

**MINUTES**  
**SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION**  
**PLANNING AND RESEARCH COMMITTEE MEETING**

Tuesday, February 10, 2015

1:30 p.m.

SEWRPC Office Building  
Commissioners' Conference Room  
W239 N1812 Rockwood Drive  
Waukesha, Wisconsin 53187-1607

**Present:**

**Excused:**

Commissioners:

Daniel S. Schmidt, Chairman  
Daniel W. Stoffel, Vice-Chairman  
Charles L. Colman  
Mike Dawson  
José M. Delgado  
Brian R. Dranzik  
David W. Opitz  
Robert W. Pitts  
Linda J. Seemeyer  
David L. Stroik

William R. Drew  
David L. Eberle  
Nancy Russell  
Michael J. Skalitzky

Staff:

Kenneth R. Yunker	Executive Director
Elizabeth A. Larsen	Assistant Director - Administration
Nancy M. Anderson	Chief Community Assistance Planner
Christopher T. Hiebert	Chief Transportation Engineer
Debra A. D'Amico	Executive Secretary

**ROLL CALL**

Chairman Schmidt called the Planning and Research Committee meeting to order at 1:30 p.m. Roll call was taken and a quorum was declared present. Chairman Schmidt indicated for the record that Commissioners Drew, Eberle, Russell, and Skalitzky had asked to be excused.

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**APPROVAL OF MINUTES OF THE NOVEMBER 4, 2014 MEETING**

Chairman Schmidt asked if there were any changes or additions to the November 4, 2014, meeting minutes.

On a motion by Mr. Pitts, seconded by Mr. Colman, and carried unanimously, the minutes of the November 4, 2014, Planning and Research Committee Meeting were approved as published.

**CONSIDERATION OF AMENDMENT TO THE REGIONAL WATER QUALITY MANAGEMENT PLAN**

**Sewer Service Areas for the City of Cedarburg/Village of Grafton** (Copy attached to Official Minutes) Chairman Schmidt asked Mr. Yunker to review with the Committee the proposed amendment to the adopted regional water quality management plan pertaining to the sanitary sewer service areas for the City of Cedarburg and Village of Grafton. A copy of the preliminary draft of a SEWRPC Staff Memorandum dated March 2015 concerning this matter had been provided to the Committee members for review prior to the meeting.

Mr. Yunker indicated that by e-mail letter dated October 23, 2014, the Village of Grafton requested that the Southeastern Wisconsin Regional Planning Commission amend the Grafton sanitary sewer service area tributary to the Village of Grafton sewage treatment facility, as that area is currently documented in SEWRPC Community Assistance Planning Report No. 91 (2<sup>nd</sup> Edition), *Sanitary Sewer Service Areas for the City of Cedarburg and the Village of Grafton, Ozaukee County, Wisconsin*, dated June 1996, as amended. He said that the basic purpose of the amendment would be to transfer 3 acres from the Cedarburg sanitary sewer service area to the Village of Grafton sanitary sewer service area.

Mr. Yunker stated that the proposed addition to the Village of Grafton sanitary sewer service area represents an increase in the planned sewer service area of less than 1 percent, and the Cedarburg sanitary sewer service area would decrease by less than 1 percent. He stated that there had been a public hearing sponsored by the Village of Grafton on January 19, 2015, at the Grafton Village Hall and there were no objections to the proposed amendment, and the City of Cedarburg Common Council had approved the amendment on January 12, 2015. The Village of Grafton Board of Trustees will consider approval on March 2, 2015.

There being no questions or discussion, on a motion by Mr. Delgado, seconded by Ms. Seemeyer, and carried unanimously, the SEWRPC Staff Memorandum for the Village of Grafton to amend the Cedarburg and Grafton sanitary sewer service area amendment dated March 2015, was approved and recommended for Commission adoption.

**CONSIDERATION OF SEWRPC COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY**

Chairman Schmidt noted that the next item of business was consideration of the Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin, and asked Mr. Yunker to present an overview of the CEDS. Mr. Yunker indicated that each Committee member received CEDS materials prior to this meeting and that Ms. Anderson, SEWRPC Chief Community Assistance Planner, will present a brief overview of the CEDS through the use of a summary presentation (PowerPoint presentation attached to Official Minutes).

