

2024 REVIEW & UPDATE OF VISION 2050

Prepared by the Southeastern Wisconsin
Regional Planning Commission

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OVERVIEW

This document provides a record of the public comments received during the process to prepare the 2024 Review and Update of VISION 2050.

Comments were obtained throughout the planning process. The public involvement process began on September 25, 2023, with public comments encouraged on initial background information made available on the 2024 Update page of the VISION 2050 website (www.vision2050sewis.org). A formal comment period was held between February 14 and March 14, 2024, to obtain comments on a draft plan update. All comments received were considered by Commission staff and the Advisory Committees guiding VISION 2050 as staff prepared the 2024 Update. Comments were obtained in the following ways:

- Environmental Justice Task Force meetings held on September 12, 2023, and December 12, 2023
- Two virtual public meetings held on February 26 and 28, 2024
- Commission's community partner engagement
- Email or online comment form (note: no comments were submitted via U.S. mail or fax)

The report presents in a series of appendices:

- Appendix A: Comments received between September 25, 2023, and March 14, 2024
- Appendix B: Attendance records of the February 2024 virtual public meetings
- Appendix C: Commission announcements of public input opportunities and public involvement summary materials

SUMMARY OF COMMENTS RECEIVED

A total of 87 unique individuals participated in public outreach for the plan update, either by attending or submitting comments during one of the two virtual public meetings, submitting an online comment form on the VISION 2050 website, or submitting a comment by email to Commission staff.

A summary of the comments received during the 2024 Review and Update process is presented below. Note that the comments are from a self-selected sample of individuals and were not obtained via a statistically significant survey method.

Land Use Comments

Several commenters expressed support for the land use component included the 2024 Review and Update (7). These commenters provided the following additional comments or specific reasons for their support:

- Compact, mixed-use neighborhoods support emission reductions and reduce negative environmental impacts (3)
- Walkable, transit-oriented development supports economic development (2)
- Dense, multifamily developments support housing affordability by increasing housing supply
- Cluster subdivisions are a way to improve the quality of suburban and exurban development

Additional land use comments included:

- Support for native plants in developments and the use of innovative stormwater retention strategies rather than traditional "gray" stormwater infrastructure.

Response: Recommendation 1.17 recommends using similar sustainable development measures to increase stormwater infiltration and reduce negative impacts on water quality, such as green roofs, porous pavement, rain gardens, and biofiltration and infiltration facilities. Appendix K, *VISION 2050 Land Use Design Guidelines*, recommends additional stormwater quality control mechanisms, including using native plantings or mulch instead of traditional turf/grass.

- Suggestion that the Commission’s future long-range plans prioritize developments that emphasize network connectivity through gridded streets, so these developments will be more conducive to future transit service.

Response: New residential development in areas envisioned to be served by public transit in VISION 2050 is recommended to be at densities that would support public transit service and walkable neighborhoods. Transit-oriented development (TOD) is recommended in areas surrounding rapid transit and commuter rail stations recommended under the Transportation Component of VISION 2050. The plan recommends that streets and sidewalks within TODs provide convenient and safe access to walking and bicycling to each transit station.

- Two comments related to the proposed change to Recommendation 1.4 to emphasize encouraging cluster subdivision design outside urban areas:
 - o Concern that the change will justify development outside areas where it is recommended, and that residents of such subdivisions should bear the cost of providing infrastructure to low density settlements.
 - o Suggestion that cluster subdivisions discourage single-family residential zoning to promote future flexibility in land uses; the plan should use car-free subdivisions such as the Culdesac Tempe development in Arizona as a model for desirable new growth.

Response: A very small amount of residential development envisioned in VISION 2050 would occur outside urban service areas. Cluster subdivision design with an overall density of no more than one home per five acres is recommended in these situations. Residential development at this density using cluster subdivision design can accommodate future demand for living in an open space setting while minimizing impacts on the natural resource and agricultural base, maintaining rural character, and avoiding excessive demands on rural public facility and service systems.

- Concern that the proposed addition of Recommendation 1.19 to preserve significant historic and cultural heritage sites could be misused by those seeking to stop infill development, redevelopment, or adaptive reuse. Suggestion that the recommendation be written to prevent any such misuse.

Response: Infill and redevelopment in urban service areas is a key recommendation of VISION 2050. Text will be added to Design Guideline 1.19.1 to recognize that the review process for development proposals on lands without improvements in historic districts should consider the need for open space and whether a culturally significant event has occurred on the site.

Public Transit Comments

Numerous commenters expressed support for the public transit element included in the 2024 Review and Update (13). These commenters provided the following additional comments or specific reasons for their support:

- Expansion of the public transit system reduces carbon emissions and negative environmental impacts (4)
- Transit expansion supports racial, gender, and class equity (2)
- Increased transit service will decrease roadway congestion (2)
- Transit expansion supports economic and population growth (2)
- Support for commuter rail service in the Region like Metra in Northeastern Illinois

Additional public transit comments included:

- Support for improved security for transit, particularly aboard Milwaukee County Transit System buses
- Support for expanding the Hop streetcar to Milwaukee Mitchell International Airport so visitors would not need to rent a car upon arrival

Response: While VISION 2050 does not specifically recommend that the Hop streetcar is extended to the Airport, Recommendation 2.1 of the plan (Develop a rapid transit network) recommends eight future rapid transit lines, one of which would provide a direct connection to downtown Milwaukee for visitors arriving at the Airport. VISION 2050 recommends that this line either be bus rapid transit (BRT) or light rail, with dedicated transit lanes, transit signal priority or preemption, off-board fare payment, real-time information screens, raised platforms, and frequent service to provide travel times similar to an automobile.

Bicycle and Pedestrian Comments

Numerous commenters expressed support for the bicycle and pedestrian element included in the 2024 Review and Update (10). These commenters provided the following additional comments or specific reasons for their support:

- Support for e-bikes as a means of commuting
- Use of a regional bike-ped network to support emission reductions and business development
- Support for living without a car in a walkable neighborhood

Additional bicycle and pedestrian comments included:

- Consider installing audio pedestrian signals at intersections to improve safety.
Response: The 2024 Review and Update proposes expanding Recommendation 3.5 (Provide pedestrian facilities that facilitate safe, efficient, and accessible pedestrian travel) to ensure facilities be designed and built in accordance with the newly published Americans with Disabilities Act (ADA) Public Right-of-Way-Accessibility Guidelines. These ADA guidelines stipulate, among other requirements, that pedestrian signal heads at crosswalks have audible and vibrotactile features to indicate the walk interval for pedestrians who are blind or have low vision.
- Concern that the bicycle-pedestrian plan is too extensive for those who do not bike.
Response: VISION 2050 supports a well-connected network of bicycling and pedestrian facilities while recognizing potential benefits such as improved public health, reduced greenhouse gas emissions, and decreased roadway congestion. However, VISION 2050 recognizes that context-specific implementation of bicycle facilities is important, and not every street should have enhanced on-street bicycle facilities. The bicycle-pedestrian element of the plan is significantly less expensive than other elements, and unlike the street and highways or transit components, the financial analysis does not project a gap in funding for achieving VISION 2050's bicycle-pedestrian recommendations by 2050.

Streets and Highways Comments

The following comments were related to the updated streets and highways element included in the 2024 Review and Update.

Numerous comments expressed opposition to adding capacity to streets and highways as recommended in VISION 2050 and included in the Fiscally Constrained Transportation System (11). These commenters provided the following additional comments or specific reasons for their opposition:

- Spending money on capacity expansion is a poor use of funding given the size of the funding gap for arterial streets and highways and costs of maintaining the current system (7)
- Highway expansions have historically failed to relieve roadway congestion in the long term due to the concept of 'induced demand' (5)
- Capacity expansion will negatively impact roadway safety (5)
- Highways create barriers between neighborhoods, often along racial and socioeconomic lines, and expansions worsen inequitable conditions and poor public health outcomes (2)
- Support for using a 'Universal Transportation and Land Use Planning Equation,' as developed by Toole Design, as an alternative to using level of service to measure transportation system performance (2)
- The environmental impacts of motorized vehicles, including greenhouse gas emissions, should be mitigated by reducing vehicle-miles traveled (VMT) to address climate change.

Response: These comments generally address three separate but related issues: why VISION 2050 recommends some arterial street and highway capacity expansions; what factors drive the cost of the VISION 2050 arterial street and highway element; and the role of VISION 2050 in the transportation planning process.

