

Minutes of the Fourth Joint Meeting of the

**ADVISORY COMMITTEES ON REGIONAL LAND USE PLANNING
AND REGIONAL TRANSPORTATION SYSTEM PLANNING**

DATE: March 12, 2014

TIME: 9:30 a.m.

PLACE: West Allis City Hall, Common Council Chambers
7525 W. Greenfield Avenue
Milwaukee, Wisconsin

Members Present

Committee on Regional Land Use Planning

Julie Anderson Director of Public Works and Development Services, Racine County
Chair
Andy M. Buehler Director of Planning Operations, Kenosha County
David Cialdini (alternate for Teig Whaley-Smith) Milwaukee County Economic Development
Harlan E. Clinkenbeard..... City Planner, City of Pewaukee
Michael P. Cotter Director, Walworth County
Land Use and Resource Management Department
Charles Erickson Community Development Manager, City of Greenfield
Daniel F. Ertl..... Director of Community Development, City of Brookfield
Jason Fruth Planning and Zoning Manager, Waukesha County
Vanessa Koster..... Planning Manager,
City of Milwaukee Department of City Development
Jeffrey B. Labahn Director, Community Development and Inspections, City of Kenosha
James Martin (alternate for Brian Dranzik) Department of Transportation, Milwaukee County
Patricia Najera..... City Plan Commissioner, City of Milwaukee
Eric Nitschke..... Regional Director, Southeast Region,
Wisconsin Department of Natural Resources
Brian F. O'Connell (alternate for Matthew Sadowski) Director,
City of Racine Department of City Development
Jeff Osterman (alternate for Robert Bauman) Common Council, City of Milwaukee
Mark Piotrowicz..... City Planner/Operations Manager, City of West Bend
Jennifer Sarnecki (alternate for Sheri Schmit) Urban and Regional Planning Supervisor,
Southeast Region, Wisconsin Department of Transportation
Steve Scaffidi (alternate for Doug Seymour) Mayor, City of Oak Creek
Andrew T. Struck..... Director, Planning and Parks Department, Ozaukee County
Todd Stuebe Director of Community Development, City of Glendale

Committee on Regional Transportation System Planning

Fred Abadi Director of Public Works, City of Waukesha
Julie Anderson Director of Public Works and Development Services, Racine County
Bruce Barnes (alternate for Gary Evans) Waukesha County Department of Public Works

Committee on Regional Transportation System Planning (continued)

Sandra K. Beaupré Director, Bureau of Planning,
Division of Transportation Investment, Wisconsin Department of Transportation

John Bennett..... City Engineer, City of Franklin

Scott Brandmeier Director of Public Works and Village Engineer, Village of Fox Point

Kevin Brunner..... Director of Central Services,
Walworth County Department of Public Works

Marcia Cornnell (alternate for Jennifer Gonda)..... Mayor's Office, City of Milwaukee

David E. Cox..... Village Administrator, Village of Hartland

Michael Friedlander (alternate for Bart Sponseller) Bureau of Air Management,
Wisconsin Department of Natural Resources

Michael Giugno Managing Director, Milwaukee County Transit System

T.J. Justice..... City Administrator, City of West Bend

Alexis Kuklenski..... Community Planner, Federal Highway Administration,
U.S. Department of Transportation

Michael M. Lemens Director of Public Works and City Engineer, City of Kenosha

Michael Loughran (alternate for Ghassan A. Korban) Department of Public Works,
City of Milwaukee

James Martin (alternate for Brian Dranzik) Department of Transportation, Milwaukee County

Steve Nigh (alternate for Andrea Weddle-Henning) Department of Transportation,
Milwaukee County

Eric Nitschke.....Regional Director, Southeast Region,
Wisconsin Department of Natural Resources

William Porter..... Director, Department of Public Works, City of Wauwatosa

Karen Schmiechen (alternate for Sheri Schmit) Program and Policy Analyst,
Wisconsin Department of Transportation

David Windsor (alternate for Jeff Polenske)..... Department of Public Works, City of Milwaukee

Tom Wondra Highway Commissioner, Washington County

Dennis Yaccarino..... Senior Budget and Policy Manager, Budget and Management Division,
Department of Administration, City of Milwaukee

Guests and Staff Present

Stephen P. Adams Public Involvement and Outreach Manager, SEWRPC

Ann Dee Allen Senior Public Involvement and Outreach Specialist, SEWRPC

Philip C. Evenson..... Acting Executive Director, SEWRPC

Christopher T. Hiebert Chief Transportation Engineer, SEWRPC

Eric D. Lynde..... Principal Transportation Planner/Engineer, SEWRPC

Benjamin R. McKay Principal Planner, SEWRPC

Susan Morrison Bureau of Planning and Economic Development,
Wisconsin Department of Transportation

Kevin J. Muhs Senior Transportation Planner, SEWRPC

John Nordbo..... Bureau of Planning and Economic Development,
Wisconsin Department of Transportation

Tom Rave..... Executive Director, Aerotropolis Milwaukee

David A. Schilling Chief Land Use Planner, SEWRPC

Kerry Thomas Executive Director, TransitNOW

Mike Thompson NR Region Program Manager, Southeast Region,
Wisconsin Department of Natural Resources

CALL TO ORDER

Ms. Anderson called the joint meeting of the Advisory Committees on Regional Land Use Planning and Regional Transportation System Planning to order at 9:30 a.m., welcoming those in attendance. Ms. Anderson stated roll call would be accomplished through circulation of a sign-in sheet.

REVIEW AND APPROVAL OF MINUTES OF THE MEETING HELD ON JANUARY 15, 2014

Ms. Anderson asked if there were any questions or comments on the January 15, 2014, meeting minutes. Mr. Loughran noted that several City of Milwaukee members were unable to attend the meeting and stated that their alternates and City of Milwaukee members present will abstain from voting on all agenda items. Mr. Lynde noted that Commission staff will attempt to meet with the City of Milwaukee members who were unable to attend to discuss any comments they may have on today's agenda items. Mr. Evenson suggested that the Committees take tentative action on today's items, to be affirmed through a report at the next joint meeting of the Committees on comments received from City of Milwaukee representatives who could not attend today's meeting. Ms. Anderson then asked for a motion to tentatively approve the meeting minutes. Mr. Clinkenbeard moved and Mr. Piotrowicz seconded to tentatively approve the January 15, 2014, meeting minutes subject to consideration of comments from City of Milwaukee members who were unable to attend. The motion was approved unanimously. City of Milwaukee alternates and members present abstained from the vote.

