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TRANSPORTATION PLANNING...continued

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These new techniques recognize that land use and transportation planning are inseparable. This is so because:

1. The land use pattern determines the amount and distribution of travel within an area.
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These new concepts and techniques were developed and are being applied in area-wide transportation studies now underway in three of the nation's largest urbanizing areas: CATS (Chicago Area Transportation Study), Penn-Jersey (Philadelphia-Camden-Trenton), and LARTS (Los Angeles Regional Transportation Study) as well as in smaller studies in Pittsburgh, Denver and Seattle-Tacoma. All of these studies are envisioned as continuing transportation planning efforts and some have already shifted into an on-going program in which transportation data is constantly up-dated and analyzed.

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5. Developing a network of facilities to serve the volumes and locations of these trip desire lines.

If these new techniques are to be applied to the solution of regional transportation problems certain basic land use and travel habit data will have to be collected and analyzed, for the key to proper utilization of these methods is sound, uniform data collection.
WHY WE NEED A COMPREHENSIVE STUDY OF THE REGION

Transportation and traffic planning studies of various types are not entirely new to the Southeastern Wisconsin Region. Standard origin-destination surveys have been carried out for the Milwaukee 'Metropolitan Area' and for the cities of Racine (1951), Kenosha (1952), and Waukesha (1956). Some special purpose origin-destination studies have also been conducted. The study of the Milwaukee Area, which as the largest urban concentration comprises the core of the seven county region, was carried out in 1944 and 1945 and published in 1946. The study area was limited to 42% of Milwaukee County, (at that time over 90% of the 1945 population of the County). The old study limits, as compared with present urbanization, are shown in figure 1, page 6.

Obsolescence of these data is due to the radical changes which have occurred in regional development patterns over the past decade. The urban expansion has spread out to include not only all of Milwaukee County but parts of Ozaukee, Washington, Waukesha and Racine Counties as well, and has included a substantial migration of people from the central city to suburban areas. Industry and trade, as well as residences, have followed this trend.

Consequently the area is developing into a region composed of multiple centers, each having its own community patterns and each serving as a terminus for inter and intra-regional traffic. These shifts in land development have been accompanied by comparable shifts in transportation requirements. Significant shifts have occurred in the relative roles and importance of highway, rail and air transportation. An entirely new inter and intra-regional transportation system is taking shape in the form of the Interstate Highway and Milwaukee Expressway systems and proposed reconstruction of such major highways as USH 12 and STH 15. Many new terminal facilities and major traffic generators have been constructed including outlying shopping centers. Similar changes are occurring in the other two standard metropolitan areas, Racine and Kenosha. New studies are now needed to define and quantify the changing travel demands resulting from these changing development patterns.

It is significant, however, that no land use or travel pattern inventories have been conducted specifically for the region as an entity. The development of such inventories is essential both to sound regional and local planning efforts.

ELECTRONIC DATA PROCESSING . . . A New Planning Tool

We are keeping pace with the rapidly advancing field of technology. Through a contract with Marquette University, now in its third month, the SEWRPC is proceeding in its study of data processing and systems analyses. The preliminary reports received so far outline a Regional Socio-Economic Activity Model which will be subdivided on an areal basis. The report on a Spatial Model which will distribute the Socio-Economic Activity on an areal basis will be forthcoming. These models will form the basis for the design of an information system suitable for electronic data processing. The study is scheduled for completion by September.

Four metropolitan areas of Wichita, Tulsa, Denver and Little Rock are joining in a cooperative project to test the use of electronic data processing for land use and housing information. A federal demonstration grant of $192,000 is contributing two-thirds of the $288,000 cost; the remaining $96,000 being provided by the four metropolitan planning commissions. The project includes establishing techniques for developing and keeping up-to-date a centralized metropolitan area data processing system aimed at providing information basic to decisions on urban planning and urban renewal. The Wichita-Sedgwick County Metropolitan Area Planning Department has already completed portions of an extensive land use survey using electronic data processing.

The SEWRPC is benefiting from this project study materially through the closer contact and exchange of information with Mr. Robert Wegner, Project Director and good friend of our Director, Sanford S. Farnes.