1. **Why VISION 2050 includes recommendations for roadway capacity expansion.** VISION 2050 forecasts that Southeastern Wisconsin will be home to over 400,000 additional people and 250,000 additional jobs by 2050. The plan's arterial street and highway recommendations are designed to

accommodate this growth in a way that minimizes congestion on the roadway network and accounts for changes in travel patterns and freight flows. To accomplish this, staff considered adding roadway capacity only after first considering the traffic-reducing effects of other plan elements, including compact development, a mix of land uses, more efficient operation of existing roadways, implementing a well-connected regional bicycle and pedestrian network, and a near-doubling of transit service. The resulting street and highway segments recommended for capacity expansion by 2050, which comprise only 5 percent of the total lane-miles in the VISION 2050 system, represent those segments that in 2050 are still projected to experience above-acceptable levels of congestion after accounting for the elements above.

2. **Factors that drive the funding gap in the arterial street and highway system.** Recommendation 6.1 of VISION 2050 recommends keeping the Region's arterial street and highway system in a state of good repair, as significant portions of it have aged beyond its design life. Practically, this means that under VISION 2050 recommendations, most of the Region's freeway system and portions of its surface arterial street and highway system would be reconstructed over the life of the plan. The cost of the VISION 2050 arterial street and highway system is largely driven by the cost of this reconstruction, particularly of the Region's freeways, at the same capacity. Not rebuilding this aging infrastructure, which is important to multiple transportation modes, will have significant negative consequences, including costly emergency repairs and unnecessary and increasingly ineffective repaving projects. For those segments of the arterial system recommended for capacity expansion, the additional capacity is generally considered during more detailed engineering studies at the time reconstruction of the roadway is necessary, with the cost of the additional lanes representing about 10-20 percent of the total project cost.
3. **Role of VISION 2050 in the transportation planning process.** Recommendations in the Commission's regional transportation plans are by State law advisory to local, county, State, and federal governments. While VISION 2050 makes recommendations for facility improvements, the implementation of those improvements is dependent upon the actions taken by each respective unit of government. Every proposed project will need to undergo detailed preliminary engineering and environmental studies by the responsible State, county, or municipal government prior to implementation. The preliminary engineering and environmental studies will consider alternatives and impacts, and final decisions as to whether and how a project will proceed to implementation will be made by the responsible State, county, or municipal government (State for state highways, county for county highways, and municipal for municipal arterial streets) at the conclusion of preliminary engineering. Such alternatives could include projects with or without capacity expansion. VISION 2050 recommending added capacity for a particular facility would not preclude the implementing entity from studying alternatives that consider maintaining or even reducing capacity and proceeding to construction with such an alternative if the implementing entity determines it is the locally preferred alternative.

Additional street and highway comments included:

- Support for 'road diets,' or roadway capacity reductions in areas where there is excess capacity (5)

Response: Recommendation 6.2 of VISION 2050 recognizes that reducing the number of travel lanes on a multi-lane roadway with existing and future traffic volumes that do not require the current number of travel lanes—referred to as a road diet—can improve safety along a roadway and is an effective way to implement the plan's recommendations for complete streets concepts that accommodate travel by all users and modes.

- Support for recommending roundabouts at intersections.

Response: VISION 2050 Recommendation 4.5 (Improve arterial street and highway traffic flow at intersections) and the alternative intersection portion of Recommendation 6.5 (Address safety needs on the arterial street highway network) recommend consideration of roundabouts as a potential alternative intersection type that is increasingly implemented throughout the Region. While a roundabout is not ideal for every intersection location, when properly designed and located, roundabouts have been found to be effective in increasing travel efficiency and reducing the number and severity of crashes.

Transportation Funding Comments

Participants provided several comments related to the VISION 2050 financial analysis during the 2024 Review and Update process. Comments that were opposed to funding the recommended arterial streets and highways component are included in that section. Other comments include:

- Support for allocating street and highway funding to transit (4)

Response: While VISION 2050 recommends a significant expansion in transit service, the transportation funding the Region receives is statutorily separated at both the federal and State levels between highway and transit projects, with limited opportunities for flex highway funding for transit. This means that a metropolitan planning organization like the Commission, a State agency like WisDOT, or a local sponsor like Milwaukee County cannot legally allocate highway funds to transit projects or vice versa, with few exceptions. Modifying these funding restrictions would require changes in federal or State law and would need to be initiated by elected representatives and approved by legislative bodies. Given these limitations, the Region's ability to avoid the disparate impact on historically underserved populations caused by the transit service reduction under the Fiscally Constrained Transportation System depends on the State Legislature and the Governor providing additional State funding for transit services or allowing local units of government and transit operators to generate such funds on their own. Where possible, Commission staff have assisted in pursuing opportunities to support transit using federal highway funding, such as through the Federal Highway Administration (FHWA) Congestion Mitigation and Air Quality Program (CMAQ) for transit capital and operating projects, and FHWA Surface Transportation Block Grant Program—Milwaukee Urbanized Area (STP-M) for bus replacement. However, such opportunities are limited.

Additional Comments

Participants provided the following additional comments during the 2024 Review and Update process:

- It is important to ensure the needs of people with disabilities are considered, particularly as it relates to providing paratransit service.

Response: The travel needs of individuals with disabilities are considered throughout the plan and specifically as part of the equity analysis prepared for the 2024 Update. A change to VISION 2050 proposed in the 2024 Update is to revise Recommendation 2.4 related to paratransit to reflect updated FTA guidance regarding providing real-time paratransit service using existing federal formula grant programs. Commission staff are also assisting Milwaukee County by providing research for the County's Paratransit Taxi Task Force, which is exploring alternative service models that would effectively and equitably meet the ongoing transportation needs for same-day paratransit rides.

- Projects currently being studied by WisDOT, like the I-794 Lake Interchange and STH 175 (Stadium Freeway), could have significant land use and transportation implications.

Response: These studies will be completed after the 2024 Update is considered for adoption and will be incorporated into the next major plan update.

- Support for VISION 2050's Travel Demand Management (TDM) measures to encourage alternatives to single-occupancy vehicle travel and implement road pricing.

APPENDICES

**COMMENTS RECEIVED BETWEEN
SEPTEMBER 25, 2023, AND MARCH 14, 2024
APPENDIX A**

Figure A.1
Comments Received During the 2024 Review and Update of VISION 2050

Source	Name	Date Received	Comment
EJTF Meeting	Carl Glasemeyer	8/24/2023	The arterial streets and highways maps are missing a category for arterials to be narrowed or have the capacity reduced.
Online Form	Julia McNally	9/8/2023	I see a real opportunity to embrace e-bikes for commuting purposes, and commuters would be much more open to this option with safer routes and off-road paths where possible.
EJTF Meeting	Donna Brown-Martin	12/12/2023	Projects currently being studied like the I-794 Lake Interchange and STH 175 could have significant land use and transportation implications.
EJTF Meeting	Donna Brown-Martin	12/12/2023	It is important to ensure that the needs of people with disabilities are considered, particularly as it relates to providing paratransit service. Milwaukee County's Paratransit Taxi Task Force will continue to request information and analyses.
Online Form	Carl Glasemeyer	1/5/2024	I agree that is essential to expand the region's public transit system and that this investment is key to reducing carbon emissions and reliance on fossil fuels. It is crucial for SEWRPC to align all of its guidance around reducing transportation-related emissions while increasing safety and commercial enterprise. The region's land-use plan and recommended bike/ped network strongly support emission reductions and business development. Our main concern lies within SEWRPC's vision for highways. First, recommending expansion of interstate highways entrenches the region's reliance on an inefficient, polluting mode of travel while also creating barriers between communities. Urban highways continue to exacerbate racial segregation and horrendous public health outcomes. The launch of the Reconnecting Communities grant program highlights the need to shift our highway planning efforts towards correcting past and present harms. Second, the plan omits any recommendations of reducing car capacity along surface arterials. It is essential to transform dangerous urban arterials into slow-speed, commercial-supportive streets with high rates of multimodal travel. I expect SEWRPC to provide a bold vision of the region's transportation system that is less reliant on car travel to decrease emissions and support our communities' diverse needs.
Online Form	Bruce Wiggins	2/25/2024	1. I want an update on the food plan/planning. You mention it in the info here as a "notable activity in relation to this effort. 2. re. transit, how do you/we break the cycle of cuts leading to worse service so fewer riders, so less demand for service and fewer riders ... and on and on?
Email	Sam Engsborg	2/26/2024	<p>I was happy to attend the PIM for vision 2050 - there was a lot of good thought put into the proposals. My favorite is heavy investment in transit - rail is something we as a region lag heavily behind and will no doubt be critical if Milwaukee meets its goal of growing to 1 million people.</p> <p>I had a followup to the response one of the presenters gave regarding why we are choosing to recommend continuing arterial and highway expansions in spite of a severe funding issue. The two main reasons he gave was to alleviate congestion and to promote good land use.</p> <p>Do you have data that shows that arterial and interstate lane expansion will eliminate congestion long term? There are plenty of cases that show otherwise, the Katy Freeway in Texas being the gold standard of 'one more lane' not fixing the issue. Transit, which I'm glad you support, has a much greater impact and scalability.</p> <p>What data are we going off of to conclude that arterial and highway expansions will generate good land use?. I'd love to see an article, paper, anything that supports this position.</p> <p>For the committee to commit well thought out stances on transit, bikes, and pedestrian direction, I was pained to see the stance on continuing highway expansion. It seems wildly tone-deaf to recommend expanding our arterials and highways and then ask for more money when the DOT is in +4.2 billion of road debt. We can't afford our existing highways, why are we building more?</p> <p>Thanks for your time - in spite of this I did enjoy the presentation.</p>
Online Form	Sara Daleiden	2/26/2024	Excellent commitment to transit and other investments for racial, gender and class equity throughout the region. Also, prioritization of mixed-use neighborhoods is key for healthy development. Thank you!

