

PRELIMINARY VISIONING RESULTS

NOV. 18, 2013

VISION
2050



One Region, Focusing on Our Future

Visioning Workshops #1

- 7 Public Workshops – held *10/15 to 10/30*
 - ~240 total participants
 - Over 100 – Milwaukee County
 - ~15-45 – Other Six Counties
- 8 hosted by Contracted Nonprofits – *11/7 to 11/21*
 - ~125 total participants so far (5 complete)
- 2 Additional by Request
 - City of Wauwatosa elected officials and staff – *10/29*
 - Waukesha County Environmental Action League – *11/19*

Visioning Workshops #1

- Visioning Activities at Workshops #1
 - Important Places Mapping
 - Visual Preference Survey
 - SWOT Exercise
 - Identifying Goals for Land Use and Transportation

Additional Visioning Activities Completed

- Telephone Preference Survey – *completed 10/31*
 - Conducted by UWM Center for Urban Initiatives and Research (CUIR) Survey Center
- Online Preference Questionnaire – *completed 11/13*
 - Same questions as Telephone Preference Survey
- Online Visual Preference Survey – *completed 11/13*
 - Same images as Workshop Visual Preference Survey

Residents' Identified SWOTs – *Preliminary*

- 2,024 individual SWOTs identified so far at the 7 public workshops and Wauwatosa workshop
 - 525 Strengths
 - 604 Weaknesses
 - 457 Opportunities
 - 438 Threats

Residents' Identified SWOTs – *Preliminary*

□ Top *Strengths*

1. Natural Resources, including Lakes and Rivers
2. Housing and Building Stock
3. Parks and Open Spaces
4. Arts and Culture
5. Existing Development Density
6. Highway and Road Network

Residents' Identified SWOTs – *Preliminary*

□ Top *Weaknesses*

1. Quality and Availability of Public Transportation
2. Heavy Reliance on Automobile
3. Lack of Alternative Transportation Modes—Bicycle, Pedestrian, and Transit
4. Lack of Rail Transit Availability
5. Lack of Affordable Housing

Residents' Identified SWOTs – *Preliminary*

□ Top *Opportunities*

1. An Increasing Demand for Expanded Public Transit
2. An Increasing Demand for Bicycle and Pedestrian Facilities
3. Existing Rail Corridors Available for Passenger Rail
4. Take Advantage of Abundant Water Resources
5. Improving and Expanding Off-street Bicycle Facility Connections
6. More Intergovernmental Cooperation

Residents' Identified SWOTs – *Preliminary*

□ Top *Threats*

1. Quality and Availability of Jobs
2. Sprawl
3. Concentration of Minorities and Low-Income Individuals/Segregation
4. Not Having Dedicated Funding for Transit
5. Declining Public Revenue
6. Depletion of Natural Resources

Visual Preference Survey

- Workshops – *Ongoing*
 - 208 total responses so far (7 public workshops and Wauwatosa)
- Online – *completed 11/13*
 - 157 total responses
 - Same images as at workshops

Visual Preference Survey – *Land Use Concepts*

- ❑ No counties favored “Big Box” retail with large parking lots in front (Regional average: 2.1)
- ❑ Strong support for smaller stores with on-street parking and traditional main streets (3.9)
- ❑ All counties preferred Cluster Subdivisions (3.5) to Traditional Subdivisions (2.4)
- ❑ Both types of open space viewed favorably: Resource Corridors (4.7) slightly better than Neighborhood Parks (4.4)

Visual Preference Survey – *Land Use Concepts*

- ❑ Most of the Region preferred “Traditional Neighborhood Development” to standard suburban neighborhoods
- ❑ Nearly all of the Region preferred smaller homes on smaller lots rather than larger homes on larger lots
- ❑ Mixed-use, high-density neighborhoods (e.g. Third Ward) were viewed favorably in five counties

Visual Preference Survey – *Transportation Concepts*

- ❑ Strong Regional support for pedestrian malls (4.5); universally preferred to “mixed streets” (3.3)
- ❑ Strong Regional support for bicycle facilities, with off-street paths (rural design: 4.6, urban design: 4.4) preferred to on-street bike lanes (3.7)
- ❑ Freeways with dedicated HOV/Transit lanes (3.6) universally preferred to standard freeway design (2.6)

Visual Preference Survey – *Transportation Concepts*

- ❑ Urban arterials (with sidewalks, bike lanes, and parking) were preferred to rural arterials (no sidewalks, parking, or bike lanes) in nearly the entire Region.
- ❑ Nearly all types of transit services were viewed positively across the Region (3.4-4.4), but local rail in mixed traffic or in dedicated lanes was not rated favorably in two counties
- ❑ Intercounty rail (Amtrak, Commuter Rail) had particularly strong support with a Regional rating of 4.4.