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Ms. Anderson then, through the aforementioned summary presentation, briefly presented Public Review Drafts of an Executive Summary and the CEDS report which all Committee members received prior to the meeting.

During the CEDS presentation, the following queries and discussions occurred.

In response to an inquiry by Mr. Pitts relative to County Board review, Mr. Yunker stated that the public comment period for the CEDS is open until May 1, 2015. SEWRPC staff will summarize public comments received and may recommend changes to the draft CEDS based on the comments. Staff will work with the Regional Economic Partnership (REP) and Milwaukee 7 (M7) to present the revised CEDS to each County economic development organization (EDO) for review and approval, and will then request consideration for approval by each County Board. Mr. Yunker continued that staff has worked closely with the REP, which includes a member from each of the County EDO staffs or, in the two counties without an EDO, Milwaukee and Waukesha, the appropriate County department. He commented that REP members have expressed unanimous support for adoption of the CEDS.

Mr. Dawson inquired about how the County Boards will be made aware of, and updated on, economic development organization meetings and information. Ms. Anderson stated public notices announcing the availability of the draft CEDS and the comment period will be published in newspapers throughout the Region in early March, and that she is working with each County's EDO director or department staff to schedule presentations about the draft CEDS to the EDO Boards and/or County Boards. Mr. Yunker noted that briefings of a Milwaukee County Board Committee and the Washington County EDO Board have been scheduled. Mr. Stoffel stated he believed it would be important that each County Board be given the opportunity to hear a presentation about the draft CEDS.

[Secretary's Note:

A letter has been sent to the Kenosha, Milwaukee, Ozaukee, Racine, and Washington County Boards and the Waukesha County Executive about the CEDS and offering to make a presentation on the CEDS, or provide additional information on request. The Director of the Walworth County Economic Development Alliance is in the process of determining if a presentation to the County Board is desired.]

Mr. Stoffel asked why the agricultural industry is not identified as an industry cluster. Mr. Yunker offered that agriculture may not rank as having a high location quotient because agricultural-related jobs are classified under a multitude of various industries that involve agriculture, rather than classified primarily as agricultural-related jobs. Mr. Stoffel noted that there are many jobs in the Region that are agricultural-related, including processing of leather goods, canning, grain elevators, production and sale of chemical fertilizers, farming equipment, animal feed, and seed conditioning. Mr. Yunker responded that staff will look at this issue.

[Secretary's Note:

The location quotient for the Region for all farm-related industries for which there is a specific North American Industrial Classification System (NAICS) code is 0.32. This relatively low number may be attributable to location quotients for the Region of 0.21, 0.33, and 0.12 in the NAICS codes for crop production, animal products and aquaculture, and support activities for crop production, respectively. When the NAICS codes associated with food manufacturing and manufacturing farm equipment are added to farm-related industries, the location quotient for the Region is 0.84. The Region has particularly high location

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quotients for farm product machinery manufacturing (4.14) and leather manufacturing (3.21).]

Ms. Seemeyer asked if grants for funding public transit projects would be available from the U.S. Economic Development Administration (EDA) if a County has adopted a CEDS. Ms. Anderson stated that the Public Works Program administered by the EDA provides funding for infrastructure projects, including limited transportation funding, but EDA's focus is on business-oriented development.

[Secretary's Note:

According to EDA staff, the U.S. Department of Transportation is the Federal agency with primary responsibility for funding arterial street and public transit projects; however, EDA will consider funding transportation projects if a clear economic purpose for the project is established, which typically requires job creation or leads to additional private investment in the economy. Examples of transportation projects that EDA may consider funding include street widenings or turn lanes to improve access to a manufacturing facility or business park, or shuttle services to provide transit access to a manufacturing facility or business park. EDA staff stressed that proposed projects considered important to economic development in the Region, such as increased transit service, should be included in the CEDS even though EDA would not be the primary funding source.]