REVIEW OF COMMENTS RECEIVED ON DRAFT VISION 2050 GUIDING STATEMENTS AND REVIEW AND CONSIDERATION OF REVISED DRAFT VISION 2050 GUIDING STATEMENTS

Ms. Anderson asked Mr. Lynde of the Commission staff to review the draft Guiding Statements and comments received on the Statements. Mr. Lynde noted that members were provided with an executive summary of comments received on the draft Guiding Statements (see Attachment 1) and a revised draft of the Guiding Statements (see Attachment 2), with staff suggestions for revisions highlighted in yellow based on comments from the public, members of the Advisory Committees, and the Commission's Environmental Justice Task Force (EJTF). He also noted that correspondence received by Commission staff regarding the draft Guiding Statements was e-mailed to Committee members for their information prior to the meeting. The correspondence included a letter from the SE Wisconsin Regional Transit Initiative, which was also distributed by Ms. Thomas to members of the Committees at the beginning of the meeting (see Attachment 3).

[Secretary's Note: The Commission staff provided members of the Committees with a letter dated March 12, 2014, from Mr. Rave following the meeting (see Attachment 4).]

Mr. Lynde stated that over 600 people rated the draft Guiding Statements at the second round of VISION 2050 workshops and through the VISION 2050 website. He noted that participants rated the draft Statements on a scale of one to five, with one being the worst possible score and five being the best possible score. He then noted that regionwide scores and scores by County are provided for each Statement in the executive summary, and that Commission staff made some relatively minor revisions to the draft Statements. Mr. Lynde also noted that staff drafted a 16th Guiding Statement regarding environmental justice principles, and presented that proposed Statement to the EJTF at their March 4 meeting. The EJTF suggested incorporating the environmental justice principles into the introductory

paragraph of the Guiding Statement as an overriding consideration for all Guiding Statements rather than adding a 16th Guiding Statement.

Mr. Lynde suggested reviewing each Statement individually with related comments from the executive summary and taking action on all 15 Statements at the end of the review. He noted that individual Statements can be removed and acted upon separately where a consensus cannot be achieved. The Advisory Committees agreed with the suggested review process. He then reviewed comments received for each Guiding Statement, focusing on suggested revisions, along with revisions proposed by staff. The following comments and discussion points were made during the review:

1. Mr. Lynde reviewed the comments received on Guiding Statement 1 and noted that staff proposes no revisions. Ms. Kuklenski suggested replacing “desirable neighborhoods” with “healthy neighborhoods” because desirable is subjective. Ms. Koster suggested using “sustainable” to replace “desirable.” Mr. Evenson noted that each neighborhood has its own character described by the characteristics included in the Statement, and suggested removing “desirable” because it is redundant. The Advisory Committees agreed.
2. Mr. Lynde reviewed the comments received on Guiding Statement 2 and noted that staff proposes no revisions. The Advisory Committees agreed with the Statement.
3. Mr. Lynde reviewed the comments received on Guiding Statement 3 and noted that staff proposes no revisions. The Advisory Committees agreed with the Statement.
4. Mr. Lynde reviewed the comments received on Guiding Statement 4 and noted that staff proposes no revisions. Mr. Clinkenbeard suggested removing “desirable,” similar to Statement 1. Mr. Evenson agreed “desirable” is redundant because the development characteristics included in the Statement describe compact development. The Advisory Committees agreed. Ms. Kuklenski suggested adding the phrase “foster multiple travel modes” to the first sentence after “walkable.” Mr. Lynde noted public transit is referred to in the second sentence through the phrase “public services and facilities.” Ms. Kuklenski stated that multiple travel modes include public transit as well as bicycle facilities. The Advisory Committees agreed that the phrase “multiple travel modes” should be added to the first sentence. Mr. Clinkenbeard suggested striking “public” from the second sentence and adding the phrase “such as transit and utilities” to the end of the second sentence. The Advisory Committees agreed.
5. Mr. Lynde reviewed the comments received on Guiding Statement 5 and noted that staff proposes no revisions. Mr. Justice suggested replacing “cannot” with “may not” because cannot is too strong. Mr. Evenson agreed, noting that in some cases natural resources can be replaced if eliminated or disturbed, such as wetland restorations. The Advisory Committees agreed. Mr. Justice also suggested adding “and enhance” to the second sentence. The Advisory Committees agreed.
6. Mr. Lynde reviewed the comments received on Guiding Statement 6 and noted that staff proposes no revisions. The Advisory Committees agreed with the Statement.
7. Mr. Lynde reviewed the comments received on Guiding Statement 7 and noted that staff proposes two revisions based on the comments (shown in yellow in Attachment 2). Mr. Evenson suggested replacing “our” with “the” throughout to make the Statement impersonal. The Advisory Committees agreed.

8. Mr. Lynde reviewed the comments received on Guiding Statement 8 and noted that staff proposes one revision based on the comments (shown in yellow in Attachment 2). Mr. Clinkenbeard asked whether the transportation system is intended to serve the Region's planned land development pattern. Mr. Evenson responded that the transportation system is intended to serve the Region's planned land use development pattern. Mr. Clinkenbeard suggested replacing "desired" with "planned" in the second sentence. The Advisory Committees agreed. Mr. Evenson suggested replacing "sufficient" level of service with "appropriate" level of service in the second sentence. Ms. Kuklenski expressed concern regarding the political feasibility of the Guiding Statement. Mr. Evenson responded that the Guiding Statements are intended to express a vision for the future of the Region and may include elements that are difficult to achieve, such as significant increases in transit service. Mr. Labahn stated that the Guiding Statement should promote a balanced transportation system. Mr. Hiebert suggested adding "balanced" to the first sentence and beginning the second sentence with "This balanced system." The Advisory Committees agreed.
9. Mr. Lynde reviewed the comments received on Guiding Statement 9 and noted that staff proposes two revisions based on the comments (shown in yellow in Attachment 2). Mr. Loughran asked if bicycle facilities and pedestrian facilities could be separated into two guiding statements. Mr. Hiebert noted that bicycle and pedestrian facilities are linked because pedestrians are not necessarily precluded from using certain types of bicycle facilities. Mr. Evenson noted that standards for bicycle and pedestrian facilities will be addressed later in the planning process. Ms. Kuklenski suggested that the Statement address the relationship between public transit and bicycle and pedestrian facilities. Mr. Evenson suggested adding "and should complement transit travel" to the end of the first sentence. The Advisory Committees agreed.
10. Mr. Lynde reviewed the comments received on Guiding Statement 10 and noted that staff proposes no revisions. Mr. Evenson suggested changing "municipal or county boundaries" to "municipal and county boundaries" at the end of the first sentence. The Advisory Committees agreed.
11. Mr. Lynde reviewed the comments received on Guiding Statement 11 and noted that staff proposes no revisions. Mr. Yaccarino suggested removing "overwhelming" from the first sentence because it implies that all of the Region's streets and highways are congested. The Advisory Committees agreed.
12. Mr. Lynde reviewed the comments received on Guiding Statement 12 and noted that staff proposes no revisions. Ms. Koster stated that freight movement is noted in Statement 11, which specifically addresses streets and highways. She stated that Statement 12 does not specifically mention other facilities that are critical to freight movement in the Region, such as General Mitchell International Airport, the Port of Milwaukee, and the railroads that serve the Region. Mr. Hiebert responded that Statement 11 is specifically addressing the Region's streets and highways while Statement 12 implies that all modes of freight movement are addressed through "a balanced transportation system." Mr. Yaccarino suggested expanding upon this Statement as standards are developed later in the planning process. Mr. O'Connell suggested adding "multimodal" before "transportation system" at the end of the first sentence. The Advisory Committees agreed. Mr. Erickson asked why this Statement received a relatively low score compared to the rest of the Statements. Mr. Lynde noted that there appeared to be some public sentiment that freight movement is the responsibility of private companies and that it is not a high priority or perceived

problem. Mr. Justice referred to page 13 of the executive summary and noted there were eight suggestions to add a reference to the Port of Milwaukee to the Statement. He stated that it is important to recognize assets of regional importance. Mr. Evenson responded that transportation assets of regional importance are recognized by the regional plan, although they may not have dedicated plan elements. Mr. Clinkenbeard suggested adding discussion regarding the scope of the regional plan. Mr. Lynde noted that this is discussed in Volume I, Chapter IV of the regional plan report.

