



VISION 2060 Committee Meeting

June 23, 2026 | Program Room, Waukesha Public Library



VISION 2060

02

Review and Approve Minutes

February 3, 2026, Kickoff Meeting

03

Planning
Activities
Update



3,300+
miles of arterial streets inventoried

6,800+
household survey responses received*
* SEWRPC Region add-on, 2024 National Household Travel Survey.

72
conversations with local planners on future development & growth

- > Two comprehensive regional land use and transportation inventories in progress
- > Konveio online engagement platform launched

- > Multiple presentations on V60 approach to stakeholders
- > Initial engagement strategy being finalized

What We've Been Up To



**Defining
the Vision**

Summer –
Fall 2026

**Refine
Alternatives**

Winter 2026 –
Summer 2027

**Community
Preferences**

Summer –
Winter 2027

**Vision
Feedback**

Winter 2027 –
Spring 2028

Awareness

Spring 2028 –
Ongoing

Community Engagement

Include all residents in the planning process

- Messages
- Methods
- Materials
- Metrics



Themes and Issues

Review of regionally significant planning
issues identified at prior meeting



Housing, Development & Local Funding

- Rising housing costs and a shortage of affordable options
- Types of housing being built are driven by developer profit, not resident needs
- Strained local budgets from funding shortfalls and state limits on local revenue
- Communities that can't expand their borders are limited in growth and revenue
- Aging infrastructure increasingly hard to maintain
- Redeveloping old industrial or contaminated sites is desirable but challenging
- Resident opposition to apartments and townhomes



Transportation Safety & Access

- Existing road maintenance does not get enough funding – “new” projects can be easier to fund
- Declining transit service a growing concern
- Need safer, more accessible streets for pedestrians, people with disabilities, bicyclists, and transit
- Dangerous driver behavior (speeding, reckless driving) is a major safety risk



Environmental Concerns

- Water quality issues including lead and nitrate contamination
- Air quality concerns
- Environmental impacts from data centers (water use, electricity rates, use of farmland)
- Flooding from catastrophic weather events

Key Challenges Identified

05

Review of VISION 2050

VISION 2060 Technical Report #1

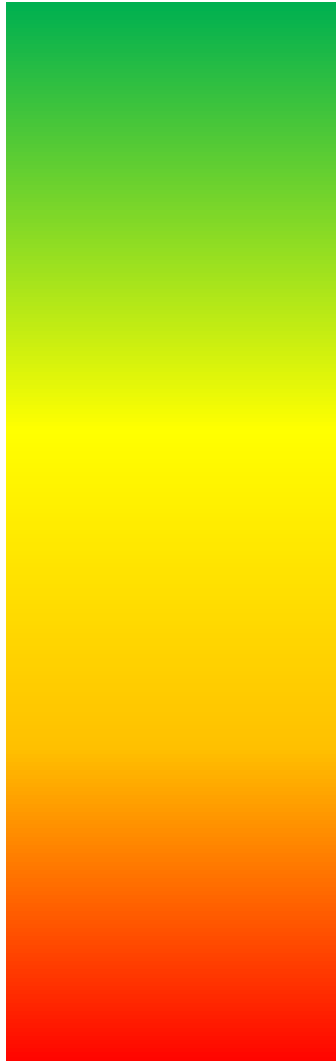
Key Findings

Technical Report #1:
Review of VISION 2050



- Review of Forecasts
 - Population growth slower than forecast
 - Household growth aligned with forecast
 - Employment growth exceeded forecast
- Implementation of both land use and transportation recommendations has been mixed





Substantially Implemented

- Key elements completed or underway
- Remaining work is generally limited or ongoing



Partially Implemented

- Meaningful progress made
- Some actions or geographic areas remain unaddressed



Mixed Implementation

- Uneven progress across components
- Some components have seen limited or no progress



Not Implemented

- Little or no action taken
- Key elements of the recommendation remain unaddressed

Implementation Statuses

Housing, Development, & Community Facilities

Recommendations 1.1 – 1.9



- Mix of housing types has improved – multifamily housing has accounted for 54% of new housing in sewerred areas of the Region.
- Communities and counties have been initiating housing studies, affordability initiatives, and zoning reforms.
- Low-density development inconsistent with VISION 2050 continues outside of planned urban service areas.
- Single-family development has often been at lower densities and larger lot sizes than recommended.