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Figure A.1 (Continued)

Source	Name	Date Received	Comment
Virtual Meeting	Fay Amerson	2/26/2024	Isn't the promotion or recommendation of "cluster development" or conservation design subdivisions justifying housing where it shouldn't be and resulting in the need for more services and infrastructure, roads, waste and storm water management, education???
Virtual Meeting	Mark Caballero	2/26/2024	Why are there plans to expand expensive highways? Build rail, expand transit, and bike infrastructure.
Virtual Meeting	Michelle Crockett	2/26/2024	The event was just an overview and one would need to review the prior plan.
Virtual Meeting	John December	2/26/2024	Isn't it circular reasoning for the state to subsidize car use with billions and billions of dollars, and then assert that this is justified because of high car use? The state has starved public transit and has stood in the way of walkable urbanism and people-oriented land use. The spending emphasis should be more on public and active transit and less on cars and highways.
Virtual Meeting	John December	2/26/2024	I know this is a complicated topic, so I appreciate the effort to hold a public meeting. The ability of this plan to effect change is doubtful because it is only a suggestion to local governments. However, I think this vision plan still falls short in showcasing contemporary knowledge and research in transportation, specifically regarding induced travel and the benefits of public transit, that can advise and encourage local governments to work more toward active and public transit emphasis.
Virtual Meeting	John December	2/26/2024	We should stop creating new highways and put money only into maintenance or tearing down excess current highway capacity. The money saved should go into transit.
Virtual Meeting	John December	2/26/2024	The impacts of VISION 2050 are not shared equitably because the vision specifically financially limits mobility and access opportunities for people who do not use cars or do not wish to be required to use cars. The fundamental car-centric emphasis of the vision drives this inequity for everyone- not just people who do not have cars but those who use cars but wish they had alternatives.
Virtual Meeting	John December	2/26/2024	We can increase the financial support of public transit by ending the excessive subsidies for automobile infrastructure and roadways excessively while short-changing opportunities to support other transportation modes and land use patterns.
Virtual Meeting	John December	2/26/2024	There is no empirical evidence to show that highway capacity increases solve congestion. At the same time, there is ample evidence that additional capacity leads to induced traffic, rendering those billions of dollars wasted.
Virtual Meeting	John December	2/26/2024	Transportation for America. (2020). The Congestion Con: How more lanes and more money equals more congestion. Retrieved March 16, 2021 from https://t4america.org/maps-tools/congestion-con/
Virtual Meeting	John December	2/26/2024	Litman, Todd. (2023, 30 June). Generated Traffic and Induced Travel: Implications for Transport Planning. Victoria Transport Policy Institute. Retrieved August 30, 2023 from https://www.vtppi.org/gentraf.pdf
Virtual Meeting	John December	2/26/2024	Litman, Todd. (2022, 15 April). Evaluating public transit benefits and costs: best practices guidebook. Victoria Transport Policy Institute. Retrieved May 24, 2022 from https://vtppi.org/tranben.pdf
Virtual Meeting	John December	2/26/2024	The people in the cluster subdivisions need to bear the cost of providing infrastructure to low density settlements.
Virtual Meeting	John December	2/26/2024	I applaud the emphasis on public transit--we can improve our climate, health, equity, and livability by walking, biking, and taking public transit more.
Virtual Meeting	Sam Engsborg	2/26/2024	With the funding gap portrayed, why are we even proposing expanding arterials? Why is 'considering ' lowering lanes on existing areas not a higher priority?
Virtual Meeting	Jennifer Larson	2/26/2024	We know that vulnerable groups will be more impacted under FCTS if we don't get funding. How can we change the plan to increase transportation needs for these areas under FCTS. Can FCTS priorities be modified?
Virtual Meeting	Jimmy Lemke	2/26/2024	Why is this [adding a category to arterial streets and highway system maps for capacity reductions] a consideration for the "next generation?" It seems like it would be prudent to do that right now.
Virtual Meeting	Kurt Peng	2/26/2024	Highway expansion has historically failed to relieve congestion, whereas bus and heavy/light rail transit has significantly better carrying capacity and lower environmental impact. Given that highway project costs take up a majority of the costs in the Vision2050 plan, has SEWRPC considered reducing the quantity of highway projects in the Vision2050 in order bridge the funding gap and deliver on transit and land use goals? That is, is it possible to spend less on highways?

Figure continued on next page.

Figure A.1 (Continued)

Source	Name	Date Received	Comment
Virtual Meeting	Kurt Peng	2/26/2024	The presentation was done well. However, I think the input from the attendees weren't fully captured when their questions are summarized rather than read verbatim. No issues from a technical standpoint.
Virtual Meeting	Beverly Schwabe	2/26/2024	Most of the info was available online before the meeting. Fiscal info interesting until legislative sources were mentioned. My question concerns the possible removing of Highway near downtown--what surface streets can handle the traffic. We also are going overboard on biking provisions. Some of us do not and can not bike.
Virtual Meeting	Melissa Seidl	2/26/2024	Adding lanes to freeways has never successfully reduced congestion in the long term. Since there's a fiscal shortfall, why not instead replace freeways in kind and reallocate the expansion funds to transit, which has the potential to actually improve traffic?
Virtual Meeting	Melissa Seidl	2/26/2024	Tech was smooth, but the gentleman sign language interpreter had 1 or 2 lags. The purpose of this PIM was well explained, & it to have other relevant staff there to answer Qs. For content, I appreciate seeing a state DOT including people who walk & bike in long range planning, and the equity considerations (like acknowledging that there are people without access to a car). It's disappointing to hear DOT state that expanding freeways relieves congestion. It's been disproven and that should be acknowledged.
Virtual Meeting	Russell Skewes	2/27/2024	Good information shared. It's difficult to digest information from a slide on the screen. The online format is challenging, but it's helpful to learn where we can go to get more information.
Email	Sarah Marie Streed	2/28/2024	<p>I wasn't able to attend the meeting today because our son and daughter-in-law from England are visiting and turned out that I needed to be with them.</p> <p>However, I do have one main concern/comment that I was prepared to give during today's meeting. Actually, it arose from our childrens' visit. My son took the bus to his investment duplex in Sherman Park because our cars were unavailable. The bus service was fine; however, he was shocked to see that a security guard rode permanently behind the driver.</p> <p>So my comment is that Milwaukee needs to upgrade and improve its public transportation system in a big way! Obviously, it must be safe and cover all routes and the buses themselves must be sustainable. Mke climate and equity Plan is a way for Milwaukee to succeed and thrive in our changing planet. We have the advantage of already taking climate change into account and responding to it, whereas many cities have not even begun to do this. So let's make this work. More cars and highways are bad in so many ways. But without a top notch public transportation system, the number of cars and highways will only continue to grow.</p> <p>I'd love to talk more about this and other ideas and comments. My phone number is at the bottom.</p> <p>Please keep me updated on future meetings.</p>

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Figure A.1 (Continued)