13. Mr. Lynde reviewed the comments received on Guiding Statement 13 and noted that staff proposes no revisions. The Advisory Committees agreed with the Statement.
14. Mr. Lynde reviewed the comments received on Guiding Statement 14 and noted that staff proposes two revisions based on the comments (shown in yellow in Attachment 2). Mr. Clinkenbeard suggested adding “initial and long-term” to the first sentence when discussing costs and impacts. The Advisory Committees agreed. Ms. Koster suggested changing the title to “Invest Strategically in Infrastructure.” Mr. Yaccarino noted that wise infrastructure investments could vary based on different perspectives. He suggested striking the second sentence. Mr. Hiebert responded that the second sentence acknowledges fiscal constraints. Mr. Evenson suggested retaining the title, striking the second sentence, and adding “Recognizing funding constraints” to the first sentence. The Advisory Committees agreed.
15. Mr. Lynde reviewed the comments received on Guiding Statement 15 and noted that staff did not make any revisions. The Advisory Committees agreed with the Statement.

Ms. Anderson asked if there was any further discussion on the revised draft Guiding Statements. Mr. Ertl referred to Statement 1 and suggested replacing “blighted neighborhoods should be renewed” with “blighting influences should be addressed.” He noted resources that add to the character of a neighborhood could be blighted and in those cases the blighting influences should be addressed. The Advisory Committees agreed. Ms. Anderson asked for a motion to tentatively approve the revised draft Guiding Statements with the understanding that the suggestions by the Committees will be added as agreed upon, noting that comments from City of Milwaukee members unable to attend will be considered. Mr. Clinkenbeard asked if the Guiding Statements could be modified during the planning process if needed. Mr. Evenson responded that minor modifications could be made if necessary. Mr. Clinkenbeard moved and Mr. Piotrowicz seconded to tentatively approve the revised draft Guiding Statements with the understanding that the suggestions by the Committees will be added as agreed upon, subject to consideration of comments from City of Milwaukee members who were unable to attend. The motion was approved unanimously. City of Milwaukee alternates and members present abstained from the vote.

[Secretary’s Note: The revisions agreed upon by the Advisory Committees were incorporated into a revised version of the Guiding Statements (see Attachment 5).]

Ms. Anderson then asked for a motion to tentatively receive and file the Executive Summary of Comments Received on Draft VISION 2050 Guiding Statements. Mr. Justice moved and Mr. Cox seconded to tentatively receive and file the Executive Summary of Comments Received on Draft VISION 2050 Guiding Statements subject to consideration of comments from City of Milwaukee members who were unable to attend. The motion was approved unanimously. City of Milwaukee alternates and members present abstained from the vote.

DISCUSSION OF DEVELOPMENT OF SKETCH LAND USE AND TRANSPORTATION SCENARIOS

Ms. Anderson asked Mr. Lynde to provide the Advisory Committees with an update on the development of sketch land use and transportation scenarios. Mr. Lynde noted that a rough outline of the potential sketch land use and transportation scenario planning process was distributed at the January 15, 2014, meeting. He stated that the intent of the scenario planning process is to engage the public about the potential benefits and consequences of a range of conceptual future development patterns and transportation systems. He noted that the Commission is working with a consultant to develop the sketch scenarios and their comparison using the CommunityViz scenario planning tool at the next series of VISION 2050 workshops. A number of broad land use and transportation development scenarios and criteria comparing benefits and consequences of each scenario will be shared in an interactive format at the workshops. Input from the workshops will be used in the development of more detailed alternative land use and transportation system plans for the Region. Ms. Anderson stated that no action is needed on the agenda item.

REVIEW AND CONSIDERATION OF DRAFT CHAPTERS OF SEWRPC PLANNING REPORT NO. 55, *VISION 2050: A REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLAN FOR SOUTHEASTERN WISCONSIN*

Ms. Anderson noted that two draft chapters will be reviewed under this agenda item, including a revised draft of Volume I, Chapter II, “Existing Conditions and Trends: Population, Employment, and Land Use” and the preliminary draft of Volume I, Chapter IV, “Inventory of Transportation Facilities and Services.”

Revised Draft of Volume I, Chapter II, “Existing Conditions and Trends: Population, Employment, and Land Use”

Ms. Anderson asked Mr. Schilling of the Commission staff to review the revised draft of Chapter II (available at http://www.sewrpc.org/SEWRPC/VISION_2050/2050RegLandUseTranspPlan.htm). Mr. Schilling noted that the Advisory Committees suggested adding population, household, race and ethnicity, and income data for the largest cities in the Region and the remainder of their respective counties at the January 15 meeting. He noted that information from the regional housing plan job/housing balance analysis was also added to the chapter. He then reviewed the suggested additions. The following comments and discussion points were made during the review:

1. Mr. Schilling noted that text was added on page II-4 to address comments received from Mr. Kovac prior to the meeting.

[Secretary’s Note: The second paragraph on page II-4 of Volume I, Chapter II has been revised as follows:

“Table II-6 shows that the minority share of the total population has increased throughout the Region between 1980 and 2010; however, minority populations remain concentrated in the Region’s largest cities. Concentrations of racial and ethnic groups in the Region are shown on Maps II-1 through II-8.”]

2. Mr. Cotter referred to Map II-10, which shows concentrations of families in poverty in the Region. He noted that the census tracts around Delavan Lake and Geneva Lake are shown as tracts where families in poverty exceed the regional average. He stated that these areas include very high value properties. He did not dispute the data, but suggested the map presents the data in a misleading manner for these two areas. Mr. Clinkenbeard noted that census tracts are larger in the less populated portions of the Region. Mr. Cox noted that only permanent residents of these areas are considered in the data. Mr. Schilling suggested adding a note to the map explaining the limitations of the data.

[Secretary's Note: The following note has been added to Map II-10:

“The information reflected on this map is from the American Community Survey which is based on sample data from a small percentage of the population. Consequently, the data has a relatively large margin of error which can result in larger census tracts being identified as having concentrations of families in poverty even though there are only small enclaves of such families located within the tract identified.”]

