14/2013	1/9/2014
Urban League of Racine and Kenosha	27	<b>13</b>	40	11/12/2013	12/16/2013
<b>Total Attendance</b>	220	<b>209</b>	<b>429</b>		

\* This workshop was held later due to inclement weather.

### WORKSHOP #2 ACTIVITIES

The presentation, materials, and activities for the second set of VISION 2050 partner workshops were consistent with the winter 2013-2014 SEWRPC public workshops and included:

- **Review preliminary Visioning Results**—Participants reviewed the results from fall 2013 VISION 2050 surveys and Workshop #1 feedback.
- **Rate and revise the draft Guiding Statements**—Participants rated draft VISION 2050 Guiding Statements using keypad polling devices and provided individual feedback on the statements.
- **Provide input into the design of year 2050 scenarios for land use and transportation**—Participants provided initial input into the development of a series of “sketch” land use and transportation scenarios, which will be the focus of the third set of workshops.

Guiding Statements are compiled from key values and priorities for the Region; guide how the Region wants to move forward; and provide a framework for developing scenarios and alternative and final recommended plans.

Compilations of Visioning Results can be found at <http://vision2050sewis.org/Vision2050/TheResults>.

## Appendix A-9 (continued)

### WORKSHOP #2 PARTNER RESULTS

Throughout the VISION 2050 process, input 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.

At the partner workshops, SEWRPC made additional efforts to obtain feedback from workshop participants specifically in answer to the question: "*What are your transportation needs?*" Partner Workshop #2 participant responses to this question were generally along the following themes\*\*:

#### Public Transit

- Expand and integrate public and private transportation modes.
- Better connect public transit to employment, housing, education, and recreation. In particular, provide improved public transit services from urban centers to jobs in outlying areas.
- Better link urban and suburban areas with regional transit services.
- Make transit affordable, safe, convenient, and accessible.
- Increase transit options and services for seniors and people with disabilities.
- Balance public transit improvements and highway expansion.
- Diversify funding sources.
- Increase opportunities for ride and car sharing, and other flexible transit needs.
- Expand bus routes and hours of service.
- Increase express bus routes that have fewer bus stops and shorter travel times.
- Increase shuttle buses.
- Extend and expand rail service.
- Connect rail service within the Region to rail service outside the Region.
- Add streetcar service.
- Add commuter/light rail service.
- Add high-speed rail service.

#### Streets and Highways

- Add dedicated bus/HOV/carpool lanes on freeways.
- Improve road maintenance.
- Improve roadway lighting.
- Expand technology to communicate traffic and construction information.

## Appendix A-9 (continued)

### Bicycle and Pedestrian

- Emphasize pedestrian and bicycle modes of transportation in developing the Region.
- Add bicycle facilities separated from roadways.
- Make bike lanes on roadways safer.
- Increase opportunities for bike sharing.
- Add dedicated streets for biking and/or walking.
- Better connect bike paths and improve access to them.
- Improve methods for bicyclists to use trains.

Participants were also asked to identify land use preferences and needs. Their responses are grouped in the following themes\*\*:

### General

- Increase cooperation on public policy issues throughout the Region.
- Create jobs near affordable housing, and provide affordable housing near jobs.
- Focus development on previously developed areas.
- Discourage urban sprawl and “leapfrog” development.
- Preserve green space.
- Preserve historical and cultural infrastructure.
- Encourage sustainable and green building practices.

### Urban Areas

- Focus on housing development near commercial areas and jobs that is affordable, mixed-income, higher-density, multi-family, walkable, transportation-accessible, and well-integrated.
- Create more mixed-income housing options near services for seniors.
- Construct smaller, single-family homes on vacant lots.
- Expand incentives to redevelop previously developed areas.
- Increase financial assistance for affordable housing.
- Allow for co-housing and cooperative housing developments.

### Small Towns

- Preserve and restore small-town features.

## Appendix A-9 (continued)

- Balance growth.
- Improve and expand transportation options in small town areas.

### Suburban Areas

- Balance growth.
- Improve and expand transportation options in suburban areas.
- Reduce environmental impacts of development.

### Farmland and Rural Areas

- Preserve family farms and farmland.
- Encourage sustainable farming practices.
- Provide for sustainable urban farming.

### Natural Areas

- Preserve land and water natural resources and wildlife.
- Preserve and improve urban and suburban parks.

*\*\*The themes outlined above have been consolidated, condensed, and rewritten to make this document more accessible to readers. The order of themes is not based on priority.)*

## **WORKSHOP #2 PARTNER REPORTS**

Leaders and participants from the partner organizations consistently reported positive experiences regarding the VISION 2050 Workshop #2 content, process, planning, communication, and responsiveness of Commission staff. Some suggestions for improving future workshops included the following:

- Allow time for introductions among the participants.
- Reduce the amount of time reviewing prior workshop results.
- Try to start the workshops on time.
- Use more graphics and photos to convey information.
- Adjust small-group discussion time. (Several participants suggested allowing more time for small-group discussions, although some thought the small-group discussions took too much time.)
- Consider limiting the number of questions to be discussed in the small-group discussions. The questions could be prioritized and discussion time limits imposed.

## **Appendix A-9 (continued)**

- For future Hmong American Friendship Association workshops, consider providing a Lao translator in addition to a Hmong translator.