Source	Name	Date Received	Comment
Online Form	Melissa Seidl	2/28/2024	There are some really good things and some really concerning things in the plan and the current update. The goal of expanding transit into areas outside the major urban cores is great. The map showing the plan's goal coverage of transit-accessible jobs shows access extending into significant portions of counties that currently don't have ANY accessible jobs, and I'm glad WisDOT is striving for that (even though state funding is proving a challenge). The National Ave project in Milwaukee is equally exciting. That will be transformative for the corridor, and I very much hope that this will serve as a tide-shift in the way WisDOT treats state roads that are in an urban setting. Multiple streets in the Milwaukee High Injury Network are state highways, so I hope we'll see more National-style redesigns across the city in the future. It shows WisDOT can be forward-thinking and truly innovative. Areas of concern are largely around the arterial and freeway plans. This is where WisDOT is disappointingly stuck in the past. It has been well-proven that widening highways and adding lanes does not improve traffic congestion in the long term. There should be extraordinary justification provided for any project proposing to add lanes, as well as evidence for why the expansion will actually be effective (instead of simply inducing more demand). I would really like for Wisconsin to not join the list of useless freeway expansion examples, and for us to focus on more effective ways to reduce traffic demand via other means. There is room to be a leader in this area. I found the portion of land use that talked about focusing on "cluster subdivisions" to be really interesting. I didn't realize there was discussion around making suburban/exurban development smarter, rather than the sprawling and overbuilt developments so many of us are used to. For future updates, it would be cool to see WisDOT go a bit further. I would like to see priority given to development designs that, for example, have street networks closer to a grid, or at least ones that include more cross-streets instead of winding concentric circle and cul-de-sac layouts. Something that suggests transit could one day serve the subdivision. It would also be exciting if those cluster subdivisions weren't exclusively single-family home zoned. Allowing small retail and up to 3 homes per lot would mean there's flexibility built in for possible future changes. A model like the Culdesac Tempe development would be very cool to see for new subdivisions (and they prove to be very desirable too).
Virtual Meeting	Theodore Anderson	2/28/2024	Just curious. Is there planning for churches and non-profit organizations?
Virtual Meeting	Richard Christiansen	2/28/2024	Somehow, I got glassy-eyed pretty quickly. I don't know if I was getting too much information or not enough. Maybe I was just tired after having eaten my lunch. I'll definitely need to go to the website to look at information before I'll be able to make a public comment.
Virtual Meeting	Bob Connolly	2/28/2024	When do you think there could ever be funding for expansion of The Hop in Milwaukee?
Virtual Meeting	Bob Connolly	2/28/2024	What is a VMT Fee?
Virtual Meeting	Bob Connolly	2/28/2024	How much are you recommending "roundabouts" A great method used all over Europe.
Virtual Meeting	Bob Connolly	2/28/2024	Thank you! Well done!
Virtual Meeting	Dave Giordano	2/28/2024	Do you have Kenosha's South Branch Pike River corridor defined as a primary environmental corridor?
Virtual Meeting	Dave Giordano	2/28/2024	Is there a recommendation to require native plants in developments and use more innovative stormwater retention vs standard stormwater ponds?
Virtual Meeting	Carl Glasemeyer	2/28/2024	With the meeting structured as a webinar, it was really just a "sit and get." The tone was "here is information we have for you and we are not open to dialog." SEWRPC made it clear this update is just checking a box for a federal requirement. This is incredibly disappointing and feels disrespectful to the public. Please stop hiding behind phrases like "we are just an advisory commission." SEWRPC sets the tone for our region, and we need you to be accessible and accountable to the public.
Virtual Meeting	Carl Glasemeyer	2/28/2024	Does the commission provide any recommendations to WisDOT to flex funds for transit?
Virtual Meeting	Carl Glasemeyer	2/28/2024	Does the plan still project a 23% increase in VMT? Why does the commission not aim to reduce VMT to address our current climate crisis?
Virtual Meeting	Carl Glasemeyer	2/28/2024	Has SEWRPC developed a CO2 emissions reduction target? I saw a federal rule for state DOTs and MPOs to develop these targets. Does SEWRPC develop their own or is done in partnership with WisDOT?
Virtual Meeting	Marty Hutchings	2/28/2024	Have you considered installing Audio Pedestrian signals at intersections to improve safety?

Figure continued on next page.

Figure A.1 (Continued)

Source	Name	Date Received	Comment
Virtual Meeting	John Magee	2/28/2024	We need commuter service like Metra along lakeshore line for Chicago Milwaukee line. Not Amtrak! Metra needed!-
Virtual Meeting	John Magee	2/28/2024	Commuter rail service
Virtual Meeting	John Magee	2/28/2024	I love to see what plan to do for our transportation, and Metra Commuter service to extend to Milwaukee. Along Lakefront line.
Virtual Meeting	Frani O'Toole	2/28/2024	Hello, can you please share a short bullet point summary of what was just shared (suggestions for topics to raise with our local legislators)?
Online Form	Bethany Kasprzyk	3/1/2024	Hello! I'd like to express my support for securing funding for public transportation and bike infrastructure. I believe alternative transportation is worthy of investment, and I would be disappointed to see service cuts as this can lead to the "death spiral" of reduced service-reduced ridership. I understand from the update presentation that changing the relevant taxes would require state action, and I support SWRPC in pursuing this option. I am fortunate to be car-free in a great walkable neighborhood, and it's important to me to live somewhere that continues to make this lifestyle more convenient.
Online Form	Montavius Jones	3/2/2024	As the update points out, we are in a global competition for workforce. With limited resources, we must make infrastructure investments that have a positive ROI. Unlimited highway expansions result in short term gains but long term debt and maintenance obligations that we do not have the capital to cover. We must double down on our investment in public transportation and safe streets. We are falling behind even peer cities to say nothing about aspirational cities. Unlocking career opportunities across the region through enhanced public transportation is key to growing the region. As exemplified by the success of FlexRides in Milwaukee, when people can access jobs, they get filled. We need a generational shift in funding and philosophy around transportation in this region. On housing, build build build. We need walkable TOD across the region, not just Milwaukee. Other municipalities must carry some of the weight of the increase in affordable housing needed to meet workforce needs.
Email	Sam Engsborg	3/3/2024	<p>Hi there. I attended the virtual meeting presenting the proposed updates and had since looked at the documents closer and have some feedback.</p> <p>Foremost, I firmly disagree with highway and arterial expansion. Claiming that 'no specific demographic will be impacted disproportionately' means very little when you are still destroying communities and consuming resources. Until we have a credible plan to handle our existing infrastructure, we must stop building more roads and bridges. The well known concept of induced demand clearly shows 'one more lane' will not fix our congestion issues. Let's factor that into the planning.</p> <p>Second, I would like to recommend an approach to city making that Ian Lockwood, a transportation engineer at Toole Design talked with me about. We use a 'Universal Transportation and Land Use Planning Equation' that cities like Copenhagen, Paris, and other visionary cities use to align their actions and approach to city making and transportation. The idea is to encourage every jurisdiction (city, state, and federal) to use this equation and not LOS for motorists (i.e., an operational metric) for transportation planning purposes in cities. Toole developed the equation to purposefully link transportation, land use, taxes, and economic exchange so that the various professions, who shape cities, are all pulling in the same direction. Currently, transportation planning is done in a silo in many jurisdictions and that needs to stop. Lastly, the equation is a good litmus test for decision-makers. That is, the decision makers can ask themselves, "Does the _____ (fill in the blank) align with the universal equation of not?" If it does, then the idea is probably a good idea. If not, it is likely a bad idea. We also use it to reform the job descriptions for transportation and land use professionals. That is, their job performance will be measured on how much they move these metrics in the desirable direction. Anyways, please feel free to use it however you wish. Sadly, "trip length" that is not often measured. We need to emphasize that the "number of trips" and "traffic volumes" are very different ideas. Understanding trip length is what makes the difference and allows cities to increase the number of trips while reducing traffic.</p> <p>Thanks for reading this. I want you to know that I did like the transit options and bicycle network options proposed, which will be critical as SE Wisconsin grows in the next few decades. When you propose expanding roads though, politicians and DOTs will inevitably cherry pick those results and claim 'this is what the people want, not transit'.</p>

Figure continued on next page.