Ms. Anderson asked if there were any further comments on the chapter. Hearing no further comments, Ms. Anderson asked for a motion to tentatively approve the revised draft of Volume I, Chapter II, “Existing Conditions and Trends: Population, Employment, and Land Use” with the understanding that the suggestion by Mr. Schilling will be added, noting that comments from City of Milwaukee members unable to attend will be considered. Mr. Ertl moved and Mr. Clinkenbeard seconded to tentatively approve the revised draft of Volume I, Chapter II, “Existing Conditions and Trends: Population, Employment, and Land Use” with the understanding that the suggestion by Mr. Schilling will be added, subject to comments from City of Milwaukee members who were unable to attend. The vote was approved unanimously. City of Milwaukee alternates and members present abstained from the vote.

Preliminary Draft of Volume I, Chapter IV, “Inventory of Transportation Facilities and Services”

Ms. Anderson asked Mr. Muhs of the Commission staff to review the preliminary draft of Chapter IV (available at http://www.sewrpc.org/SEWRPC/VISION_2050/2050RegLandUseTranspPlan.htm). The following comments and discussion points were made during the review:

1. Mr. Yaccarino referred to Table IV-7, which presents current and historical estimated freeway congestion data for the Region, and asked about the time of day reflected in the table. Mr. Hiebert noted that the table shows the average number of hours freeways are congested during an average weekday, which typically occurs during peak travel hours. Mr. Yaccarino asked if congestion could be shown by hour, noting that congestion could drop off sharply outside of peak travel hours. Mr. Hiebert responded that the model distributes traffic throughout the day; however, there is a map in the *Review and Update of the Year 2035 Regional Transportation Plan* that shows the number of hours particular segments of the freeway system are congested on an average weekday. He stated that the map could be incorporated into Volume I, Chapter IV of the regional plan report. Mr. Clinkenbeard asked if a similar map could be added for arterial streets and highways. Mr. Hiebert responded that freeways are the only facilities where there is enough data to show the number of hours a day with congestion.

[Secretary's Note: Map 4-5 from SEWRPC Memorandum Report No. 215, *Review and Update of the Year 2035 Regional Transportation Plan*, has been added to Chapter IV following Map IV-2 (see Attachment 6).]

2. Ms. Kuklenski noted that the National Highway System (NHS) was significantly expanded in 2012 and that Map IV-3 appeared to reflect the NHS prior to 2012. Mr. Hiebert responded that a map of the expanded NHS can be added to Volume I, Chapter IV.

[Secretary's Note: The Commission staff is currently identifying and compiling data for the expanded NHS.]

3. Ms. Kuklenski asked if data for bicycle and pedestrian crashes could be compiled and mapped. Mr. Hiebert responded that staff will have to review available data to determine if that information can be compiled.

[Secretary's Note: See Attachment 7 for a map of bicycle and pedestrian crashes prepared by the Commission staff using data from the Wisconsin Traffic Operations and Safety Laboratory. This map will be added to the chapter following Map IV-11 and the following text will be added after the first sentence of the last paragraph on page IV-8: "Map IV- shows the location of the reported vehicular crashes involving a bicycle or a pedestrian that resulted in either a fatality or serious injury."]

4. Mr. Yaccarino asked if it is possible to determine the amount of congestion on buses, or buses running over capacity. Mr. Muhs responded that staff will have to review the available data to determine if that information can be compiled.

[Secretary's Note: The Commission staff is currently working with transit operators to determine where buses are running over capacity.]

5. Mr. Loughran asked if there is data available that would show trends in bicycle facility use based on facility investment. He noted there seems to be a shift in mode share as investments increase. Mr. Hiebert responded that data from the Commission's 2001 and 2012 origin-destination travel surveys may be able to be used to determine a general trend in bicycle use. He stated that staff will review the available data and determine if trend information can be added to the chapter.

[Secretary's Note: The Commission staff is currently validating the 2012 origin destination survey. Once, validation is complete, staff will review whether this analysis can be completed and will provide an update to the Advisory Committees at a future meeting.]

6. Mr. Friedlander referred to the Transportation Air Pollutant Emissions section and noted that cleaner vehicles and fuels are the primary reasons air pollutant emissions have declined in the Region between 2001 and 2010. Mr. Hiebert indicated that related text from the *Review and Update of the Year 2035 Regional Transportation Plan* will be added to the chapter. Mr. Yaccarino asked if the impacts of air pollution would be considered during the plan development process, noting that there is a cost associated with air pollution. Mr. Hiebert stated that transportation-related emissions would be estimated to compare alternative plans, in addition to

other measures, and that staff would look into whether costs could be estimated for those emission levels. Mr. Evenson further noted that, while air pollution is a consideration, there are numerous other measures that play a significant role in the plan development process.

[Secretary's Note: The heading "Transportation Air Pollutant Emissions" on page IV-30 has been revised to read "Transportation Air Pollutant and Air Toxic Emissions." The text under "Transportation Air Pollutant and Air Toxic Emissions" has been revised to read "Table IV-23 presents the estimated transportation system air pollutant and air toxic emissions and motor fuel consumption within Southeastern Wisconsin for the years 2001 and 2010. Estimated air pollutant and air toxic emissions declined between 2001 and 2010. In particular, volatile organic compounds and nitrogen oxides have been in decline due to cleaner, more efficient vehicles and lower sulfur fuels. The exception to the historic trend in emissions reductions has been carbon dioxide emissions, which are estimated to have increased from 2001 to 2010 as fuel consumption has increased over these years."]

Ms. Anderson asked if there were any further comments on the chapter. Hearing no further comments, Ms. Anderson asked for a motion to tentatively approve the preliminary draft of Volume I, Chapter IV, "Inventory of Travel Facilities and Services" with the understanding that the suggestions as discussed will be added, noting that comments from City of Milwaukee members unable to attend will be considered. Mr. Cotter moved and Mr. Cox seconded to tentatively approve the preliminary draft of Volume I, Chapter IV, "Inventory of Travel Facilities and Services" with the understanding that the suggestions by the Committees will be added as discussed, subject to comments from City of Milwaukee members who were unable to attend. The motion was approved unanimously. City of Milwaukee alternates and members present abstained from the vote.

DISCUSSION OF SCHEDULE AND LOCATION OF FUTURE MEETINGS

Mr. Lynde noted that a tentative schedule for future joint Advisory Committee meetings was included in the meeting packets. He noted that the schedule was distributed in October 2013, after the first joint Committee meeting and that discussion of the schedule will continue to be an agenda item at all meetings. He then noted that future meetings will continue to be held on Wednesdays at 9:30 a.m. Future meetings will generally be held in the Tommy Thompson Youth Center at State Fair Park with the exception of a few dates, including the next meeting scheduled for April 23. Mr. Lynde stated that the Common Council Chambers of the West Allis City Hall was reserved again for the April 23 meeting and asked if there were any objections from Committee members. There were none. Mr. Lynde noted that the tentative schedule will be provided at all future joint Committee meetings to remind Committee members of upcoming meeting dates. Mr. Evenson requested that Committee members continue to alert Commission staff of major conflicts.

