## VISION 2050 Process

<table>
<thead>
<tr>
<th>Step</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of Guiding Vision for Land Use and Transportation</td>
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<td>Completed December 2015</td>
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</table>
Visioning
Visioning Workshops #1 – Fall 2013

- Visual Preference Survey
- Land Use and Transportation SWOTs
- Identifying Goals for Land Use and Transportation
- Important Places Mapping

Telephone Preference Survey – Fall 2013

Online Surveys – Fall 2013
Visioning

- Visioning Workshops #2 – Winter 2013/2014
  - Overview of Preliminary Visioning Results
  - Review and Rate Draft Vision Guiding Statements
  - Initial Input into “Sketch” Scenarios

- Input to date used to create Guiding the Vision...
Released in June, *Guiding the Vision* expresses a preliminary vision for future land and transportation system development in the Region.

Based on values and priorities expressed through initial visioning activities.

Serves as guide for VISION 2050 process, including developing and comparing sketch scenarios.
VISION 2050: Guiding the Vision

- Achieve a Robust, Regional Transit System
- Maintain Small Town Character
- Make Wise Infrastructure Investments
- Ensure that Goods Move Efficiently
- Develop an Integrated, Multimodal Transportation System
- Preserve Farmland
- Work Together Toward Common Goals
- Develop an Expansive, Well-connected Bicycle and Pedestrian Network
- Balance Jobs and Housing
- Achieve More Compact Development
- Preserve Natural Resources and Open Spaces
- Provide a High-quality Network of Streets and Highways
- Prepare for Change in Travel Preferences and Technologies
- Strengthen Existing Urban Areas
- Be Environmentally Responsible
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SKETCH SCENARIOS FOR LAND USE AND TRANSPORTATION
Activities at the Workshops

- Visioning Workshops #3 – Fall 2014
  - Overview of VISION 2050 and initial visioning results
  - Overview of “Sketch” Scenarios
  - Explore the Scenarios (small group activity)
Guiding the Vision provides direction for “Sketch” Land Use and Transportation Scenarios

Sketch scenarios are conceptual designs

- Purpose is to allow residents to consider the long-term consequences of alternative paths of developing the Region’s land and transportation system
## Scenarios At a Glance

<table>
<thead>
<tr>
<th>Topic</th>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
<th>Scenario D</th>
<th>Scenario E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing Mix</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Family Homes</td>
<td>66.9%</td>
<td>66.6%</td>
<td>64.6%</td>
<td>65.6%</td>
<td>64.0%</td>
</tr>
<tr>
<td>vs. Condos, Apts,</td>
<td>33.1%</td>
<td>33.4%</td>
<td>35.4%</td>
<td>34.4%</td>
<td>36.0%</td>
</tr>
<tr>
<td>Townhomes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Density</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Residential</td>
<td><img src="Image1.png" alt="Icons" /></td>
<td><img src="Image2.png" alt="Icons" /></td>
<td><img src="Image3.png" alt="Icons" /></td>
<td><img src="Image4.png" alt="Icons" /></td>
<td><img src="Image5.png" alt="Icons" /></td>
</tr>
<tr>
<td>Jobs</td>
<td><img src="Image6.png" alt="Icons" /></td>
<td><img src="Image7.png" alt="Icons" /></td>
<td><img src="Image8.png" alt="Icons" /></td>
<td><img src="Image9.png" alt="Icons" /></td>
<td><img src="Image10.png" alt="Icons" /></td>
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<tr>
<td>Transit Station</td>
<td><img src="Image11.png" alt="Icons" /></td>
<td><img src="Image12.png" alt="Icons" /></td>
<td><img src="Image13.png" alt="Icons" /></td>
<td><img src="Image14.png" alt="Icons" /></td>
<td><img src="Image15.png" alt="Icons" /></td>
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<tr>
<td><strong>Transportation</strong></td>
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<td><img src="Image17.png" alt="Icons" /></td>
<td><img src="Image18.png" alt="Icons" /></td>
<td><img src="Image19.png" alt="Icons" /></td>
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<tr>
<td>Choices</td>
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<td><img src="Image24.png" alt="Icons" /></td>
<td><img src="Image25.png" alt="Icons" /></td>
</tr>
</tbody>
</table>
Location and density of development vary between scenarios

Scenario A: more growth at lower densities—large lots outside existing urban centers

Scenario B: higher densities—smaller lots focused within and at the edge of existing urban centers
Scenarios C, D, and E include more compact development than Scenario B

- New development/redevelopment as “TOD” around rapid transit and/or commuter rail stations
Bicycle and pedestrian facilities also vary under the scenarios.

More compact development in Scenarios B/C/D/E—particularly the TOD in C/D/E—creates more “walkable” neighborhoods.
Well-connected bicycle facilities are an important consideration as well.

All five scenarios assume a regional bicycle network of on- and off-street facilities by 2050.

Scenarios C/D/E include higher levels of accommodation (e.g. protected bike lanes or buffered bike lanes).
The scenarios include different investments in arterial streets and highways and transit.

Scenarios A and B include highway capacity additions to address traffic congestion.