Figure A.1 (Continued)

Source	Name	Date Received	Comment
Online Form	Stacy Barry Coffey	3/3/2024	The plan to widen Amy roads including north Ave west of Calhoun does the opposite of pedestrian friendly communities. North have west of 124th street was widened, trees we removed and it is harder to cross to the the very wide lanes. It looks like a highway so cars drive on it as if it is a highway. Increased speeds accompany widened roads. Please stop spending money on highway and roadway expansion. Instead take those funds and finish pathways, add train and street car routes and make it easier and faster to use public transport. Connecting 124th by Elm Grove will make that road into a thoroughfare and increase traffic, decrease safety in an area that is currently a walkable neighborhood. Traffic is slow and decreased I. elm Grove because it's not easy to navigate with curved and narrow streets. Residents do not want that to change.
Online Form	Camryn Brennan	3/3/2024	I am opposed to the proposed expansion of highways and arterial roads outlined in the transportation section. Given that expanding roads will lead to induced demand, the expansion will do little to relieve congestion and will be more likely to make it worse. The budget for car infrastructure would be more effective if put towards traffic calming measures to help reduce crashes and fatalities.
Online Form	Mark Caballero	3/3/2024	We cannot afford to expand arterials and highways. We need to be decreasing funding to these massive expensive projects and support local projects to massively increase transit (bus service needs frequency and reliability; we should have a rail system), a network of connected and protected bike lanes, and pedestrian friendly street design. Supporting infrastructure for where people are, not just making driving "more convenient". Spending millions to save a minute or two is not a good investment. The societal costs of needing a car to participate in society are too high. With an improved vision and recommendations (specifically reallocating funding for highway and arterial expansion TO Bike/Pedestrian/Transit) we can use the existing places we have to improve economic activity and support local businesses. Building out more highways and arterials to low density communities are draining the resources we have. How can we justify needing to double the funding for highway and arterial expansion when the returns are clearly not present? I support city/state/federal organizations to use Universal Planning and Land Use Equation instead of level of service.
Online Form	Danielle Rice	3/3/2024	I would like to strongly request more implementation of PROTECTED bike lanes throughout the city. I would love to ride more across town but in many places, it feels unsafe; with bike lanes frequently just ending abruptly or being used as another driving lane by inconsiderate drivers. Also, there needs to be more funding for increasing The Hop routes. I feel it would be extremely beneficial to extend it to at least the airport, that way people traveling here from out of state would have easy access to downtown without needing to rent a car.
Virtual Meeting	Sam Engsberg	3/3/2024	Questions were not answered satisfactorily
Online Form	Will Ohm	3/9/2024	I think we need to focus on reducing car traffic as much as possible - I noticed that the plan is to just resurface 92% of roads and expand 8%. That sounds like it'll be expensive to maintain in the even longer term. I've noticed the number of road diets the city has taken, and I'm excited to see more happen. The fewer automobile lanes we have, the less sq ft of pavement the city needs to maintain, which clearly has been an issue. To that effect, I think that expanding any roads will cause more issues and more potential for loss of life. I don't want to be throwing money away into a road system that will only get worse with more cars. We can achieve other goals by strategically reducing road surface to maintain. I particularly care about the Locust Street Resurfacing project, and have been disappointed with the City continuing to make part of it 4 lanes when the data doesn't support it as well as when the City knows that it would be better to reduce the lanes (seeing all the other projects). I will keep fighting for this, but I just would like the city to not repeat this project with other streets that are being resurfaced.

Figure continued on next page.

Figure A.1 (Continued)

Source	Name	Date Received	Comment
Email	Kurt Peng	3/15/2024	<p>Land Use: I like that the plan supports a diversity of housing types, mixed-use zoning, and dense transit-oriented development. Building dense, multifamily housing is the most effective way to boost housing supply and ensure that renting and buying remains affordable. Allowing the housing to be built near key amenities and transit can make the city more walkable, safe, and convenient for all ages, reduce car dependency, and lessen the negative impact on the environment.</p> <p>However, I do have concerns about the recommendation to preserve historic and cultural heritage sites. I worry that historical preservation status may be misused by people seeking to stop infill or redevelopment that could revitalize neighborhoods. There have been cases in the US where the designation of a parking lot as a historic landmark sadly prevented development from happening that could've created many homes for people to live. I recognize that there exist important historical buildings that should be saved. And I love it when old buildings are retrofitted for modern uses. Therefore, I would suggest that the recommendation be written in very precise language to enable legitimate historical preservation (and adaptive reuse) but also prevent any abuse.</p>
Email	Kurt Peng	3/15/2024	<p>Public Transit: I agree with the recommendation for Milwaukee County to develop a rapid transit network. Rapid transit makes life easier for people who can't afford a car or people who can't drive (elderly, children, people with disabilities), and allow people who do own cars to make less car trips. This significantly relieves congestion on roadways, reduces negative environmental impact, and improves safety. Personally, between the modes, I'd prioritize light rail > BRT > streetcar based on speed and reliability.</p> <p>As somebody who lives in Milwaukee and works in Racine, I'd love to have rail transit between the two cities so I don't have to drive. In fact, I believe that the proposed rail lines of Milwaukee - Oconomowoc and Milwaukee - Kenosha should be regional rail and not commuter rail. There are people other than commuters who want to travel on those routes, such as people going to Brewers games, people going shopping on weekends, to name a few. Everybody deserves fast and frequent service. For that reason, I think off-peak headways should be 30 minutes at most.</p>
Email	Kurt Peng	3/15/2024	<p>Bicycle & Pedestrian: Given that fatal crashes are at their highest levels in 20 years, I support the recommendations to improve pedestrian and cyclist safety through infrastructural changes so that we can continue to encourage more walking and biking. Dangerous roads and intersections should get road diets, pedestrian refuge islands, raised crosswalks, and curb extensions to protect pedestrians. As the on-street bicycle network gets built out, an emphasis should be placed on protected bike lanes so cyclists of all ages and abilities can feel safe riding to school, work, shops, etc.</p>
Email	Kurt Peng	3/15/2024	<p>Travel Demand Management: I support the usage of TDM to encourage alternative transportation. Even though I drive a car, I welcome road user fees (VMT fee, tolls, congestion pricing) to make drivers pay their fair share of road maintenance costs and get them off the road. I also like the recommendation for mixed zoning and removal of parking minimums.</p>
Email	Kurt Peng	3/15/2024	<p>Streets & Highways: I oppose the recommendation to widen arterials with additional traffic lanes. Historically, widening roads has not alleviated traffic congestion. This is because the concept of induced demand applies to every road. When you "improve" a road by widening it, you do increase capacity, but that capacity is quickly filled up by drivers who are drawn to the extra lane, until you end up back at your original level of congestion. The reverse of this phenomenon is also why road diets work - people simply find other ways to get around. The most effective way to relieve congestion on arterials and freeways is to build and improve public transit, not add car lanes. A car lanes moves 600-1000 people/hr. In contrast, a regular bus lane can move up to 2800 people/hr; a dedicated transit lane can move 8000 people/hr; rail transit can move anywhere from 10,000 - 25,000 people/hr. Given that transit is much more efficient at moving people and has much lower environmental impact, and that the highway costs make up a majority of the funding gap in the financial analysis, I argue that Vision2050 should prioritize rapid transit and rail improvements over arterial expansions. With the harm that would be done to underserved neighborhoods in the Fiscally Constrained Transit System, it makes no sense to handicap ourselves by spending needlessly on highway expansions when the best thing to do for the people and environment is to focus on transit.</p>

Source: SEWRPC, 4/2024

**ATTENDANCE RECORDS OF THE
FEBRUARY 2024 VIRTUAL PUBLIC MEETINGS
APPENDIX B**

Figure B.1
Attendance Records of the February 2024 Virtual Public Meetings

February 26 Virtual Meeting		February 28 Virtual Meeting	
First Name	Last Name	First Name	Last Name
Fay	Amerson	Theodore	Anderson
JoAnna	Bautch	Jeff	Bannink
Mark	Caballero	Anne	Burgos
Michelle	Crockett	Mark	Caballero
Sara	Daleiden	Stacey	Carlos
John	December	Jackie Q.	Carter
Sam	Engsberg	Maria	Cartier
Rebecca	Fedak	Richard	Christiansen
Carolynn	Friesch	Bob	Connolly
Adam	Gitter	Lafayette	Crump
Kelly	Glostott	Nicholas	Davis
John	Goetz	Lamont	Davis
Delores	Green	Richard	Diaz
Sylvester	Hamilton	Iuscely	Flores
Christine	Happel	Anne	Getzin
Brian	Holt	Dave	Giordano
Sarah	Jenkins	Carl	Glasemeyer
Mona	Johnson	Elizabeth	Grout
Richard	Kleinmann	Jill	Heller
Ted	Kraig	Michael	Hennick
Ian	Lanphier	Marty	Hutchings
Jennifer	Larson	Rebekah	Leto
Jimmy	Lemke	Tina	Link
Craig	Maass	Jamie	Ludovic
Doug	Marconnet	Kristi	Luzar
Carol	Maria	John	Magee
Hannah	Mercier	Rachel	Naber
Richard	Mich	Kamron	Nash
Kurt	Peng	Eric	Neeb
Mark	Samberg	Candice	Owley
Beverly	Schwabe	Frani	O'Toole
Melissa	Seidl	Rollin	Pizzala
Arijit	Sen	Shawn	Reilly
Russell	Skewes	Sharon	Rose
Patrick	Snyder	Curtis	Rutkowski
Jay	Warner	Mark	Schall
Bruce	Wiggins	Jeff	Sponcia
		Nate	Tillis
		Adam	Trzebiatowski
		Kristi	Weber
		Tangela	Wilson
		Jessica	Wolff

**COMMISSION ANNOUNCEMENTS OF
PUBLIC INVOLVEMENT AND SUMMARY
MATERIALS PROVIDED AT PUBLIC MEETINGS**

APPENDIX C

**Figure C.1
Paid Newspaper Advertisements for the Virtual Public Meetings and Comment Period**

**Help Us Update the
VISION for Our Region!**

**2024
REVIEW &
UPDATE
OF VISION 2050**



The Regional Planning Commission is currently looking for input on an update to VISION 2050, Southeastern Wisconsin's long-range land use and transportation plan.