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



## Appendix A-9 (continued)

Excerpts from the Workshop #2 reports submitted by VISION 2050 community partners follow:

### Common Ground

*"Overall, the interaction between people from different areas of the Region was good. It was good to meet new people though we should have done more introductions, been more relational."*

- *"Interactions between people from across the Region brought an added perspective."*
- *"There was a lot of piggybacking and additional thoughts that came out as people reacted to each other's ideas."*
- *"Participants seemed to be able to develop their own thoughts better after hearing others' comments."*



### Ethnically Diverse Business Coalition



*"The participants were engaging, attentive and welcomed the opportunity to assist in the planning for the Region. The attendees represent businesses owned by ethnically diverse individuals, so their participation provided SEWRPC with opinions of an individual that wears different hats (resident, employer, vendor, parent, community leader, taxpayer)."*

## Appendix A-9 (continued)

### Hmong American Friendship Association



*"It would help to have a picture detailing the characteristic of what is a "small town character." Many of the attendees have never lived in a small town setting before; therefore it is hard for them to understand this concept."*

*"As always the SEWRPC staff [members] were very knowledgeable on the subject."*

### IndependenceFirst



*"The participants enjoyed the ability to provide input through the real-time keypad polling device and view the results. The boards were informative and most participants stayed to discuss topics further with SEWRPC staff. We were able to accommodate those participants who requested accommodations."*

*"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 A-9 (continued)

### Milwaukee Urban League

- *"Most of the 23 people in attendance were at the first workshop. This shows that we have a core group who are engaged in the planning process."*
- *"MUL attendee responses to questions/concerns have been consistent with those of other people in the Region. This was somewhat of a surprise to me because I would have thought that residents outside of the central city of Milwaukee would view problems/concerns differently."*



*"Again, I would like to thank all of the people at SEWRPC for giving MUL the opportunity to participate in this important project."*

### Southside Organizing Committee



*"... Near South Side residents, even limited English speakers, will welcome the opportunity to participate in meaningful discussions about their community. Land use and transportation issues are important to this community, and the community wants to be involved in the decision making process."*

*"In the small group discussion portion of the event, the SOC facilitated discussions at one English table and one Spanish language table highlighted the inadequacy of current public transit—1) that it doesn't connect Near South Side residents to the places where residents want to go (for work, mostly), and 2) that what does exist is too expensive; the additional*

*barriers to housing and jobs faced by members of the community with criminal records; and the need to reduce the transit risks (driving without recognized state license or insurance) that immigrants are willing to make because of the failures of the current transportation system and infrastructure."*

## Appendix A-9 (continued)

### Urban Economic Development Association

*"The facilitators asked seven specific questions that allowed participants to give their individual input and additional ideas related to the Guiding Statements. Trends that came up included:*

- *"The need for a high speed rail system across Region."*
- *"Expanded scheduling and hours of the transit system (MCTS)."*
- *"One participant was extremely interested in expanding bike routes, providing a map that displayed where bike trails could be connected."*
- *"That planned development should be leveraged in areas of higher density (to reduce sprawl and preserve rural/environmental spaces)."*
- *"Connections between jobs and transportation should also be enhance[d] in higher density areas (i.e. encourage companies to locate in areas that are already connected to a variety of transportation options)."*

*"Attendees represented a variety of sectors that are active in UEDA's community and economic development network, including community-based housing organizations, local government, developers, faith-based and other nonprofit organizations and individuals active with the Coalition for Advancing Transit. While attendance was not as high as the first session, participants were engaged and eager to share ideas."*

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



*"Throughout the session, several persons asked meaningful questions that the SEWRPC staff were able to answer. Some questions were about affordable housing; others about bus routes."*

*As this was [the] second meeting,... SEWRPC staff provided technical assistance and materials that included easels with maps, a 2-part power point overhead presentation and copies of the VISION 2050 Brochure #2. Comments and remarks made by participants after the workshop were that [SEWRPC] did an excellent job of presenting the proposed*

*Guiding Statements and encouraging additional input regarding the land use and transportation plan for the future."*

Earl Buford  
Wisconsin Regional  
Training Partnership/Big Step

Dr. Michael Burke  
Milwaukee Area Technical College

Lafayette Crump  
African American Chamber of  
Commerce, Prism Technical

Mike Fabishak  
Associated General Contractors-  
Greater Milwaukee

Paula Penebaker  
YWCA SE Wisconsin

Jeramey Jannene  
Urban Milwaukee

Dr. Carmel Ruffolo  
UW Milwaukee and UW Parkside

Brian Schupper  
Greater Milwaukee Committee

Marcus White  
Greater Milwaukee Foundation

Kerry Thomas  
Transit NOW

## Regional Transit Initiative

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### Memo

**Date:** February 17, 2014

**To:** Eric Lynde, SEWRPC

**Re:** VISION 2050 Comments from *Community Conversation on Transportation*

**From:** Kerry Thomas, on behalf of the Regional Transit Initiative Steering Committee and Vision Task Force

On February 6<sup>th</sup>, 2014, the Regional Transit Initiative (also known as MetroGO) hosted *Community Conversation on Transportation: A Vision for Metro Milwaukee*, for the purpose of: 1.) Engaging a younger audience that was thus far, missing in the VISION 2050 process, and 2.) Beginning to provide some important context and information that is important to informed decisionmaking about creating a transportation system for a future that is very different from our past.