Telephone and Online Preference Surveys

- Telephone Preference Survey – *completed 10/31*
 - 1,560 total responses
 - 380 – Milwaukee County
 - ~180-200 – Other Six Counties
 - Region
 - +/- 3% at 95% Confidence Level
 - Counties
 - +/- 5-7% at 95% Confidence Level

Telephone and Online Preference Surveys

- Online Preference Survey – *completed 11/13*
 - 330 total responses
 - 139 – Milwaukee County
 - 107 – Washington County
 - 5-31 – Other Counties
 - 8 – Outside Region
 - Not designed to be statistically valid

Preference Surveys – *Resources/Farmland*

- Preservation of Natural Resources
 - Telephone: 75% Very Important (county range: 70-83%)
 - Online: 85% Very Important
- Preservation of Farmland
 - Telephone: 74% Very Important (66-83%)
 - Online: 61% Very Important

Preference Surveys – *New Development*

- Redevelopment and Infill
 - Telephone: 92% Agree (90-94%)
 - Online: 91% Agree
- Along City/Village Outer Edge
 - Telephone: 46% Agree (42-52%)
 - Online: 24 % Agree
- Away from City/Village on Ag/Open Land
 - Telephone: 13% Agree (7-18%)
 - Online: 8% Agree

Preference Surveys – *Job Location*

- ❑ Redevelopment and Expansion of Existing Centers
 - Telephone: 94% Agree (92-96%)
 - Online: 96% Agree
- ❑ New Centers Adjacent to Population Centers
 - Telephone: 78% Agree (74-82%)
 - Online: 65% Agree
- ❑ New Centers Away from Population Centers
 - Telephone: 37% Agree (30-42%)
 - Online: 15% Agree

Preference Surveys – *Housing/Community Character*

- Walk or Bike to Schools, Parks, Shops
 - Telephone: 64% Very Important (55-73%)
 - Online: 77% Very Important
- Affordable Housing for Workforce
 - Telephone: 73% Very Important (65-80%)
 - Online: 62% Very Important
- Apartments for Lower and Moderate Incomes
 - Telephone: 52% Agree (37-66%)
 - Online: 50% Agree

Preference Surveys – *Housing/Community Character*

- Apartments/condos for Higher Income
 - Telephone: 11% Agree (4-14%)
 - Online: 17% Agree
- Starter Homes
 - Telephone: 76% Agree (65-82%)
 - Online: 71% Agree
- Larger Homes
 - Telephone: 9% Agree (6-13%)
 - Online: 14% Agree

Preference Surveys – *Existing Transportation System*

- Excellent or Above Average
 - State and Interstate Highways
 - Telephone: 43% (36-52%)
 - Online: 51%
 - County Highways and Local Streets
 - Telephone: 31% (22-37%)
 - Online: 31%
 - Public Transit
 - Telephone: 15% (8-22%)
 - Online: 7%
 - Bicycle/Pedestrian Facilities
 - Telephone: 33% (25-52%)
 - Online: 16%

Preference Surveys – *Transportation Investments*

- Favor Improvement and Expansion
 - State and Interstate Highways
 - Telephone: 48% (41-53%)
 - Online: 21%
 - County Highways and Local Streets
 - Telephone: 49% (35-61%)
 - Online: 35%
 - Public Transit
 - Telephone: 63% (55-68%)
 - Online: 75%
 - Bicycle/Pedestrian Facilities
 - Telephone: 54% (47-61%)
 - Online: 69%

Visioning Workshops #2

- December 9-19 (see schedule handout)
- Activities:
 - Overview of Preliminary Results
 - Rate draft Guiding Statements
 - Stations for refining Guiding Statements and providing initial input into “Sketch” Scenarios