PUBLIC COMMENTS

Ms. Anderson asked if there were any public comments. Ms. Thomas made the following comments:

1. Ms. Thomas stated she appreciates the Commission staff's efforts to obtain public input during VISION 2050. She then summarized the letter from the Regional Transit Initiative containing

comments on the draft Guiding Statements (see Attachment 3). She stated that the letter includes comments from economic and health leaders in the Region. Demographic change is one of the key issues to address during the planning period. The Region will need to attract new workers to replace baby boomers retiring from the workforce. Transit and land use issues are important to younger workers. Peer regions have addressed these issues by using measures such as housing and transportation cost and cost of delivering government services in developing regional plans. Ms. Thomas then stated that transportation and land use decisions can encourage active communities with safe places to walk. She stated these issues should be addressed in the VISION 2050 planning process and reflected in the Guiding Statements.

ADJOURNMENT

Ms. Anderson thanked everyone for attending and asked for a motion to adjourn the meeting. Mr. Clinkenbeard moved and Mr. Cox seconded the motion to adjourn. City of Milwaukee alternates and representatives present abstained from the vote. The meeting was adjourned at 11:45 a.m.

Respectfully submitted,

Benjamin R. McKay
Recording Secretary

* * *

KRY/CTH/DAS/BRM/EDL

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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

Attachment 1 (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	603	28	315	40	48	39	35	98
Average Scores	4.6	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)

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

Attachment 1 (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	612	27	324	41	46	39	36	99
Average Scores	4.5	4.7	4.6	4.3	4.5	4.3	4.0	4.4

Attachment 1 (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	614	28	323	41	46	39	36	101
Average Scores	4.7	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

Attachment 1 (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
Number of Responses	609	28	320	41	47	37	36	100
Average Scores	4.3	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)

Attachment 1 (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	613	29	322	41	48	39	36	98
Average Scores	4.6	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 CO₂ 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

Attachment 1 (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
<i>Number of Responses</i>	610	29	319	43	46	38	36	99
<i>Average Scores</i>	4.5	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)

Attachment 1 (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>	607	29	313	43	48	39	36	99
<i>Average Scores</i>	4.3	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)

Attachment 1 (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
<i>Number of Responses</i>	620	39	328	43	47	39	36	98
<i>Average Scores</i>	4.6	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)

Attachment 1 (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
Number of Responses	614	29	323	43	47	38	36	98
Average Scores	4.2	4.7	4.2	4.1	4.1	4.2	4.2	4.2

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

Attachment 1 (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>	608	28	319	43	47	38	35	98
<i>Average Scores</i>	4.1	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)

Attachment 1 (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
<i>Number of Responses</i>	610	29	320	44	45	39	36	97
<i>Average Scores</i>	4.3	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)

Attachment 1 (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	608	29	319	43	45	38	36	98
Average Scores	4.4	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)

Attachment 1 (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>	617	29	327	44	47	39	36	95
<i>Average Scores</i>	4.7	4.9	4.7	4.4	4.6	4.7	4.8	4.7

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)

REVISED DRAFT VISION 2050 GUIDING STATEMENTS



The following 15 draft VISION 2050 *Guiding Statements* express a preliminary vision for land use and transportation in the Region based on the key values and priorities expressed through initial visioning activities. These statements are intended to serve as a guide for how the Region should move forward and for developing “sketch” future land use and transportation scenarios. An overriding consideration for all of the Guiding Statements is that the benefits and impacts of investments in the Region’s land and transportation system should be shared fairly and equitably among all groups of people. Note: no priority is implied by the order of these draft Guiding Statements.

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.

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.

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.

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.

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.

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.

7. Be Environmentally Responsible

The quality of our environment—particularly our air and water—greatly affects public health and our quality of life. 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.

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 provide a sufficient level of service for all modes to effectively serve the travel demand generated by the Region's desired land development pattern.

9. Develop an Expansive, Well-connected Bicycle and Pedestrian 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 and pedestrian facilities that are safe, secure, and convenient.

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.

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.

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.

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.

14. Make Wise Infrastructure Investments

The benefits of specific investments in the Region's infrastructure must be weighed against the estimated costs and impacts of those investments. The limited funding available to the Region for infrastructure investments must be spent wisely.

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.

SE Wisconsin Regional Transit Initiative

February 24, 2014

Ken Yunker, executive director
Southeastern Wisconsin Regional Planning Commission
P.O. Box 1607
Waukesha, WI 53187-1607

Dear Mr. Yunker,

Thank you for the opportunity to provide our comments and input in regards to the **draft VISION 2050 Guiding Principles**. The draft includes many of the principles that are important to our region's future success.

We believe that there are additional critical economic, workforce, and health principles that are essential to strengthening our region, and have outlined them below.

Additionally, criteria have been identified that are essential in making informed decisions during the sketch scenario and plan development, and as the final VISION 2050 is implemented in the coming years. By providing clear information that resonates with decision makers and the public, the final plan is more likely to meet our region's needs, be a transformative economic and social agent, and be implemented in a balanced way. The following principles have been developed from discussions with diverse leaders and citizens in the region, and best practices used by metro areas and cities across the United States.

We are hopeful that you will add these Guiding Principle concepts and criteria:

1. **Facilitate global economic competitiveness, business attraction, and job growth. Be a magnet for attracting and retaining talent. Ensure convenient, affordable access to jobs, and a variety of housing options for various levels and incomes of the workforce.** Attracting and retaining talented workers in a highly competitive global environment is critical to attracting and growing businesses and jobs, and vital to the economic future of our region. Robust transportation options and vibrant, affordable well-connected neighborhoods have become a top factor in talent attraction.
 - **Criteria/measures:**
 - Working age population meets job growth demand.
 - Strong alignment of jobs, housing, and transit
2. **Increase efficiency and economic productivity. Add value and improve the tax base of communities and neighborhoods.** The new economy demands investments in transformative infrastructure that expands the productivity of businesses and households, increasing the jobs, personal income, number of residents, and tax revenue supported by the land that is consumed.
 - **Criteria/measure:** Number of jobs, personal income generated from jobs, number of residents, and tax revenue generated per acre of land consumed.
3. **Leverage the extraordinary economic, job, and cultural value of our region's proximity to Chicago, the Tri-State area (Milwaukee-Chicago-Gary urbanized corridor), and Madison.**
 - **How:** Develop robust transportation options that fully leverage underutilized rail rights-of-way to link central business districts, and job and residential hubs in SE Wisconsin and NE Illinois.