During the event, comments were collected from the participants, for the purpose of submitting to SEWRPC for inclusion into the VISION 2050 documentation, development of the guiding principles and sketch scenario plans. This comments are included on pages 2-10 of this document.

We wish to thank SEWRPC staff for their assistance in preparing a large regional map and a hand out, providing draft guiding principles, comment forms and display boards, and attending the event.

Below, please find:

1. Themes and priorities summarized from the small group break out sessions and comment cards. Participants were asked to answer the questions:
  - “In 2050, Metro Milwaukee is a great place to live, work and play because...” (alluding to what our goals should be for our transportation and land use plans—what are we trying to achieve?)
  - “In order to have this great community, we created a transportation system to meet everyone’s needs including: “
2. Verbatim transcription of comments collected

A brief summary of the event:

- About 120 people attended the event hosted at Manpower in Milwaukee
- The event included several very brief talks by community leaders, and small group break out sessions, guided by experienced volunteer facilitators.
- The following speakers provided brief insights about how transportation impacts their destiny, and the entire community: *Bob Monnat, Mandel Group, Inc.; Magda Peck, dean, UWM Joseph J. Zilber School of Public Health; Carl Quindel, ACTS Housing; Jerry Roberts, Helen Bader Foundation; and Alex Runner, transit rider. Jeramey Jannene, Urban Milwaukee was the master of ceremonies and Eric Lynde, SEWRPC, summarized the VISION 2050 process.*
- A video of the program was prepared by MATC student team and can be seen at: <http://bit.ly/1e1h0hl>
- 88Nine Radio Milwaukee is running a *Community Story* piece from the event the week of Feb. 17<sup>th</sup>, and is posting an article on their web site.

## Appendix A-10 (continued)

- Event promotion was provided by co-sponsors and speakers through social media and email
- The event was promoted as a transportation vision event (not specifically focused on transit.)
- Co-sponsors include: Urban Milwaukee, FUEL, NEWaukee, Milwaukee Area Technical College, Greater Milwaukee Committee, LISC Milwaukee, Milwaukee Downtown, Associated General Contractors-Greater Milwaukee, Regional Transit Initiative, Wisconsin Regional Training Partnership, Dewitt, Ross & Stevens. HNTB and URS Corp. supported refreshments and in-kind facilitation design and printing.
- Organizing staffing was provided by Transit NOW

### COMMENTS FOR VISION 2050

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#### **Themes and priorities in response to the question:**

***“In 2050, metro Milwaukee is a Great place to live, work and play because...? “***

(What are our goals? What should our transportation system and land use policies accomplish?)

- It is vibrant and competitive metropolis with abundant, well-connected: clean water resources, arts, culture, entertainment, jobs, education, natural/green spaces and parks, medical, restaurants, festivals, libraries, night life, and active outdoor recreation that are easily accessible to people from all walks of life throughout the region. We have the most vibrant, walkable lakefront in the world.
- A lower cost of living, reasonable tax rate, very affordable
- Great neighborhoods are growing the economy. Great neighborhoods and great downtowns makes 22 year old grads want to come here
- Robust integrated system of many options for safe and healthy (active) ways to move in and throughout the communities and the region on foot, bike, transit, water, trains, roads, buses for everyone. This system serves everyone: pedestrians, bikers, dog walkers, runners, people with disabilities, families, the elderly, residents, visitors, employees, employers and businesses, students, the poor and the wealthy.
- We are now one of the nation’s healthiest and most active cities, average commute is 20 minutes. Walking and biking trails are safe and abundant, well integrated with other transportation. Kids walk and bike to school.
- I am not limited to where I can live or work due to lack of transportation options. I can quickly and effortlessly travel without a car,
- Jobs in the region are easily, affordably, and reliably accessible, even across county lines. There is appropriate housing near where I would like to work and jobs near where I want to live.
- Ample employment opportunities for all levels of skills, and a growing economy that is racially and socioeconomically integrated, with diversity and equity across the region.
- Our economy builds on preserving our natural resources, especially our freshwater system, which is one of the cleanest and healthiest in the world.
- People can move easily around the city and region on an interconnected system with many choices that are safe, healthy, convenient, affordable, comfortable, and reliable. I never have to wait more than 15 minutes for transit.
- Fast, (30 Min.) convenient, and reliable accessibility to Chicago, and it’s easy and fast to get to Madison, Green Bay, Minneapolis for day trips, too.
- Vibrant communities and bustling sidewalks are built for people first, in human scale, so residents can live local with their daily needs easily and safely within reach by walking or biking or a short transit trip,

## Appendix A-10 (continued)

in mixed use neighborhoods, which are connected to each other and the region with integrated multi-modal transportation corridors. Everything is within a 20 minute bike, walk or transit ride.

- Existing downtowns and compact neighborhoods and business districts are revitalized and vibrant by focusing development on infill, reuse and re-purposing underutilized, land and buildings in dense areas already efficiently served by urban infrastructure.
- We have stopped inefficient practices of subsidizing greenfield development and building wider roads and focus on fixing it first, and incorporating transit, biking into highways and roads.