Environmental Resources & Agriculture

Recommendations 1.10 – 1.18



- Primary environmental corridors continue to receive strong protection.
- 87% of identified brownfields have been cleaned up or redeveloped.
- Productive agricultural land conversion continues.



Public Transit

Recommendations 2.1 – 2.14



- Additions of CONNECT 1, the Hop, FlexRide Milwaukee, and Borealis services.
- Local transit route redesigns improve efficiency, but frequency and access have suffered from recent service cuts.
- MARK Rail Study advances while commuter bus service is reduced regionally.
- Fiscal challenges: system maintenance and expansion constrained by lack of funding.

Bicycle & Pedestrian

Recommendations 3.1 – 3.6



- 36% increase in on-street bicycle facility mileage along arterial streets.
- 18 miles of enhanced bicycle facilities (not incl. sidepaths).
- 10% increase in off-street bicycle path mileage.
- Significant bikeshare growth in Milwaukee County.
- Progress towards ADA-compliant pedestrian facilities; sidewalk inventory will make tracking easier.

TSM/TDM

Recommendations 4.1 – 5.6



- 42% increase in freeway variable message signs; 132% increase in surface arterial CCTVs; 511 website.
- CommuteWISE launched in 2023.
- Parking management systems implemented at major activity centers (Milwaukee, UWM, Froedtert).
- Reduction in park-ride lot usage and transit service; no changes to pricing personal vehicle travel.

Streets, Highways, & Freight

Recommendations 6.1 – 7.9



- 27% of arterial street and highway system (980 mi) resurfaced, reconditioned, or reconstructed.
- Many projects incorporate complete street principles, such as STH 59 (National Ave).
- Safety planning (SS4A, Vision Zero); crash rates remain elevated, reckless driving is an impediment.
- Muskego Yard Bypass in final design; expected completion by 2029.
- Funding needs remain; truck size and weight regulations not standardized among Midwest states.

Looking Ahead to VISION 2060



- Which VISION 2050 recommendations remain most important today?
- Which recommendations should be revised or expanded?
- Are there barriers and successes that the plan should acknowledge directly?
- What new issues should VISION 2060 address?



Housing, Development & Local Funding

- Rising housing costs and a shortage of affordable options
- Types of housing being built are driven by developer profit, not resident needs
- Strained local budgets from funding shortfalls and state limits on local revenue
- Communities that can't expand their borders are limited in growth and revenue
- Aging infrastructure increasingly hard to maintain
- Redeveloping old industrial or contaminated sites is desirable but challenging
- Resident opposition to apartments and townhomes



Transportation Safety & Access

- Existing road maintenance does not get enough funding – “new” projects can be easier to fund
- Declining transit service a growing concern
- Need safer, more accessible streets for pedestrians, people with disabilities, bicyclists, and transit
- Dangerous driver behavior (speeding, reckless driving) is a major safety risk



Environmental Concerns

- Water quality issues including lead and nitrate contamination
- Air quality concerns
- Environmental impacts from data centers (water use, electricity rates, use of farmland)
- Flooding from catastrophic weather events

Key Challenges Identified

06

Comments & Next Steps

Contacts

Bryan Walter
Senior Planner, Land Use
bwalter@sewrpc.org
262.953.3277

Sam Mercier, AICP
Senior Planner, Transportation
smercier@sewrpc.org
262.953.3239

www.vision2060.sewrpc.org

THANK YOU

Please reach out for more information!



VISION 2060



VISION 2060