ADD YOUR VOICE
to the regional conversation on land use and transportation.

Virtual Public Meetings
Monday, February 26, 5-6pm
Wednesday, February 28, 1-2pm

Written comments may also be provided through March 14, 2024:
Southeastern Wisconsin Regional Planning Commission
PO Box 1607, Waukesha, WI 53187-1607
Email: vision2050@sewrpc.org
Phone: 262-547-6721

Visit the VISION 2050 website: www.vision2050sewis.org/2024-Update or scan the QR code to learn more and provide your feedback. On the site, you can also register to attend a virtual public meeting.



People needing disability-related accommodations or language translation are asked to contact the Commission office at (262) 547-6721 a minimum of three business days before the meeting so that appropriate arrangements can be made regarding access, review or interpretation of materials, active participation, or submission of comments.

El Conquistador
Thursday, 2/15

Kenosha News
Wednesday, 2/14

Milwaukee Community Journal
Wednesday, 2/14

Milwaukee Courier
Saturday, 2/17

Milwaukee Journal Sentinel
Wednesday, 2/14

Milwaukee Times
Wednesday, 2/14

Oconomowoc Enterprise
Thursday, 2/15

Ozaukee Advertiser
Wednesday, 2/14

Ozaukee County News-Graphic
Thursday, 2/15

Ozaukee Press
Thursday, 2/15

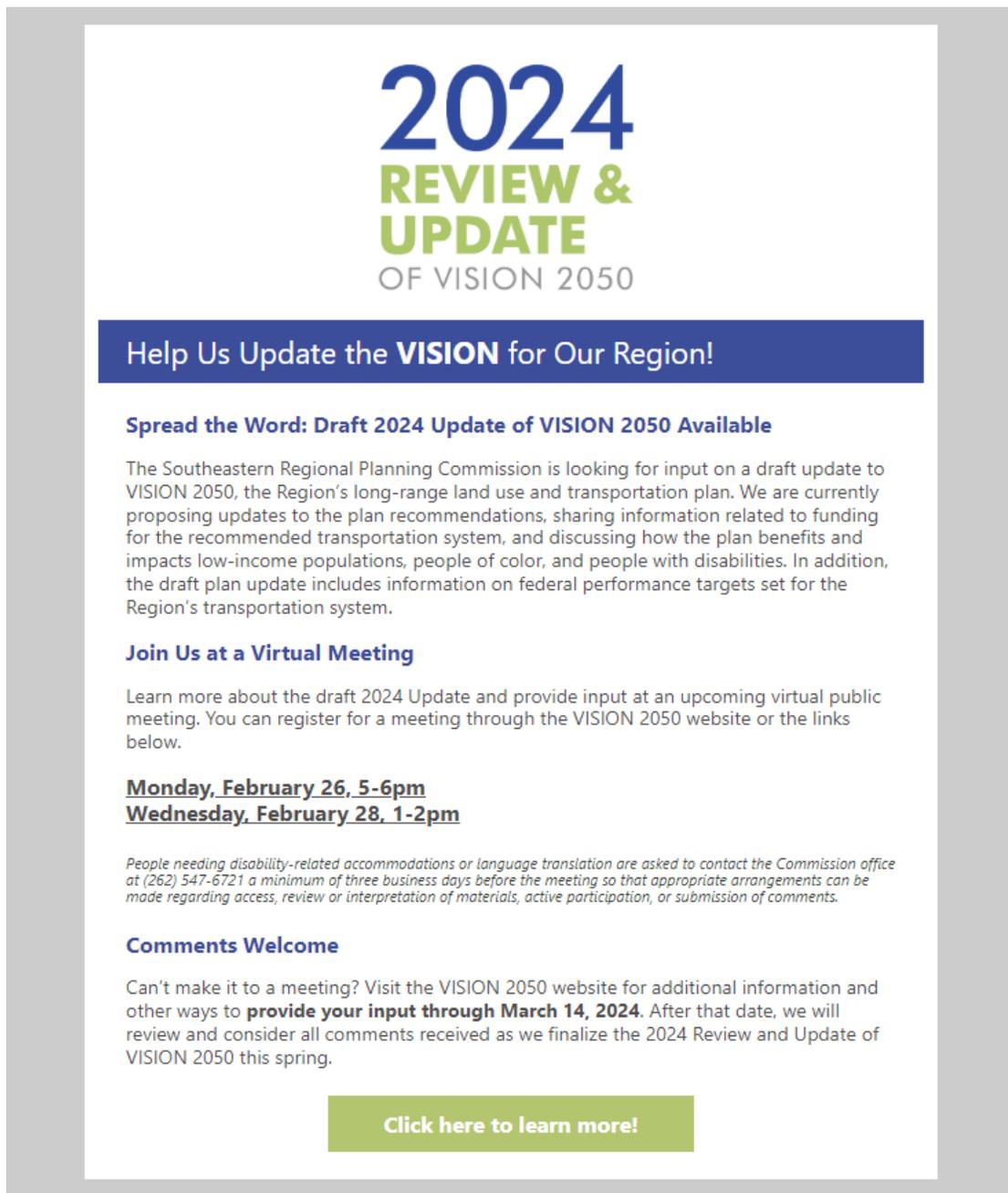
Racine Journal Times
Wednesday, 2/14

**Southern Lakes Papers – Racine,
Kenosha, Walworth**
Thursday, 2/15

Washington County Daily News
Wednesday, 2/14

Waukesha Freeman
Wednesday, 2/14

Figure C.2
Email Announcing the Virtual Public Meetings and Comment Period



Southeastern Wisconsin Regional Planning Commission | PO Box 1607, Waukesha, WI 53187
Serving Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha

[Unsubscribe mgogetti@sewrpc.org](mailto:mgogetti@sewrpc.org)

[Constant Contact Data Notice](#)

Sent by sewrpcnews@sewrpc.org powered by



Email announcement sent to the Commission's email distribution list on February 14, 2024

Figure C.3
Postcard Announcing the Virtual Public Meetings and Comment Period

ADD YOUR VOICE
to the regional conversation on
land use and transportation.

You're Invited!

Virtual Public Meetings
Monday, February 26, 5-6pm
Wednesday, February 28, 1-2pm



Scan the QR code to learn more
and register for a virtual meeting

The Southeastern Wisconsin Regional Planning Commission is currently proposing updates to VISION 2050, the Region's long-range land use and transportation plan. Staff has also prepared updated analyses of transportation funding and how the plan would benefit disadvantaged populations across the Region.

Learn more and provide input at a virtual public meeting, through the VISION 2050 website, or by reaching out to our Public Involvement and Outreach staff at publicplan@sewrpc.org.

2024 REVIEW & UPDATE
OF VISION 2050



vision2050sewis.org/2024-Update

People needing disability-related accommodations or language translation are asked to contact the Commission office at (262) 547-6721 a minimum of three business days before the meeting so that appropriate arrangements can be made regarding access, review or interpretation of materials, active participation, or submission of comments.

Figure C.4
Postcard in Spanish Announcing the Virtual Public Meetings and Comment Period

AÑADE TU VOZ
al diálogo regional sobre uso de terreno y transporte.

¡Estás invitado/a!

Reuniones Públicas Virtual

Lunes 26 de Febrero, 5-6 p. m.
Miércoles 28 de Febrero, 1-2 p. m.

Escanee el código QR para obtener más información y registrarse para una reunión virtual

La Comisión de Planificación Regional del Sureste de Wisconsin está proponiendo actualizaciones a VISION 2050, el plan a largo plazo para el uso del suelo y el transporte de la región. El personal también ha preparado análisis actualizados sobre la financiación del transporte y cómo el plan beneficiaría a las poblaciones desfavorecidas en toda la región.