### **Themes and priorities in response to the question:**

***“In order to have this great community, we created a transportation system to meet everyone’s needs including...”***

- Support the economy and jobs by connecting people easily and affordably with the suburbs, without a car.
- System that adds equal and affordable access to jobs, education, groceries, and the abundance of culture, entertainment, medical, and outdoor opportunities.
- Walkable, safe, mixed-use neighborhoods focused on designing for people, not cars, with wider, dedicated and separated walk and bike infrastructure, vibrant multi-use street spaces that incorporate a healthy active transportation into daily life. Change local zoning and codes to make this a priority. Daily needs and jobs and education are accessible by easy, safe, healthy, and affordable walking, biking, and transit.
- High speed (30 min), and commuter rail for fast frequent and affordable connections to metro Chicago and surrounding communities, and also to Madison, Minneapolis and Green Bay/Appleton
- Fully developed and integrated, not piecemeal, regional transportation system including convenient, fast and frequent and affordable: light rail, rapid transit for land, water, and air, BRT, regional rail, emission-free buses, extensive bike system and bike commute system (heated bikeways) and interurban trails, high speed trains/passenger rail, cabs, Zip Cars, bike share, car share, electric cars, water taxis, ferries, streets and roads, and an airport that is better connected and is a global connections hub. Integrate parking. Use technology to make transit use more convenient. Transportation is clean, affordable, reliable, fast, comfortable, regional and connects to national and global systems.
- Prioritize and incentivize location and relocation of jobs, businesses, housing to mixed-use infill and transit-oriented development in and along multi-modal transportation nodes and corridors, that run all hours and connect the neighborhoods and suburban jobs/business and economic nodes using light rail, express bus, BRT, bike/walk, etc. Dis-incentivize sprawling job locations.
- Ensure zoning codes are supportive.
- Incorporate transit, rail, and bike infrastructure into highways and roads.
- Integrated transportation system with all modes of transportation under a well-coordinated regional structure.
- Realistic dedicated funding for all types of transportation
- Rapid unimpeded decisionmaking

## Appendix A-10 (continued)

### Verbatim comments submitted on postcards

#### *"In 2050 Metro Milwaukee is a great place to live because..."*

- I am able to access all my daily objectives by walking.
- My apartment is made within renovated warehouse and my place of employment is also within a renovated walkable space. The people that live near me also have the same luxuries that I do
- We have altered our priorities in Milwaukee to finally focus on mass transit that has its backbone in a metro rail and light rail network fed by streetcars, interurban rail and busses
- Our neighborhoods are walkable, safe, and inviting to pedestrians and bicyclists OVER automobiles.
- Culture and diversity has been progressed and celebrated
- Wauwatosa connected in several alternative transportation modes.
- Maximizes density with open space. Green redevelopment
- Connections between work and community
- Thriving water culture – art, industry, culture
- Amazing multi-modal transit systems
- World class art museum
- Reasonable cost of living
- Access to great housing, arts and entertainment, medium sized city, friends and family
- Large enough to provide everything you want and small enough to know your neighbors and visit frequently. Diverse and acceptable, Comfortable and cosmopolitan
- We have Lake Michigan and the river here, lots of green space in the city.
- The public schools are good enough that all my friends with kids would happily send them here.
- Kids walk and bike to neighborhood schools. I can walk and bike
- I can travel to see folks in other cities easily
- You do not have to own a car. You can walk, bike, or ride the street car everywhere you could want to go
- Your environment helps you get to know most/all of your neighbors. All of your friend's are a short walk away
- The cost of living is low. The quality of life is high
- Access to the lake and recreational areas
- Public transportation improved, big city amenities and a small town feel
- Strong neighborhoods
- Reasonable cost of living
- Plenty of ways to get around, transit connects people with jobs.
- Access to recreation and family.
- Multiple modes of transportation.
- Safe and local living (close to work, shopping, school).
- I have a direct bike route to all major centers of Milwaukee that is safe.
- The inner-city of Milwaukee is understood and valuable.
- Connects inner city to outer suburbs. Water technology
- BRT to airport, Waukesha on all major arterial streets, premium bus service.
- LRT to airport, downtown streetcars, LRT commuter rail through 30<sup>th</sup> st. corridor.
- Bullet train to Chicago and Madison
- Excellent multi-modal transportation system
- Green building. More focused on urban infill than sprawl
- I make a ton of money and still ride my bike to work



## Appendix A-10 (continued)

- The region has access to one of the cleanest and healthiest freshwater systems in the world and exists as an example.
- The city has a bike/mass transit system that is fast and connects people to the rest of the state.
- The city did not fail at taking chances on innovative ideas in transi
- Milwaukee lays out a rational public transportation system, regionally
- Milwaukee enjoys proximity to Lake Michigan
- Easy access to arts and entertainment venues and dense mixed-use development.
- Extensive bike infrastructure (cycle paths, lanes, boulevards, parking)
- Extensive bus and/or rail transportation network connecting neighborhoods.
- Increased density via mixed use development
- Transit that doesn't stop at the county line, and more rapid connections to suburban job centers
- I can walk, bike, or take transit to all my destinations within the region
- I can take high-speed transit to any destination or region in the Midwest without utilizing an automobile
- I am not limited to where I can live or work due to lack of transportation options
- Housing is readily available for income classes anywhere within the region
- WE FINALLY FIGURED IT OUT. The coasts always beat us to it, but we realize now the value of transit and built on the success of more compact, walkable neighborhoods, which started in the late 90's
- The climate could be better, but we have that always reasonable Midwest cost of living and a heck of a fresh water industry
- Huge network of bike paths, dense and vibrant communities
- Easy and simple/convenient transportation choices
- Easy access to our natural places
- Everything I do is within a 30 minute bike ride in good or bad weather
- The heated bikeways make me feel safe because everyone follows the rules of the path – just like they have done in Amsterdam for many years – and we don't need helmets
- The tax breaks for making the healthy choices in transportation make it worth it!
- Great schools
- Dedicated bus lanes, great walking and biking, great bike lanes.
- Mixed-use development
- Culture, connections to Chicago
- Festivals, parks, recreational trails, bars, restaurants, walkable neighborhoods, lakefront, cultural activities
- 20 minutes to anywhere, urban density with all its benefits
- now one of the nation's healthiest cities, average commute is 20 minutes.
- Transportation covers entire county and most suburbs – bikes and buses have dedicated lanes.
- Cultural opportunities exceed those of most Wisconsin cities
- New sustainable business, diverse water
- Dedicated transit funding sources, paved and dedicated walk/bike systems, multi-modal near job centers
- Safety
- Fully developed and integrated transit system
- Eliminated residential segregation and embraced racial and ethnic diversity
- It has a dynamic economy that offers great opportunities for employment at all socioeconomic levels.
- It is a region which embraces 'green' living in all its forms
- It is a leader in excellent government in all its forms
- It is a densely settled area without sprawl
- Midwest creative corridor