Steering Committee

Earl Buford
Wisconsin Regional
Training Partnership/Big Step

Dr. Michael Burke
Milwaukee Area Technical College

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(Continued)

- Coordinate and collaborate across state and county boundaries, and integrate all modes of moving people and goods.
4. **Lower the Cost of Living:** The cost of living - paying for a car or transit fares and owning and maintaining a home – has grown to nearly half of average household income. Lower the cost of transportation and housing combined, so that existing and future residents will be able to afford to live here and have disposable income, which in turn supports the local economy and local jobs.
- **Criteria/measure:** Combined cost of housing and transportation as measured by H+T Location Efficiency Tool, provided by HUD, or Center for Neighborhood Development.
5. **Reduce the cost of delivering government services.** The cost of delivering water, sewer, electricity, emergency and safety, fire, roads, and transit, and maintaining these services over time, has a major impact on long-term taxes and fees. The cost of delivering services varies dramatically depending on how land and transportation are approached. Minimize taxpayer burden, by providing an efficient use of infrastructure and government services that builds resiliency in all economic environments.
- **How:** Focus growth on infill to create compact, mixed-use development in existing town centers and areas already served by urban services to increase efficiency and reduce the costs of building and maintaining infrastructure, and providing government services.
 - **Criteria/measure:** Capital, operating, and maintenance costs of delivering: water, sewer, electricity, emergency, safety, fire, roads, and transit.
6. **Build vibrant regional transportation and land use that nurtures good health and values safety and a high quality of life. Reduce the high costs of health care.** Physical activity and clean air is vital to our health and quality of life. Inactive lifestyles are contributing to alarming levels of obesity and related chronic diseases, including heart disease, diabetes, and Alzheimer's. Building transportation options that reduce air pollution, lower stress, and get people aerobically active on a daily basis is important to healthy lives, especially as our population ages, and to reducing the high costs of health care, which are paid by individuals, employers, and taxpayers.
- **How:** Incorporate active, safe, comfortable transportation into daily living. Focus the location of jobs, housing, and daily destinations within walking, biking or transit distance. Reduce exposure to air and noise pollution.
 - **Criteria/measures:**
 - Number of daily trips taken by active transportation: walking, biking, or transit
 - Use Walkscore (<http://www.walkscore.com/professional/research.php>) data to map the ability of people to have easy access to daily needs, in an affordable, safe and active way.
 - Injuries and deaths due to vehicle crashes, including autos, trucks, transit, bike riders and pedestrians.
 - Total healthcare costs of obesity and chronic diseases diabetes, heart disease, dementia, Alzheimer's, and asthma
 - Use Health Impact Assessment methodology in transportation planning. (www.CDC.gov.)
7. **Implement VISION 2050 plan in a balanced way according to the plan's timeframe.**
- **How:** Develop an accountable structure to facilitate the implementation of the plan.

In addition, the following changes to Draft Guiding Principles are needed to create an effective VISION 2050:

#8. The final sentence of this principle states: "This system should provide a sufficient level of service for all modes to effectively serve the travel demand generated by the Region's land development pattern. The principle

should provide a transportation network that serves and encourages an efficient compact, mixed-use development vision, while respecting existing communities.

(continued)

#13. Nationwide, there is a massive demographic shift taking place, which will dramatically change the future, and should be more clearly identified. This demographic shift is more than “changing preferences,” as stated in the draft guiding principle.

The central focus in principle #13 should be preparing the region’s transportation and land use to meet the needs of the quickly aging and urbanizing population. It is also essential that VISION 2050 address the historic shift of declining auto use and increasing walking, biking, transit, particularly among the millennial generation, which is as large as the baby boomer generation and critically important to the future workforce.

#14: The cost of the transportation investment must be weighed along with the outcomes of the investment in respect to reaching the VISION 2050 goals and objectives, supporting the guiding principles, and reducing costs and improving productivity, as noted above.

In closing, we wish to thank you for your careful consideration of these important issues.

Additionally, we’d like to extend our appreciation for the substantial efforts of you and the VISION 2050 team in facilitating a broader and more diverse engagement in the VISION 2050 process.

Respectfully submitted by:

Ian Abston, president & CEO
NEWaukee

Earl Buford, president & CEO
WI Regional Training Partnership/BIG STEP

Michael Burke, president
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Lafayette Crump
African American Chamber of Commerce
Prism Technical Management & Marketing
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Greater Milwaukee Committee

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March 12, 2014

Joint Advisory Committees
SEWRPC VISION 2050 Regional Land Use and Transportation Plan

Thank you for your participation on this long-term planning effort for Southeastern Wisconsin.

As the Executive Director of Aerotropolis Milwaukee, I was one of the signers of the February 24th letter from the SE Regional Transit Initiative (RTI) to Mr. Ken Yunker. It is significant to me that, even though the letter came from a Transit Initiative, many of the comments were about broader transportation and other matters that can impact our region's attractiveness. It is good to see the interest and concerns from a broad range of organizations and people who have taken their time to give input to you. This is important for a healthy society.

RTI's letter contained comments and suggestions about concepts and criteria for the VISION 2050 Guiding Principles. My comments will be some amplification about the 7th concept in the Initiative's letter.

SEWRPC is, as its name indicates, a planning commission. It has no authority to enact its plans, however. In SE WI today, we hope that local governments will enact plans recommended by SEWRPC, often with assistance from the State and the Federal governments. This is a laborious and inefficient approach that is subject to changing political whims, depending on whom is in office.

Alfred Rappaport, a professor of accounting and information systems at Northwestern University and author of *Creating Shareholder Value - The New Standard for Business Performance* – in 1986 on p.131 stated: “The best conceived strategy without an organization capable of implementation is largely worthless.” Even though the book was about business, that quote applies to any organization, really, including governments.

The RTI asks that the VISION 2050 plan be implemented in a balanced way according to the plan's timeline. It goes on to suggest that an “accountable structure” be developed to facilitate implementation of the plan. These comments are too general, it would take a regional government to accomplish everything in the plan, and they create no sense of urgency to act.

However, it is time for Southeastern Wisconsin to urgently move toward having one organization to manage the transportation assets and capabilities of its region in an efficient manner driven by market-based analyses. This is a key part of an aerotropolis. The continuance of the existing silo-like approach will not allow efficiencies to take place and will lead to the region being uncompetitive in attracting businesses, which translates to capital plus jobs plus people, in the decades ahead.

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Why are efficiencies becoming so important?

Our region is north of greater Chicago's international airport, the intermodal rail hub for the U.S., three lake ports and six Interstate highways. We will never have all of the "product features" of that area.

But we can effectively connect through the Alliance for Regional Development for the 21-county region in the tri-state area. And we absolutely must manage our transportation assets and capabilities - using air, rail, roads and water - that come together in a small geographic area in an **efficient**, market-driven manner so a low-cost environment can be offered to businesses and people. This will include transit matters for getting people to and from work and other regions plus meeting the social needs of people. A key part of such an environment is to have an organization substantive enough to work/negotiate with railroads for both freight and passenger purposes.

If we don't enact this strategy, our region will be more economically uncompetitive not only versus our neighbors in the region to the south, but also compared any number of the other 37 regions in the U.S. that are using aerotropolis concepts for economic development.

In addition, future funding of transportation assets will become even more competitive.