Bucks County, Pennsylvania is a pioneer in this field with the recent installation of a complete county data processing center. Data on population, land use, economics, employment and transportation is now readily available for summary and analyses on the basis of small planning areas, as well as for separate municipalities and the total county. Important data from all departments will be used to add increased dimensions to planning analyses. Past and present conditions and trends, which were a series of "educated guesses" before, will now be accurately determined. An intensified program of data collection and enumeration is being organized to keep this wealth of information current and accurate.
WHAT THE PROPOSED STUDY WILL ACCOMPLISH

Following are some results of studies proposed in the Regional Planning Program Prospectus:

1. Establish for the first time the complete pattern of movement of people and goods within the region.
2. Permit quantitative analysis of transportation needs on both a local and regional basis, and evaluation of these needs for alternative land use plans proposed by city and county planners.
3. Permit quantitative assignment of future traffic volumes to the developing freeway system and major arterial and collector street systems.
4. Establish a coordinated, systematized, uniform data collection and analyses system providing a summary of data on population, employment, motor vehicle ownership, land use, soil and water capabilities, etc. for the region. These data will be suitable for machine processing and be made available to local communities on request.
5. Permit a greatly increased understanding by the public, planners and engineers of the interrelationship between land use and transportation.
6. Permit a greatly increased understanding of the factors influencing residential, industrial and commercial land development and a better insight into local and regional growth patterns.
7. Establish an increased awareness of the effect of each community’s planning on surrounding communities and the region and fully coordinate the transportation planning efforts of all levels and agencies of government.
8. Provide powerful analytical tools to local communities for testing and evaluation of alternative land use and transportation plans and for the planning of public works improvements of all types.
URBANIZING AREA*

*Defined for the purpose of this map, as an area which is in some stage of urban development, including rural districts where houses have been constructed to an extent resembling light urban development.
For many people, transportation planning is a new area of study. The fact that you are reading this Newsletter indicates your interest. For your information, here are a few definitions which may help you to a better understanding of this complex subject as it unfolds.

Prospectus: A preliminary statement of an enterprise, giving advance information and calculated to arouse interest and win support. A proposal.

Transportation System: The circulation system of the region including arterial streets, expressways, freeways and mass transit facilities.

Optimal Plan: That combination of transportation facilities and operating procedures which fulfill stated objectives better than any other.

Origin-Destination Survey: An inventory to develop information on the number of trips into, within and through the region, the origins and destinations of these trips, the purpose of the trips, the mode of travel used and the time of day the trips are made. The information is collected by (1) actually interviewing drivers at roadside stations located where major roads cross the "cordon line"...an imaginary line drawn around the area under study; and, (2) actually interviewing residents of a selected cross section of dwelling units throughout the study area.

Major Traffic Generator: A concentration of travel origins or destinations such as a major shopping center or the Brave's Stadium.

Travel Patterns: Travel is an orderly and measurable human occurrence which can be described both qualitatively and quantitatively. Such descriptions of the daily travel occurring throughout a region are referred to as travel patterns. Travel exhibits readily recognizable and quantifiable patterns by time, trip length, mode of transportation used and directional flow, as well as by geographic area and land development.

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THINK ABOUT IT . . .

If you have ever driven a car, you have probably, at some time, been a part of a traffic tie up, where sometime it took you ten minutes or more to move ten blocks. Whom did you blame for your time loss? If you have ever attended a Braves game, or tried to cross those radial streams of traffic going to the game, you know what we mean. This type of traffic problem was easily solved and the reason should be obvious . . . the destination was known. The ease with which the traffic is now moved around and into the Braves Stadium is a monument to transportation planning and engineering.

The problem would not have been solved as easily if the same traffic congestion existed without a knowledge of the destination or origin.

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"...a plan must be developed for an integrated system of freeways and arterial highways in each metropolitan area if an inexcusable waste of public funds is to be avoided."

Prof. Robert B. Mitchell, Univ. of Penn., from his booklet, "Metropolitan Planning for Land Use and Transportation"

Published by: The Office of Public Works Planning
The White House

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