## Appendix A-10 (continued)

- High speed rail, light rail, connections
- Amazing cultural life, arts and design, startups
- Schools are equally funded
- Good design leads to equality
- Safe bike lanes that are connected to bike trails and light rail.
- The park system provides a place of beauty and recreation at every turn
- There is still room for growth and development.
- Vibrant place to raise a family, to work and play in, and get educated.
- Easy to get around by bike
- Parks and green space.
- Walking distance to neighborhoods.
- Getting across town is efficient and inexpensive and SAFE.
- It is also easy to get to Chicago, Madison, Minneapolis for day trips (and Waukesha) WALKABILITY.
- Innovative and accessible cycling infrastructure
- Easy transit options between job centers
- Publicly accepted transit to and from cultural centers
- We used transit to mitigate the effects of racial and class segregation.=
- We enjoy all four seasons of the year and adapt and adjust to all seasons.
- Great park system, beautiful Lake Michigan
- No water shortage, global water research, Beer & soda
- Diversified employment, outstanding public services
- Growing community due to business development, lower cost of living, reasonable tax rate abundant nightlife, museums, sports, and lakefront. Closely located to other major cities.
- My family can get to and from work and school in a safe and health-conscious manner.
- Rail system that can even transfer cargo
- Socially diverse and access to jobs for all
- Diverse communities in terms of income, race, and background.
- I can quickly travel to a variety of destinations without needing a car.
- There is an appropriate housing near where I would like to work and jobs near where I want to live.
- On the water and has a vibrant waterfront and park system.
- We have efficient public transit that elegantly fits the cityscape.
- It is quick and easy for me to get to Chicago and other parts of the state.
- We went from being the most racially segregated region in the US to not the worst.
- People stopped moving to the suburbs to raise families and because they did our public schools are now racially integrated.
- We have the most walkable lakefront in the world.
- Convenient rail connections to Madison, green bay, etc.
- Regional Plan, maximizing our position on Lake Michigan. Rapid transit for land, water, and air.
- Regional plan to connect housing to jobs and transit.
- The area spatially consumes/developed land has been controlled so the rate of population grows.
- Rail as the central line with supporting bus system. Connects the city to the suburbs.
- Transit runs at all hours and is clean and accessible.
- You can get around effortlessly without a car and everything happens in your own neighborhood.
- The arts and cultural community is diverse
- Streetcar - energy efficient, warm and cozy, convenient. Enjoying riding bike. Great transportation system.
- Diversity
- Great transportation system reliant on rail systems.

## Appendix A-10 (continued)

- I can bike all over the area.
- I can take the bus to Wauwatosa and never have to wait more than 15 minutes at a stop.
- Vibrant communities and bustling sidewalks.
- We have a clean lake with a vibrant water taxi system to Michigan.
- We have connected to the national hyper loop system and have great supporting infrastructure.
- Many options and activities to play (arts, sports, festivals).
- Unlimited water/lakefront accessibility.
- It's the creative center of the universe.
- Its vibrant, diverse, thriving metropolis with incredible arts, culture, and super cool urban neighborhoods. Easy access everywhere with a bike and rapid transit and light rail options. Outdoor recreational options, bike paths, family friendly, Fast transportation that is clean and affordable,
- Awesome schools and accessible to all.
- Vibrant communities with rich offerings in entertainment, the arts, food, music, and beverage.
- Year round sports and fitness
- Great public school system
- The city is a great place to live for all
- Near the lake (not polluted  
Rising area means job growth
- Have extensive transit system (bus and train), have more neighborhood shops, all are safe and walkable.
- Small city allows for community connection.
- Extremely efficient public transportation systems and biking.
- Region is self-sufficient with food, water, employment, education.
- Hip Vibe with health – space and clean environment.
- AFFORDABLE.