In response to an inquiry by Mr. Pitts relative to how much funding would potentially be available for a particular project, Mr. Yunker stated that staff will look into recent EDA awards to determine funding levels. Mr. Yunker also stated that EDA would likely award a limited amount of money for staffing if the Commission is designated as an Economic Development District, to help fund the CEDS and required annual implementation reports.

[Secretary's Note:

During the first three quarters of 2014, the EDA awarded grants to 179 projects. The awards ranged from \$125,000 to \$4.6 million, with an average award of \$1.05 million. Two projects in Wisconsin were funded, one for \$800,000 for infrastructure improvements for an industrial park in the City of Platteville, and a \$200,000 award to the City of Milwaukee and M7 to initiate the Next Generation Manufacturing initiative. The Milwaukee/M7 award was deemed eligible based on the draft CEDS for the Region.]

In response to an inquiry by Ms. Seemeyer relative to how the proposed economic development projects for the Region are listed, Ms. Anderson stated that the projects are divided into lists of Tier I and Tier II projects, and that Tier I projects would have a more significant impact on economic development in the Region than Tier II projects. Projects within each of the lists are not in any priority sequence or order.

Mr. Stoffel asked if the CEDS includes information about industries and government agencies partnering with research departments of universities such as the University of Wisconsin-Milwaukee and Marquette University to help foster more cooperation and collaboration among the parties. Ms. Anderson stated that some existing cooperative efforts are documented in Chapter VI of the report, but additional information and recommendations will be added for consideration by the REP, M7, and Counties.

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Mr. Colman asked whether other Regional Planning Commissions in Wisconsin have formed Economic Development Districts (EDDs), and Mr. Yunker responded that all of the Regional Planning Commissions (RPCs) except SEWRPC and the Capital Area RPC have been designated as EDDs. Mr. Yunker stated that each RPC tailors its programs and services to meet the needs of their constituent counties and communities. Most of the RPC's are located in more rural portions of the State, and do not have the same level of involvement in urban planning and development as SEWRPC. Economic development is a more pressing issue in the rural areas, and some of the other RPC's therefore devote significant staff time to economic development activities.

**CONSIDERATION OF VOLUME I, "GROUNDWORK FOR VISION AND PLAN DEVELOPMENT," CHAPTER IV AND CHAPTER V, AND VOLUME II, "DEVELOPING THE VISION AND PLAN," CHAPTER II, "SKETCH LAND USE AND TRANSPORTATION SYSTEM SCENARIOS" OF SEWRPC PLANNING REPORT NO. 55, *VISION 2050: A REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLAN FOR SOUTHEASTERN WISCONSIN***

**VOLUME I, "GROUNDWORK FOR VISION AND PLAN DEVELOPMENT"**

**Chapter IV, "Inventory of Transportation Facilities and Services" and Chapter V, "Travel Habits and Patterns" and Appendix B, "Year 2011 Travel Surveys"**

Mr. Yunker introduced Mr. Christopher T. Hiebert, Chief Transportation Engineer, who gave a presentation on the VISION 2050 Volume I, *Groundwork for Vision and Plan Development*, Chapter IV, *Inventory of Transportation Facilities and Services*, and Chapter V, *Travel Habits and Patterns* (PowerPoint presentation attached to Official Minutes). Mr. Hiebert explained that the purpose in periodically updating and obtaining new travel inventory data is to understand the current and historic trends in travel in order to forecast future travel demands and anticipate and plan for the future transportation infrastructure needs of the Region.

During the presentation, the following comments and questions were made.

In response to an inquiry by Mr. Pitts related to whether or not the Wisconsin Department of Transportation (WisDOT) needs to approve this report, Mr. Yunker stated that representatives from WisDOT participate as members of the Advisory Committee on Regional Transportation System Planning. As members of the Advisory Committee, WisDOT reviews the report and provides its comment through its representatives on the Committee. The chapters provided to the Planning and Research Committee and to the full Commission have been approved by the Advisory Committee guiding this work.