Scenarios C/D/E limit highway improvements to modernization and preservation.
Transportation System Investment

Scenario A includes further transit service decline, while Scenarios B/C/D/E expand local bus service and establish express bus service.

Scenario C adds a system of rapid transit lines—light rail and bus rapid transit—in urban centers.

Scenario D adds a system of commuter rail lines between urban centers.

Scenario E adds a system of both rapid transit and commuter rail.
## Scenario Evaluation

### Scenario Scorecard

<table>
<thead>
<tr>
<th>Scenarios</th>
<th>Healthy Communities</th>
<th>Open Space</th>
<th>Equitable Access</th>
<th>Costs</th>
<th>Mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bicycle and walking trips</td>
<td>Greenhouse gas emissions</td>
<td>People living in walkable areas</td>
<td>Remaining farmland and undeveloped land</td>
<td>Households with affordable housing + transportation costs</td>
</tr>
<tr>
<td>A</td>
<td>328,000 Trips Per Day</td>
<td>15.2 Million Tons Per Year</td>
<td>786,000 People</td>
<td>1.073 Million Acres</td>
<td>327,000 Households</td>
</tr>
<tr>
<td>B</td>
<td>325,000 Trips</td>
<td>15.1 Million Tons</td>
<td>793,000 People</td>
<td>1.073 Million Acres</td>
<td>306,000 Households</td>
</tr>
<tr>
<td>C</td>
<td>473,000 Trips</td>
<td>15.0 Million Tons</td>
<td>843,000 People</td>
<td>1.069 Million Acres</td>
<td>415,000 Households</td>
</tr>
<tr>
<td>D</td>
<td>469,000 Trips</td>
<td>15.1 Million Tons</td>
<td>817,000 People</td>
<td>1.066 Million Acres</td>
<td>395,000 Households</td>
</tr>
<tr>
<td>E</td>
<td>476,000 Trips</td>
<td>15.0 Million Tons</td>
<td>843,000 People</td>
<td>1.066 Million Acres</td>
<td>420,000 Households</td>
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**KEY**

- Best Performing Scenario
- Worst Performing Scenario
Scenario A

- Most new development would occur as redevelopment and infill in existing cities and villages throughout the Region; however, more new development would happen on undeveloped land outside of urban service areas than under the other scenarios.
  - Including single-family homes on lots greater than 1.5 acres outside urban service areas.
- 25% reduction in transit service.
- Widenings of highways to address congestion.
- Continued expansion of regional bicycle network.
- Discussion?
Scenario B

- New development would occur as redevelopment and infill in existing cities and villages throughout the Region, and on undeveloped land adjacent to existing cities and villages
  - New single-family homes would have smaller lots
- Doubling of transit service by 2050
- Widenings of highways to address congestion
- Continued expansion of regional bicycle network
- Discussion?
Scenario C

- New development centered around a six line rapid transit network in the Milwaukee metro area
  - Light rail, bus rapid transit
  - Compact, mixed use development around transit stations (TOD)
- No widening of highways to address congestion
- Continued expansion of regional bicycle network with higher level of accommodation
- Discussion?
Scenario D

- New development centered around a four line commuter rail network connecting communities in the Region
  - Compact, mixed use development around transit stations (TOD)
- No widening of highways to address congestion
- Continued expansion of regional bicycle network with higher level of accommodation
- Discussion?
Scenario E

- New development centered around both rapid transit and commuter rail networks
  - Compact, mixed use development around transit stations (TOD)
- No widening of highways to address congestion
- Continued expansion of regional bicycle network with higher level of accommodation
- Discussion?
VISION 2050 Process

Development of Guiding Vision for Land Use and Transportation
Workshops 1 and 2 – October and December 2013

Review and Evaluation of Regional Land Use and Transportation Scenarios
Workshop 3 – September 2014

Review and Evaluation of Alternative Regional Land Use and Transportation Plans
Workshop 4 – Spring/Summer 2015

Review and Evaluation of Preliminary Recommended Land Use and Transportation Plan
Workshop 5 – Summer/Fall 2015

Final Recommended Land Use and Transportation Plan
Completed December 2015
Scenarios will be refined to develop *Detailed Alternative Land Use and Transportation Plans* to be further evaluated and considered:

- Specific land development pattern
- Specific transportation system

Will be evaluated using *Objectives and Criteria* based on the Guiding Statements.

Public review, input, and polling (spring/summer 2015)
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1. Development of Guiding Vision for Land Use and Transportation
   Workshops 1 and 2 – October and December 2013

2. Review and Evaluation of Regional Land Use and Transportation Scenarios
   Workshop 3 – September 2014

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4. Review and Evaluation of Preliminary Recommended Land Use and Transportation Plan
   Workshop 5 – Summer/Fall 2015

5. Final Recommended Land Use and Transportation Plan
   Completed December 2015
Recommended Plan

- Preliminary Recommended Plan
  - Developed *based on consideration and evaluation of alternatives*
  - Will attempt to provide a *consensus plan* for the future of the Region

- Presented to the public for review (summer/fall 2015)
  - Feedback considered as final recommended land use and transportation plan is developed
VISION 2050 Process

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