### **Verbatim comments submitted on postcards**

***“In order to have this great community, we created a transportation system to meet everyone’s needs including...”***

- Public spaces can't be built for static use. They need to be built with the expectation that the space will have mixed use and mixed demographic over an extended period of time.
- Light rail, metro rail, high speed interurban rail, bike paths, cycle tracks are all needed here.
- Human scale- walkable and safe. The priority is on people, not automobiles or machines.
- Connecting dense areas
- Zoo interchange redeveloped to minimize car. Integrating rail, bus, and bike.
- Connecting #1 location in stage for economic development, research, medical facilities, and great neighborhoods of urban/suburban beautification. Use rail corridor, bike paths, bike share.
- Light rail, safe bike lanes.
- Growing non-captive riders
- Better bike lanes, bike share, car share, bridge for bikes on locust between Humboldt and Oakland (connecting Riverwest and Eastside), better train between Milwaukee and Chicago
- Decentralization, live, work, play hubs.
- Clean, comfortable, convenient transit options. Global connection hub “aerotropolis”
- Connected Bike/pedestrian trails for commuting and recreation.
- Safe sidewalks, well lit, snow removal and not next to speeding traffic. Business and housing along those sidewalks to make it feel safe, easy access to those places.

## Appendix A-10 (continued)

- Great bus network – no worries about missing one
- Dependable, predictable bus system, street car, and commuter rail.
- Dense and infill focused land use.
- High speed rail to Chicago and Minneapolis.
- Rich bike network that emphasizes bike safety over auto efficiency.
- Social focused development
- A variety of systems – buses, light rail, bike lane paths, etc.
- Connection to other regions – regional transit system also connecting environment
- A transit system that runs frequently, on time, and where we live and work.
- Bike infrastructure – safety. Interconnected bike trails for both road and mountain bikers.
- Better intermodal interfaces – bike, train, bus, walking.
- Walkable and safe neighborhoods.
- Land use that's oriented to transit, bikes, and walking.
- Police, prosecutors, and judges taking a hard line on crime.
- More multi-use zoning.
- Interconnected transit systems.
- Eliminate dead-end streets when possible.
- Zoning that encourages mixed-use development.
- Fast, cost effective transit for people.
- Roads for efficient movement of goods.
- Smart phone apps for transit.
- Better cab system.
- A community that's safe, desegregated, with more wealth for ALL people.
- Choices for transit options, besides auto-centric.
- Realistic dedicated funds for all forms of public transit.
- More routes and options to travel – bike trails, street car routes, bus routes that don't charge a lot of money. Accessible bus stops.
- High speed rail connecting Madison and Chicago. Regional rail system.
- Gas tax with funds given directly to improving and creating transit infrastructure for free.
- Successfully breaking down the 'suburban' mindset that previously fought against regional planning of a productive transportation system.
- Upgraded bus system that is more user-friendly.
- Extensive investment in street re-design and cycle paths. City will need to re-examine zoning practices.
- Rehabilitation of downtrodden neighborhoods.
- Walkability. Car ownership optional.
- Great cultural assets for all walks of life.
- Sidewalks and bicycle facilities throughout the region to accommodate short trips.
- Light rail. Commuter rail to connect the suburbs and surrounding communities within the region to the CBD.
- High speed rail to connect the Milwaukee area to other regions throughout the USA and the world.
- Great bike infrastructure.
- Restrained highway development with a focus on better maintenance vs building new.
- Light rail and streetcars connecting large employment centers with residents and entertainment.
- Complete interconnected bicycle network,
- Robust and convenient transit system.
- Affordable and equitable transportation.
- Paved and heated bikeways and bio tunnels that connect the dots between when you work and live.
- Urban gardens. Non-toxic fumes and exhaust from neo-buses are great for the environment.

## Appendix A-10 (continued)

- Walkability. No helmets needed.
- Best place to age in place.
- Regionally connected bike trails.
- Fixed rail transit (streetcar). Commuter rail. Buses.
- Infill development.
- High frequency and highly reliable public transportation along vital 'spoke' corridors to the city.
- Density of land use and vital nexus spots downtown.
- A better 'face' to visitors – improve Milwaukee image (train and air). Vibrant streetscapes.
- Paved and dedicated bike and walking system.
- Transit routes that encompass the densest areas where people live and work.
- Accessible and comfortable stops and stations that allow every member of population to utilize them.
- Bike and pedestrian paths.
- Multi-modal – everything works together.
- A fully developed light rail system integrated with a strong network of buses and inter-city trains.
- The airport should be fully integrated with the rest of transportation network.
- Should link jobs to transportation.
- Must have a fully developed bike and pedestrian network.
- High speed trains, light rail, bike paths, walking paths – all connected.
- Integrated transit system that flows in and out of the city.
- Subsidy of freeways cannot be to the detriment of more transit.
- Auto ways and public transit must be designed to coexist with safe bike lanes.
- Transportation provides access to employment throughout the city and regional area.
- Cycling as a reasonable way to get around – including driver and cyclist education programs.
- Cheap and reliable transit to move people to and from jobs and cultural resources.
- Made basic necessities like grocery stores and common cultural resources like community centers into transit hubs.
- Integrated public transportation system.
- All communities serviced. More bus lines added increasing availability and access.
- Reliable service, access for everyone, interconnected mass transit with current transportation system, reduced emissions, air, noise pollution, increase green space, provide OPTIONS.
- A light rail line that links our suburban centers to downtown Milwaukee, local colleges and universities, as well as the airport.
- Light rail out to medical complex, beginning at 3<sup>rd</sup> ward and stops in Wauwatosa. Rail to 'up north.'
- Bus that is useful and accessible to workers and seniors.
- Regional transit system built together not by separate communities.
- More options than owning a car.
- Convenient transportation options for within the city and outer city travels.
- High speed rail connecting the region.
- Flexible bus systems that run into the surrounding region/suburbs on its own lanes.
- Summertime water transit via the river. Water taxi.
- Walkable neighborhoods (seniors and children)
- Employers relocated along transit lines, repopulating Milwaukee and parking lots turned back into farms.
- The foreclosure crisis migrated to the exurbs but no one caved because they had all left. Farmers returned.
- Rapid transit (land, air, and water), 100% employment, zero waste, zero poverty.
- Regional plan connecting housing, transit, and jobs.
- The subsidization of modes of transportation has been "evened out" between nodes.