Obtenga más información y brinde sus comentarios en una reunión pública virtual, a través del sitio web de VISION 2050, o poniéndose en contacto con nuestro personal de Participación Pública y Divulgación en publicplan@sewrpc.org.

2024 REVISAR Y ACTUALIZAR DE VISION 2050



vision2050sewis.org/2024-Update

Las personas que requieran ajustes relacionados con discapacidades o traducción de idiomas se les pide que se pongan en contacto con la oficina de la Comisión al (262) 547-6721 con un mínimo de tres días hábiles antes de la reunión, para que se puedan realizar los arreglos apropiados en cuanto a acceso, revisión o interpretación de materiales, participación activa o envío de comentarios.

Figure C.5
Large Print Postcard Announcing the Virtual Public Meetings and Comment Period

ADD YOUR VOICE
to the regional conversation on
land use and transportation.

You're Invited!

Virtual Public Meetings
Monday, February 26, 5-6pm
Wednesday, February 28, 1-2pm



Scan the QR code to learn more
and register for a virtual meeting

The Southeastern Wisconsin Regional Planning Commission is currently proposing updates to VISION 2050, the Region's long-range land use and transportation plan. Staff has also prepared updated analyses of transportation funding and how the plan would benefit disadvantaged populations across the Region.

Learn more and provide input at a virtual public meeting, through the VISION 2050 website, or by reaching out to our Public Involvement and Outreach staff at publicplan@sewrpc.org.

2024 REVIEW & UPDATE
OF VISION 2050



vision2050sewis.org/2024-Update

People needing disability-related accommodations or language translation are asked to contact the Commission office at (262) 547-6721 a minimum of three business days before the meeting so that appropriate arrangements can be made regarding access, review or interpretation of materials, active participation, or submission of comments.

Figure C.6 Press Release and List of Media Outlets



FOR IMMEDIATE RELEASE

February 14, 2024
Release No. 2024-01
Press Contact: Eric Lynde
Chief Special Projects Planner
elynde@sewrpc.org | 262.953.3222

Regional Planning Commission Invites Participation in VISION 2050 Update

The Southeastern Wisconsin Regional Planning Commission invites the Region to a conversation about land use and transportation for an update to VISION 2050.

VISION 2050, originally adopted in 2016, makes recommendations to local and State government to shape and guide land use development and transportation improvements in the seven-county Region, comprised of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties, to the year 2050.

Every four years, the Commission conducts an interim review and update of VISION 2050 to keep the plan current and address federal requirements. The last update occurred in 2020. For the 2024 Review and Update, Commission staff is proposing updates to the plan recommendations, sharing information related to funding for the recommended transportation system, and conveying how the plan benefits and impacts low-income populations, people of color, and people with disabilities. In addition, the draft plan update includes information on federal performance targets set for the Region's transportation system.

Ways to participate in the plan update include:

- Visit the plan website at vision2050sewis.org
- Attend a **virtual public meeting** on Monday, February 26, 5-6pm or Wednesday, February 28, 1-2pm
- Provide a **written comment** through the contact information below

The public comment period will be open through March 14, 2024. Registration for the virtual meetings is at vision2050sewis.org/2024-update.

About The Commission

The Regional Planning Commission is the official areawide planning agency for infrastructure and land use for Southeastern Wisconsin. The Commission provides the basic information and planning services necessary to solve problems that transcend the corporate boundaries and fiscal capabilities of the Region's local units of government.

* * *

P.O. Box 1607 | Waukesha, WI 53187 | E: vision2050@sewrpc.org | T: 262.547.6721

Figure C.6 (Continued)

List of Media Outlets

101.7 The Truth
BizTimes
Burlington Standard Press
El Conquistador
Elkhorn Independent
Kenosha News
Kewaskum Statesman
Milwaukee Community Journal
Milwaukee Journal Sentinel
Milwaukee Magazine
Milwaukee Neighborhood News Service
Northwest Now
Oconomowoc Enterprise
On Milwaukee
Ozaukee County News Graphic
Ozaukee Press
Racine Journal Times
Shepherd Express
Spectrum News 1
Telemundo
The Business Journal
The Daily Reporter
The Insider News
The Lake Country Now Reporter
The Milwaukee Courier
The Milwaukee Times
The Spanish Journal
Urban Milwaukee
Washington County Daily News
Waukesha County Now
Waukesha Freeman
WBKV AM – 1470
WDJT-TV Channel 58
WISN AM – 1130
WISN-TV Channel 12
WJMR FM – 98.3
WITI-TV FOX6
WMSE FM – 91.7
WNOV AM – 860
WRJN Radio News – 1400
WTMJ AM – 620
WTMJ-TV Channel 4
WUWM FM – 89.7
WYMS FM – 88.9

Figure C.7
Website QR Card Distributed Throughout the 2024 Update Process

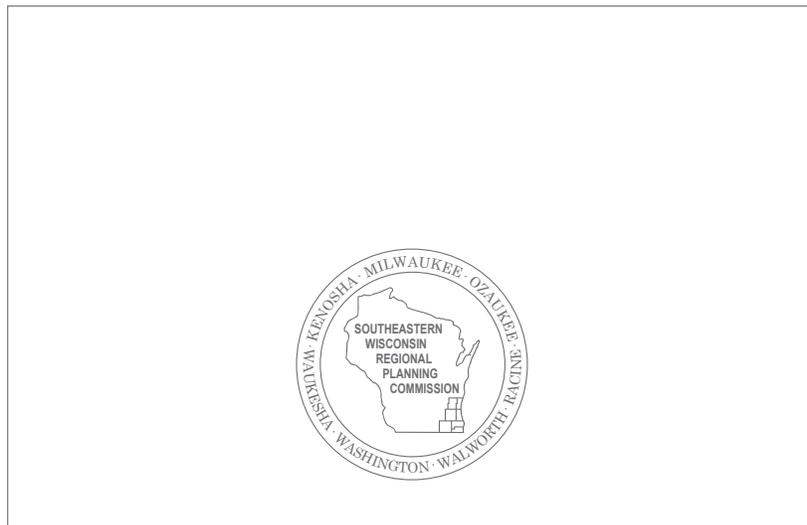
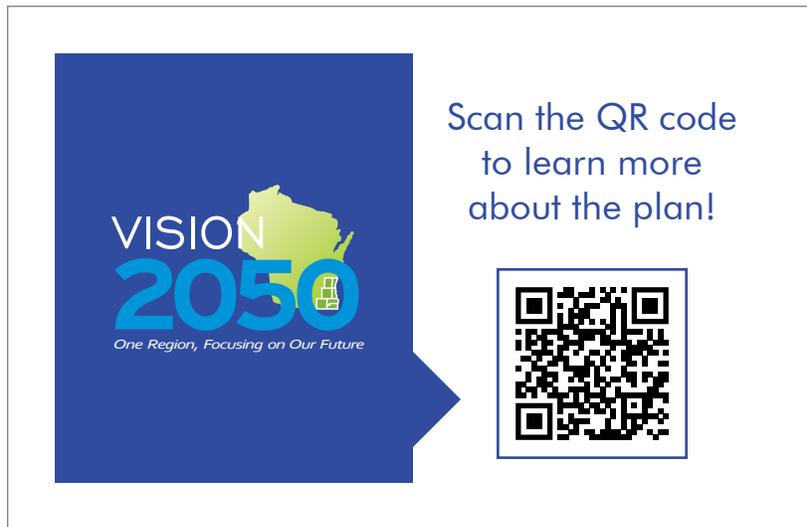


Figure C.8
Overview Handout Distributed September 2023-February 2024

What is VISION 2050?

VISION 2050 is Southeastern Wisconsin’s long-range land use and transportation plan. The plan makes recommendations to local and State government to shape and guide land use development and transportation improvement, in the seven-county Region comprised of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

The plan was originally adopted by the Southeastern Wisconsin Regional Planning Commission in 2016, following a three-year planning process guided by the Commission’s Regional Land Use and Transportation Planning Advisory Committees.



2024 REVIEW & UPDATE OF VISION 2050

OVERVIEW OF THE 2024 REVIEW & UPDATE

Purpose of the 2024 Review & Update

Every four years, the Commission conducts an interim review and update of VISION 2050 to keep the plan current and address federal requirements. The Commission adopted the first interim review and update in 2020. In fall 2023, the Commission initiated the 2024 Review & Update, beginning with a review of: progress in implementing VISION 2050 recommendations, transportation system performance, year 2050 forecasts underlying the plan, and changes in recent years that impact the plan.

Later in the process, Commission staff will update analyses that examine funding for the recommended transportation system and equity implications for the recommended plan. Staff will also review performance targets established for the plan and identify any necessary or desirable changes to the plan prior to completing the 2024 Update in spring 2024.