In the just released proposed Federal budget, page 172 has a table that indicates that "non-defense outlays", which includes money spent on transportation infrastructure, over the next 10 years will decline from 3.2% of GDP in 2014 to 2.2% in 2023. Competition among other regions in the U.S. will increase and decisions by the Federal government, which we taxpayers should want, will favor those regions that have organizations working toward economic efficiencies and growth.

A result of proportionately lower Federal funding being available will put increased pressures on states and local/regional government. Given the strains on those entities, private capital will start to invest into some transportation infrastructure projects, without "privatizing" the operations. This is already happening elsewhere around the world and in some places in the U.S.

Why the sense of urgency?

Moving this region toward such an organization will take time to reach agreement, will probably need to happen in step-like fashion, and will take some learning and experience to achieve efficient performance. Meanwhile, as was mentioned earlier, 37 other regions in our country are looking at using these concepts.

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As an example of what's happening elsewhere in the U.S., please read the attached article entitled "Cities Look for Boost from Light Rail Connections at Airports" and look at the economic impact of those initiatives, including higher hotel prices in cities that compete for conventions. And these capabilities are just one part of an overall transportation complex.

A further example of how these concepts are being used internationally can be found with Taiwan's transportation minister commenting that the country has poured nearly all of its resources into its aerotropolis development west of Taipei, warning that the country will be "through" if the development does not succeed. "The project would be the nation's most important one in the next four or five decades. And if we fail, I am afraid we are going to have to say: 'Bye bye, Taiwan.'"

This is competition and time is going by in the global economy that is growing faster than in the U.S. The longer we wait, the less likely our region will be competitive globally and the more it will struggle. This will impact those of you in governments that essentially rely on taxes and fees from businesses and people who are working.

You are in positions to collaboratively work toward this region's future economic success. We need a new organization, which would rely on SEWRPC for planning help, to effectively serve this region so that it is competitive. We need to get moving/acting and quickly.

These comments are not yet "official" from Aerotropolis Milwaukee and thus are coming just from me. But substantive discussions toward this position have been had by the board of directors. We anticipate that a formal position will result this year from the planning effort within WHEDA's Transform Milwaukee project where consulting assistance will come from firms that have worked with aerotropolis efforts in the U.S. and internationally.

Thank you for reading this and for your interest.

Sincerely,

A handwritten signature in cursive script, appearing to read "Tom Rave".

Tom Rave
Executive Director
Aerotropolis Milwaukee

Cities Look for Boost from Light Rail Connections at Airports

Getting to and from the airport can sometimes be the most irritating part of a trip.

But when [DART Rail Orange Line](#) trains begin serving Dallas/Fort Worth International Airport later this year, Dallas will join Seattle, Washington, D.C., San Francisco, Chicago, Atlanta and an increasing number of other cities with rail links that make it easy for business and leisure travelers — and airport employees — to make that journey.

"The vast majority of public transport to airports is by buses," said Deborah McElroy, executive vice president for policy and external affairs at Airports Council International-North America. "But airports are increasingly recognizing that rail transportation is favorably viewed by passengers, especially those from other countries where rail to the airport is more common."

In April 2013, the Utah Transit Authority opened Airport TRAX, a six-mile, light-rail line to Salt Lake City International Airport. That was the same month Phoenix Sky Harbor International Airport's Sky Train began service between Terminal 4, the airport's busiest terminal, and Valley Metro Light Rail. The free system will eventually make stops at the airport's other terminals but has already carried 3 million passengers, said Heather Lissner, a spokeswoman for the Phoenix airport.

"A number of airports have indicated that they believe having a rail link from the airport to downtown is a key factor in being competitive in the global airport market."

Attachment 4 (continued)

At Miami International Airport, a 2.4-mile Metrorail extension opened in 2012, and the airport's Central Station should be complete by the end of 2014, adding links to Amtrak and the region's Tri-Rail service.

By the end of 2014, the 3.2-mile, \$484 million Oakland Airport Connector — a people mover linking the airport to the Coliseum/Oakland Airport BART Station — is scheduled to open as well.

"We already have regular bus service between OAK and the BART station," said Oakland International Airport spokesman Scott Winter, "but the new line will add a new level of convenience and, most importantly, reliability, as it cruises above traffic below."

A rail link to an airport is not just convenient, according to a joint study released in November 2013 by the U.S. Travel Association and the nonprofit American Public Transportation Association (APTA), which advocates for public transportation. "Rail cities" can have a financial edge, the report contended.

"We found that cities with airport rail connections have a competitive advantage in generating revenues for the private sector and the overall city tax base compared to similar cities that do not have direct rail connection to the airport," Darnell Grisby, APTA's director of research and policy, told CNBC.

The study compared hotel performance in six cities with airport rail service — Atlanta, Chicago, Washington, D.C., Minneapolis, Portland, Ore., and San Francisco — to hotel performance in popular convention cities without direct airport rail service — Las Vegas, New Orleans, Orlando, Fla., Sacramento, Calif., and Tampa, Fla.

Attachment 4 (continued)

Hotels in rail cities were found to receive nearly 11 percent more revenue per room than hotels in cities without an airport rail connection. According to the study, that higher revenue per room translates to a potential \$313 million in revenue per year for the rail cities.

While cost and other concerns can be a deterrent, building a rail line to an airport can be an economic generator that makes a city more appealing to meeting, event and convention planners, said Erik Hansen, senior director of domestic policy at the U.S. Travel Association.

"The decisions of these planners can generate millions of dollars in spending at hotels and local restaurants," said Hansen. "And if they're going to put anywhere from 1,000 to upwards of 25,000 people on the road at a single time and have them leave an airport at a single time, they want transportation options."

With some of those issues certainly in mind, the Metropolitan Washington Airports Authority is moving ahead with a two-phase plan for improved rail service to Dulles International Airport that includes constructing a 23-mile extension of the existing Metrorail system.

Denver International Airport has partnered with the Regional Transportation District to add a 22.8-mile commuter rail connection from the airport to downtown Denver that is scheduled to open in 2016.

In Los Angeles, studies are underway to decide how best to connect the Metro Rail system with Los Angeles International Airport. And Orlando International Airport has announced plans to spend \$470 million to build an automated people-mover system to support a variety of future travel connections, including intercity rail service between Orlando, Miami and the airport.

The people mover planned for Tampa International Airport may someday link to a regional transportation center, and there's promise of a mass transit link as part of New York City's LaGuardia Airport Central Terminal overhaul.

"It certainly depends on the airport community and who they are competing with," said McElroy of ACI-NA, "but a number of airports have indicated that they believe having a rail link from the airport to downtown is a key factor in being competitive in the global airport market."

First published February 11th 2014, 3:06 pm

HARRIET BASKAS

REVISED DRAFT VISION 2050 GUIDING STATEMENTS



The following 15 draft VISION 2050 *Guiding Statements* express a preliminary vision for land use and transportation in the Region based on the key values and priorities expressed through initial visioning activities. These statements are intended to serve as a guide for how the Region should move forward and for developing “sketch” future land use and transportation scenarios. An overriding consideration for all of the Guiding Statements is that the benefits and impacts of investments in the Region’s land and transportation system should be shared fairly and equitably among all groups of people. Note: no priority is implied by the order of these draft Guiding Statements.