## Appendix A-10 (continued)

- All subsidies of every level of government have been ended for any 'greenfield' redevelopment and surcharges placed on Greenfield development.
- The convenience of mass transit and recreational corridors has fostered a healthier lifestyle.
- Water capitol, higher density in the city, more connections to outer parts of city, decriminalization of drugs, booming music and arts scene, employment opportunities.
- Regional rail, care share, bike share, BRT, TOD development
- Emphasis on TOD with tax incentives on TOD, density would allow for stable taxes with children allowed to walk to neighborhood schools
- Make sure rapid transit system is efficient, streetcar
- Bikes, trains, zip cars, pedestrians, dog walkers, runners, people with disabilities, families, the elderly, residents, visitors, employees, students
- A light rail system connecting the surrounding neighborhoods of downtown
- Safe and accessible bicycle paths
- more reliable and efficient bus routes, and an actual regional transit system.
- Robust bus system which has both large and smaller buses.
- Bike pathways that connect out and off street to allow safe ways besides traffic.
- Stop building wider roads – then we just buy more cars! Mutual respect for various forms of transportation. Sidewalks, high speed trains.
- Buses that can convert and travel the rail.
- Street car, Bike paths, not allowing cars on smaller city streets.
- East/west transportation corridors via public transportation. Connecting urban centers.
- Maintain public access to lakefront areas.
- Light rail, rapid transit, clean and emission free buses, ride share, bike lanes, ride/bike combo options.
- Multiple options for transit
- Effective mass transit which connects the entire metro area.
- Flexible bus/transit system that links with light rail.
- Bike network consisting of bike lanes and paths, bike sharing, bike commuting support stations, and inter urban recreational bike corridors
- High speed rail linkages to Chicago, Madison, Minneapolis, and St Louis, to form a regional economic hub
- Expands bus system, connect suburb to suburb
- design and provide better bike and pedestrian facility to educate people on how they share the road
- redevelop and revitalize the downtown
- SAFE bike lanes and paths, transit integrated bus and bike, showers in places of employment
- Regular and TIMELY transit, bus first, then rail if it sticks, smaller housing
- Minimize material ownership to transfer investments into experience from materials.
- Multiple housing, employment, recreational, and cultural options in the region linked by a mix of different affordable, accessible transportation modes including walking, biking/blading/skiing. Taxi, rail, bus, light rail, streetcar, and automobile,-- linked to transportation modes outside the region.
- Hub of activity with easy and affordable access to places thought the region—mix of cultures and options to live, work, and play
- Lake Michigan, diversity, culture
- Housing options-affordable
- Active outdoor options

## 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

## Appendix A-11 (continued)

### 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	<b>603</b>	28	315	40	48	39	35	98
Average Scores	<b>4.6</b>	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)



## Appendix A-11 (continued)

### 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	<b>595</b>	28	309	37	48	39	36	98
Average Scores	<b>4.3</b>	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	<b>604</b>	28	317	39	46	38	36	100
Average Scores	<b>4.5</b>	4.7	4.7	4.2	4.3	4.2	4.2	4.4

## Appendix A-11 (continued)

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	<b>612</b>	27	324	41	46	39	36	99
Average Scores	<b>4.5</b>	4.7	4.6	4.3	4.5	4.3	4.0	4.4

## Appendix A-11 (continued)

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	<b>614</b>	28	323	41	46	39	36	101
Average Scores	<b>4.7</b>	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

## Appendix A-11 (continued)

- 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
<i>Number of Responses</i>	<b>609</b>	28	320	41	47	37	36	100
<i>Average Scores</i>	<b>4.3</b>	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)

## Appendix A-11 (continued)

- 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	<b>613</b>	29	322	41	48	39	36	98
Average Scores	<b>4.6</b>	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 CO<sub>2</sub> 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

## Appendix A-11 (continued)

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	<b>610</b>	29	319	43	46	38	36	99
Average Scores	<b>4.5</b>	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)

## Appendix A-11 (continued)

- 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>	<b>607</b>	29	313	43	48	39	36	99
<i>Average Scores</i>	<b>4.3</b>	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)

## Appendix A-11 (continued)

- 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	<b>620</b>	39	328	43	47	39	36	98
Average Scores	<b>4.6</b>	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)



## Appendix A-11 (continued)

- 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>	<b>614</b>	<b>29</b>	<b>323</b>	<b>43</b>	<b>47</b>	<b>38</b>	<b>36</b>	<b>98</b>
<i>Average Scores</i>	<b>4.2</b>	<b>4.7</b>	<b>4.2</b>	<b>4.1</b>	<b>4.1</b>	<b>4.2</b>	<b>4.2</b>	<b>4.2</b>

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

## Appendix A-11 (continued)

- 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>	<b>608</b>	28	319	43	47	38	35	98
<i>Average Scores</i>	<b>4.1</b>	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)

