

REGIONAL PLANNING NEWS

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SEWRPC Announces New TDM Coordinator

SEWRPC is pleased to announce the addition of Michael B. Smith as our new Transportation Demand Management (TDM) Coordinator. With this addition, the Commission will be working to foster TDM strategies across the Region that encourage alternatives to driving alone to work and improve access to jobs.

SEWRPC's TDM strategies will build off VISION 2050 TDM recommendations and the efforts of the Workplace Mobility Team. Initial steps in encouraging adoption of TDM solutions are aimed at:

- Identifying programs and services that can be rendered effectively at the regional level
- Segmenting consumer audiences into various user groups to focus marketing efforts
- Creating marketing materials for employers and commuters alike

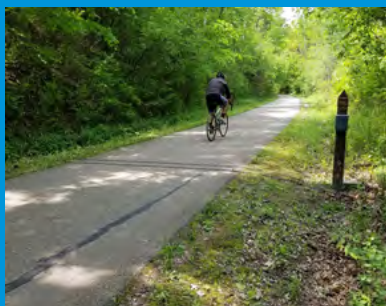
From shared mobility options, to commuter benefits, to parking management strategies: **We are here to help!** For more information on SEWRPC's TDM strategies, please contact:

Michael B. Smith

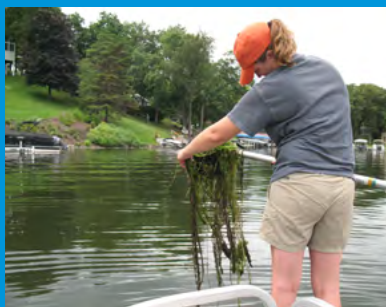
TDM Coordinator

262-953-3217

mbsmith@sewrpc.org



2 New Bike/Pedestrian Count Data Available



3 Aquatic Plant Management



Know an employer struggling to get workers to the workplace? Tell them about the Workforce Mobility Team!



For more information:
sewrpc.org/mobility

To arrange a meeting:
mobility@sewrpc.org



New Bike/Pedestrian Count Data Available

Commission staff continued the 2019 season of the nonmotorized count program, which is expected to involve collecting 54 short-term counts in addition to four permanent sites. Between March and August, staff collected counts at 36 locations. Data from 18 locations counted during the spring season (March through May) are now available on the interactive map on the Commission website at sewrpc.org/nmcounts.

Staff regularly coordinates with other entities in the Region that manage count programs, such as the Wisconsin Department of Transportation, which conducted 17 short-term counts between May and August. As part of this regional coordination, staff assisted the City of Milwaukee in July and August with a request for six additional counts on segments of the Oak Leaf Trail that have previously not been counted. Summer count data will be made available in the fall.





Lauderdale Lakes Aquatic Plant Management Plan Update

SEWRPC recently completed the third in a series of aquatic plant surveys for Lauderdale Lakes in Walworth County as part of an update to their aquatic plant management plan. Preliminary data collected by SEWRPC staff in August 2019 show that the Lauderdale Lake system contains a rich variety of plant species.

Several different emergent species were found, including wild rice and two types of bur-reeds. Over 20 different submerged aquatic plants were found, including several species, such as wild celery (*Vallisneria americana*) and sago pondweed (*Stuckenia pectinata*), that are considered high-value aquatic plant species under Section NR107.08 (4) of the *Wisconsin Administrative Code*.

Finally, staff may have found Wisconsin's first documented occurrence of a tiny species of stonewort (*Nitella* spp.). The plant was pressed and sent to Ken Karol, Cullman Associate Curator of the New York Botanical Garden, and is pending genetic analysis and characterization.

The results of this survey will be used to help guide the management of aquatic plants within the Lakes. For more on the Commission's lake and stream management planning efforts, visit sewrpc.org/lakeandstream.



Regional Chloride Impact Study Fieldwork Update

SEWRPC staff continue to maintain the study monitoring stations at 37 stream sites. The Conductivity, Temperature, and Depth (CTD) sensors have performed well, with only minor issues related to clogging, high water levels, and wireless coverage. Monthly grab sampling at the stream and six lake locations continues as well, with samples sent to the Wisconsin State Laboratory of Hygiene for analysis. SEWRPC staff also started collecting velocity data at selected sites for use in developing flow rating curves. This information will aid in calculating chloride loads once the field work is complete. To date, velocity measurements have been done for 16 stream monitoring sites.

Funding sources for the Regional Chloride Impact Study include the Federal Highway Administration, Wisconsin Department of Natural Resources, Fund for Lake Michigan, Milwaukee Metropolitan Sewerage District, and SEWRPC. For more information on the Regional Chloride Study, see sewrpc.org/chloridestudy.

Housing Affordability Reports Due

Reminder to cities and villages of at least 10,000 people: a State law passed in 2018 requires a housing affordability report by January 1, 2020. Affected municipalities are encouraged to visit sewrpc.org/HousingAffordabilityReports. To learn more about potential SEWRPC assistance, contact Ben McKay at 262-953-3229 or bmckay@sewrpc.org.

EMSI Data Available

Could your county, community, or economic development organization benefit from robust economic and workforce data? Data available through the EMSI Developer web tool can be requested at sewrpc.org/EMSI-Request. To learn more, contact Chris Parisey at 262-953-3236 or email EMSI@sewrpc.org.



Public Outreach Highlight: LULAC National Convention

In July 2019, Milwaukee hosted the 90th Annual League of United Latin American Citizens (LULAC) National Convention. LULAC is the oldest and largest U.S. Hispanic advocacy organization. There were 20,000 attendees from all over the country with almost 80 exhibitors. SEWRPC participated in the LULAC National Conference by attending workshops and staffing a resource table in the expo area. A variety of Commission staff attended to ensure that experts in each division were available to answer specific questions from attendees. At the SEWRPC resource table, we engaged with local Milwaukeeans to increase awareness of the Commission's projects and planning efforts, such as VISION 2050. SEWRPC staff also took this opportunity to meet with attendees who might have an interest in a career in urban planning.

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