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~~ blighting influences should be addressed. New urban development and major job centers should occur through infill development, redevelopment, and development adjacent to existing urban areas.

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.

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.

4. Achieve More Compact Development

Compact development creates desirable neighborhoods that are walkable, foster multiple travel modes, 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 such as transit and utilities, and Infill and redevelopment should be encouraged.

5. Preserve Natural Resources and Open Spaces

Natural resources provide many environmental and recreational benefits that cannot may not be replaced if they are eliminated or disturbed. Future growth and transportation investments should preserve, and protect, and enhance valuable natural features, including lakes, rivers, wetlands, floodplains, groundwater, woodlands, open spaces, natural areas, and fish and wildlife habitats.

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.

7. Be Environmentally Responsible

The quality of the environment—particularly air and water—greatly affects public health and quality of life. 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.

8. Develop an Integrated, Multimodal Transportation System

Safe, efficient, and convenient travel in the Region requires an integrated, balanced, multimodal transportation system, which provides choices among transportation modes. This balanced system should provide a sufficient and appropriate level of service for all modes to effectively serve the travel demand generated by the Region's planned land development pattern.

9. Develop an Expansive, Well-connected Bicycle and Pedestrian Network

Bicycle and pedestrian travel in the Region should be encouraged as an alternative to personal vehicle travel and should complement transit travel. The network should provide on- and off-street bicycle connections and pedestrian facilities that are safe, secure, and convenient.

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 and county boundaries. Transit service should be fast, frequent, safe, and convenient in order to provide an alternative to personal vehicle travel.

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.

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, multimodal transportation system. Barriers to the efficient movement of goods within the Region and between the Region and other areas should be identified and addressed.

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.

14. Make Wise Infrastructure Investments

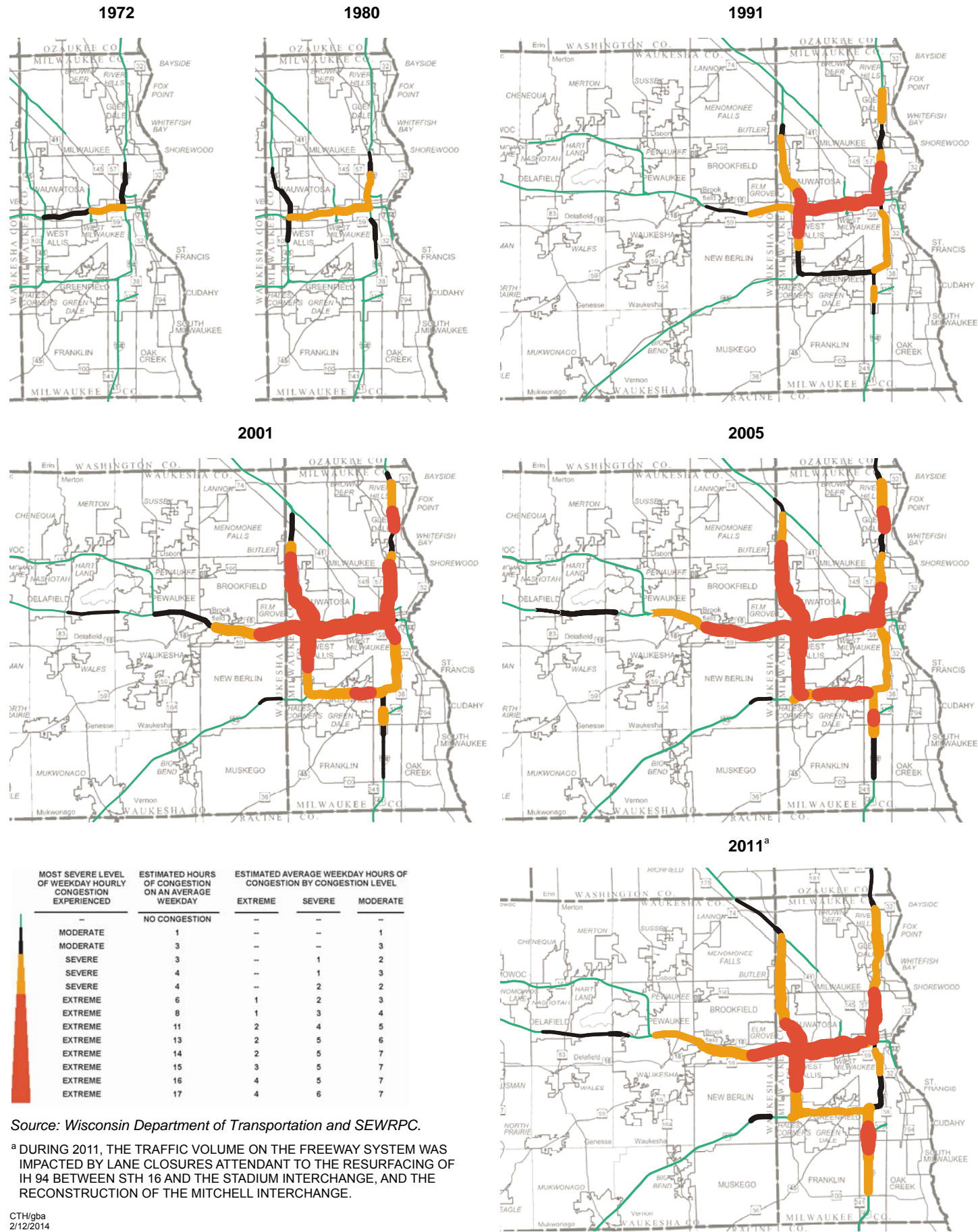
Recognizing funding constraints, the benefits of specific investments in the Region's infrastructure must be weighed against the estimated initial and long-term costs and impacts of those investments. The limited funding available to the Region for infrastructure investments must be spent wisely.

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.

Attachment 6
Map IV-__ (Map 4-5 from Interim Update)

HISTORIC TRAFFIC CONGESTION ON THE SOUTHEASTERN WISCONSIN FREEWAY SYSTEM



VEHICULAR CRASHES INVOLVING PEDESTRIANS AND BICYCLES THAT RESULTED IN A FATALITY OR SERIOUS INJURY IN SOUTHEASTERN WISCONSIN: 2012

SEVERITY OF CRASHES INVOLVING BICYCLISTS AND PEDESTRIANS

- FATALITY (24)
- SEVERE INJURY (141)

NOTE: THIS MAP SHOWS THE 165, OR 93 PERCENT, OF THE TOTAL 178 REPORTED CRASHES FOR WHICH THEIR LOCATION COULD BE IDENTIFIED BY THE WISCONSIN TRAFFIC OPERATIONS AND SAFETY LABORATORY BASED ON THE INFORMATION PROVIDED IN THE POLICE REPORTS