## Appendix A-11 (continued)

- 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
Number of Responses	<b>610</b>	29	320	44	45	39	36	97
Average Scores	<b>4.3</b>	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)

## Appendix A-11 (continued)

- 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	<b>608</b>	29	319	43	45	38	36	98
Average Scores	<b>4.4</b>	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)

## Appendix A-11 (continued)

- 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>	<b>617</b>	<b>29</b>	<b>327</b>	<b>44</b>	<b>47</b>	<b>39</b>	<b>36</b>	<b>95</b>
<i>Average Scores</i>	<b>4.7</b>	<b>4.9</b>	<b>4.7</b>	<b>4.4</b>	<b>4.6</b>	<b>4.7</b>	<b>4.8</b>	<b>4.7</b>

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)

## SUMMARY OF IDEAS FOR DEVELOPING SKETCH LAND USE AND TRANSPORTATION SCENARIOS

The following is a summary of the ideas provided by the public during the second round of VISION 2050 workshops to help us develop a series of “sketch” land use and transportation scenarios. Ideas were received at public workshops (one held in each county), workshops held by eight community organizations, through a *Community Conversation on Transportation* event held on February 6, 2014, by MetroGO (Regional Transit Initiative), and via email. General comments related to developing scenarios are presented first, followed by a summary of ideas under five basic VISION 2050 themes: urban areas, rural areas, public transit, bicycle and pedestrian, and streets and highways.

These ideas are considerations during the development of a series of broad, conceptual, “sketch” land use and transportation scenarios that represent a range of possible futures for land use and transportation in the Region. They are also useful in helping to identify the range of issues and challenges to be considered in the criteria developed to measure the extent to which each scenario complements the initial vision.

### General Comments Received

The following are general comments received related to scenario development:

- Promote affordable housing
- Minimize the cost of delivering public services
- Capitalize on proximity to other major urban areas and cities
- Ensure positive impact on public health
- Preserve and protect environmental corridors and water resources
- Increase accessibility and mobility for people with disabilities in terms of transportation, housing, and land use
- Promote intergovernmental cooperation
- Allow the creation of a regional transit authority
- Balance the locations of housing and jobs
- Increase density/infill development
- Encourage mixed-use development
- Create a plan that is equitable to all groups that reside in the Region
- Ensure that investments are made to benefit disadvantaged groups
- Invest in all modes of transportation
- Revitalize existing blighted areas
- Provide housing for various income levels in every community
- Provide transportation infrastructure that supports the needs of businesses
- Provide infrastructure that supports private transportation services
- Maintain and improve public parks and open spaces
- Reduce greenhouse gas emissions by promoting a multimodal transportation system that reduces congestion

## Appendix A-12 (continued)

### Urban Areas

The following summarizes ideas received related to issues in urban areas to be considered in the scenarios:

- Promote development in areas with existing infrastructure
- Focus rehabilitating blighted areas
- Create affordable housing close to job centers
- More housing for seniors and people with disabilities
- Promote urban agriculture
- Maintain and protect parks, open spaces, and green space in urban areas
- Promote transportation-oriented development
- Promote walkable neighborhoods in urban areas

### Rural Areas

The following summarizes ideas received related to issues in rural areas to be considered in the scenarios:

- Improve shared-ride taxi systems and paratransit services in rural areas
- Protect and preserve farmland
- Improve pedestrian facilities in rural areas
- Maintain and protect parks, open spaces, and green space in rural areas
- Promote walkable neighborhoods in smaller communities

### Public Transit

The following summarizes ideas received related to public transit issues to be considered in the scenarios:

- Ensure affordable access to jobs and other places of interest through multiple modes of transportation
- Improve regional transit through commuter rail service
- Implement an expansive light rail network that is integrated with other modes of transportation
- Create convenient and high speed rail service between larger cities outside the Region
- Improve shared-ride taxi systems in rural areas
- Integrate public transit with other modes of transportation
- Provide convenient public transportation by increasing service frequency throughout the day and evening
- Create dedicated transit funding to prevent future funding cuts, keep public transit affordable, and allow for the improvement and expansion of services
- Create bus rapid transit service in areas where it would best be supported
- Ensure that public transit services are conveniently located and accessible to as much of the Region's population as possible
- Allow for dedicated bus lanes in areas allowed by the existing road network

## Appendix A-12 (continued)

### Bicycle and Pedestrian

The following summarizes ideas received related to bicycle and pedestrian issues to be considered in the scenarios:

- Increase the accessibility of pedestrian facilities
- Create bicycle facilities that promote better safety for riders
- Improve bicycle connections between communities
- Emphasize bicycle routes that are not on roadways with high traffic volumes
- Implement bicycle facilities with higher levels of accommodation, such as protected bike lanes
- Maintain bicycle facilities to allow travel throughout the year
- Increase off-street bicycle facilities to separate bicycle and automobile traffic
- Expand bike sharing and integrate with other modes of transportation
- Focus on improving pedestrian facilities

### Streets and Highways

The following summarizes ideas received related to streets and highways issues to be considered in the scenarios:

- Focus on maintenance and repair of existing streets and highways
- Improve other modes of transportation rather than adding capacity to streets and highways
- Improve access to freeways for communities in areas with poor existing access
- Incorporate Complete Streets concepts into the design of streets and highways
- Accommodate travel by multiple modes of transportation
- Retain grid system in areas it already exists