In response to inquiries by Mr. Opitz and Mr. Stoffel, Mr. Yunker noted that the decreases in transit ridership observed between 1963 and 2001 were, in part, related to significant increases in vehicle ownership. Since 2001, car ownership has not contributed to the declines in transit ridership as the number of vehicles available in the Region has reached a saturation point of about 1 auto for every person ages 16 to 85. The historical declines in ridership have resulted in declines in farebox revenues. Reductions in Federal and State funding since 2001 coupled with the limited ability to increase local funding have resulted in reductions in transit service.

In response to an inquiry by Mr. Stoffel relative to a figure on Page 40 as to why there is such a high proportion of travel related to school in the morning and not in the afternoon, Mr. Hiebert noted the figure indicates the purpose of travel at the destination end of the trip. There are a significant number of trips with home as the destination purpose in the afternoon.

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In response to an inquiry by Mr. Opitz, Mr. Yunker clarified the meaning of the graphic arrows within the County-to-County trip patterns on Page 41. He said that the arrows shown on the maps represent travel by county residents “to and from” other counties within the Region, and show this county-to-county travel pattern for the Region. Responding to Mr. Pitts’ inquiry, Mr. Yunker stated that the information shown on this map was gathered through a household travel survey of 2 percent of the Region’s households.

Mr. Stroik asked how the Commission staff would start conduct surveys in the future for services like Uber and Lyft. Mr. Hiebert noted that these services are similar to traditional taxi service. Mr. Yunker then noted that current studies have concluded that Uber and Lyft have had an impact on taxi service ridership. He further noted that share-ride service is becoming available with Uber and Lyft. These services could compete with shared-ride taxi services. These services could also potentially attract ridership from the urban bus systems.

In response to inquiries made by Mr. Colman and Mr. Pitts, Mr. Yunker stated that the Year 2050 Regional Land Use Transportation Plan is expected to be completed by the end of 2015, and once the full Commission has adopted the 2050 plan, it will be sent out along with summary newsletters to each local unit of government, State and Federal government, and local libraries.

There being no further questions or discussion, on a motion by Mr. Pitts, seconded by Mr. Coleman, and carried unanimously, the SEWRPC Planning Report No. 55, *VISION 2050: A Regional Land Use and Transportation System Plan for Southeastern Wisconsin*, Volume I, Chapters IV, and V with Appendix B were approved.

**VOLUME II, “DEVELOPING THE VISION AND PLAN”**  
**Chapter II, “Sketch Land Use and Transportation System Scenarios”**

Mr. Yunker noted that the Committee had at their last meeting received a detailed presentation on the development and evaluation of the VISION 2050 sketch land use and transportation scenarios. He stated that the chapter documents the scenario development and evaluation.

In response to an inquiry by Mr. Stoffel relative to the potential for advancements in technology to dramatically change transportation infrastructure needs, Mr. Yunker stated that the Commission staff will explicitly consider all possible changes in technology, and their impact on land use and transportation. Mr. Yunker stated that one advancement that will be considered is self-driving cars which could permit shorter headway between vehicles and result in significantly higher roadway traffic carrying capacity. Mr. Yunker noted that considerations with respect to this potential technology would address the likelihood of implementation including how and whether liability issues, bad weather, and road construction could be addressed.

There being no further questions or discussion, on a motion by Mr. Stroik, seconded by Mr. Dawson, and carried unanimously, the SEWRPC Planning Report No. 55, *VISION 2050: A Regional Land Use and Transportation System Plan for Southeastern Wisconsin*, Volume II, Chapter II with Appendix C were approved.

**CORRESPONDENCE/ANNOUNCEMENTS**

Chairman Schmidt asked Mr. Yunker if there was any correspondence or if there were any announcements.

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Mr. Yunker said there was no correspondence and announced that there will be a brief Planning and Research Committee meeting at 2:30 p.m. prior to the 3:00 p.m. March 18<sup>th</sup> Quarterly Full Commission Meeting which will take place in Waukesha County. He further stated that there will be two sanitary sewer service area amendments that will need to be considered by the Planning and Research Committee.

**ADJOURNMENT**

There being no further business to come before the Committee, on a motion by Mr. Stroik, seconded by Ms. Seemeyer, and carried unanimously, the meeting was adjourned at 3:51 p.m.

Respectfully submitted,

Kenneth R. Yunker  
Deputy Secretary

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