Public Involvement Goals

Fall 2023

- ▶ Share initial background information (e.g., plan implementation progress, plan forecasts, transportation system performance)
- ▶ Collect initial input on key data and trends to consider for the plan update

Round 2

- ▶ Share the draft 2024 Update, including updated financial and equity analyses
- ▶ Collect input to consider before the 2024 Update is finalized

TIMELINE



Visit the plan website
 to learn how to
 provide input.

vision2050sewis.org



Figure C.9
Overview Handout Distributed During Comment Period

What is VISION 2050?

VISION 2050 is Southeastern Wisconsin’s long-range land use and transportation plan. The plan makes recommendations to local and State government to shape and guide land use and transportation improvement, in the seven-county Region comprised of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

The plan was originally adopted by the Southeastern Wisconsin Regional Planning Commission in 2016, following a three-year planning process guided by the Commission’s Regional Land Use and Transportation Planning Advisory Committees.



2024 REVIEW & UPDATE OF VISION 2050

OVERVIEW OF THE 2024 REVIEW & UPDATE

Purpose of the 2024 Review & Update

Every four years, the Commission conducts an interim review and update of VISION 2050 to keep the plan current and address federal requirements. The Commission adopted the first interim review and update in 2020. In fall 2023, the Commission initiated the 2024 Review & Update, beginning with a review of: progress in implementing VISION 2050 recommendations, transportation system performance, year 2050 forecasts underlying the plan, and changes in recent years that impact the plan.

Commission staff is currently proposing updates to the plan recommendations, sharing information related to funding for the recommended transportation system, and conveying how the plan benefits and impacts people of color, low-income populations, and people with disabilities. In addition, the draft plan update includes information on federal performance targets set for the Region’s transportation system.



See the Timeline below to learn more about what has been done and what’s ahead!

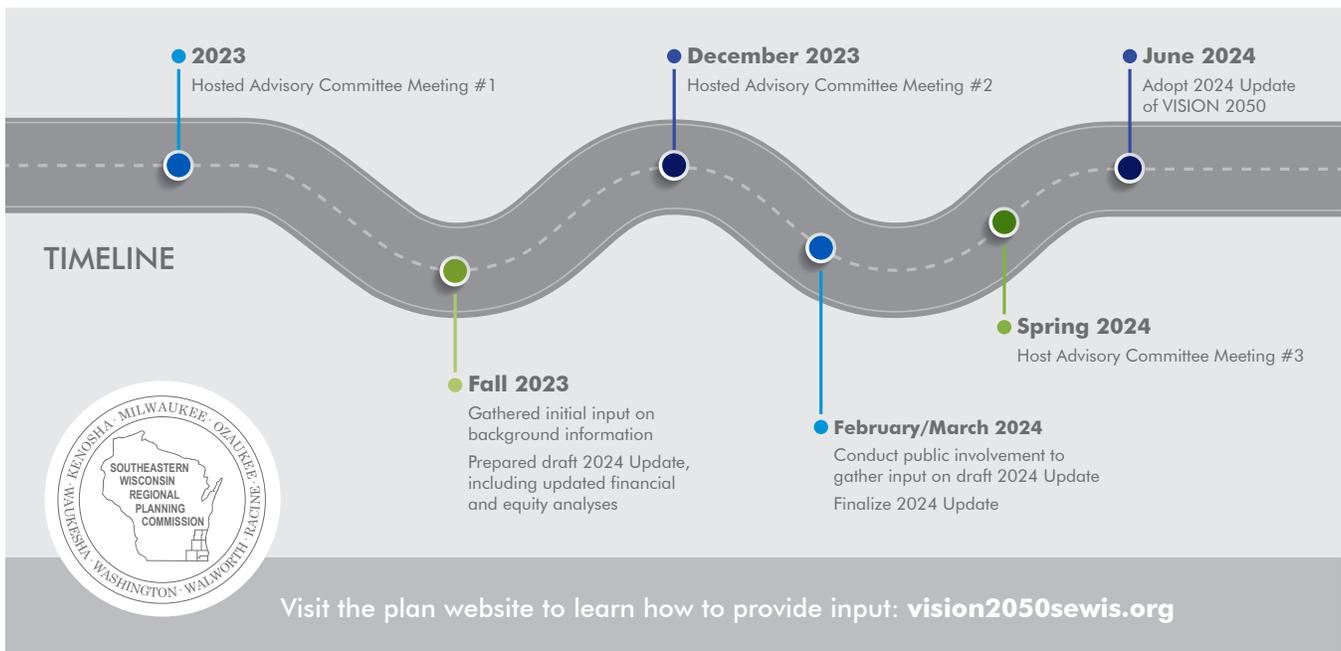


Figure C.10
Presentation Given at the Virtual Public Meetings

Southeastern Wisconsin Regional Planning Commission



2024
**REVIEW &
UPDATE**
OF VISION 2050

**Virtual
Public Meetings**
February 2024

Para español, llame al: +1 (646) 749-3122; Código de acceso: 779-328-221

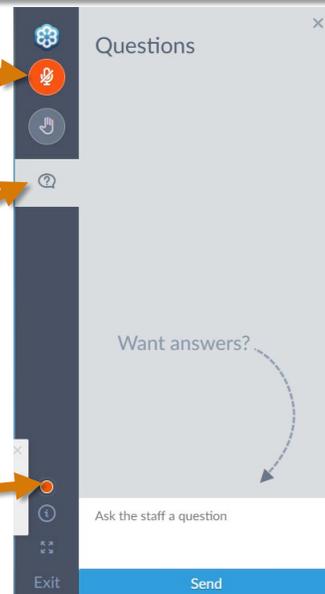
#271561

Meeting Logistics

Members of the public enter in 'Listen Only' mode.

Use the 'Questions' pane to ask staff questions or submit a written comment.
Please note that comments or questions may be read aloud

Meeting is being recorded. The recording will be made available on the VISION 2050 website after the meeting.



Meeting Logistics

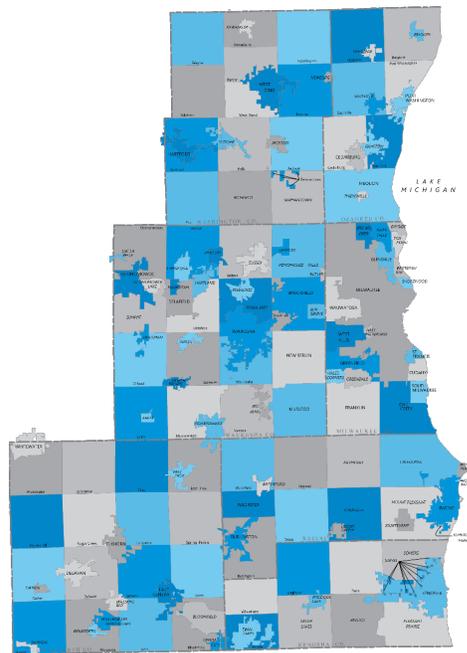
- Spanish Translators Available
Para español, llame al: 1 (646) 749-3122
Código de acceso: 779-328-221
No se necesita número PIN

- In-Meeting Survey
https://bit.ly/VISION2050_attendee_survey

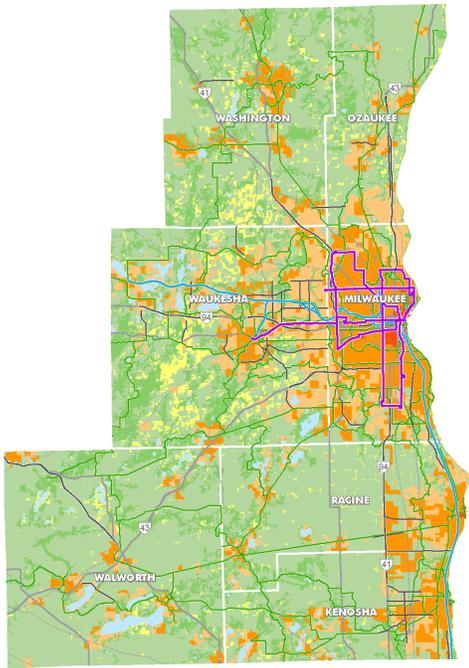


About the Regional Planning Commission

- One Region
 - 7 counties
 - 147 cities, villages, and towns
 - 5% of State's land area, 35% of State's population and jobs
- Advisory land use and infrastructure planning to local, county, and State governments



What is VISION 2050?



- Region's long-range land use and transportation plan
- Makes recommendations to local and State government regarding land development and transportation
- Outlook to the year 2050

5

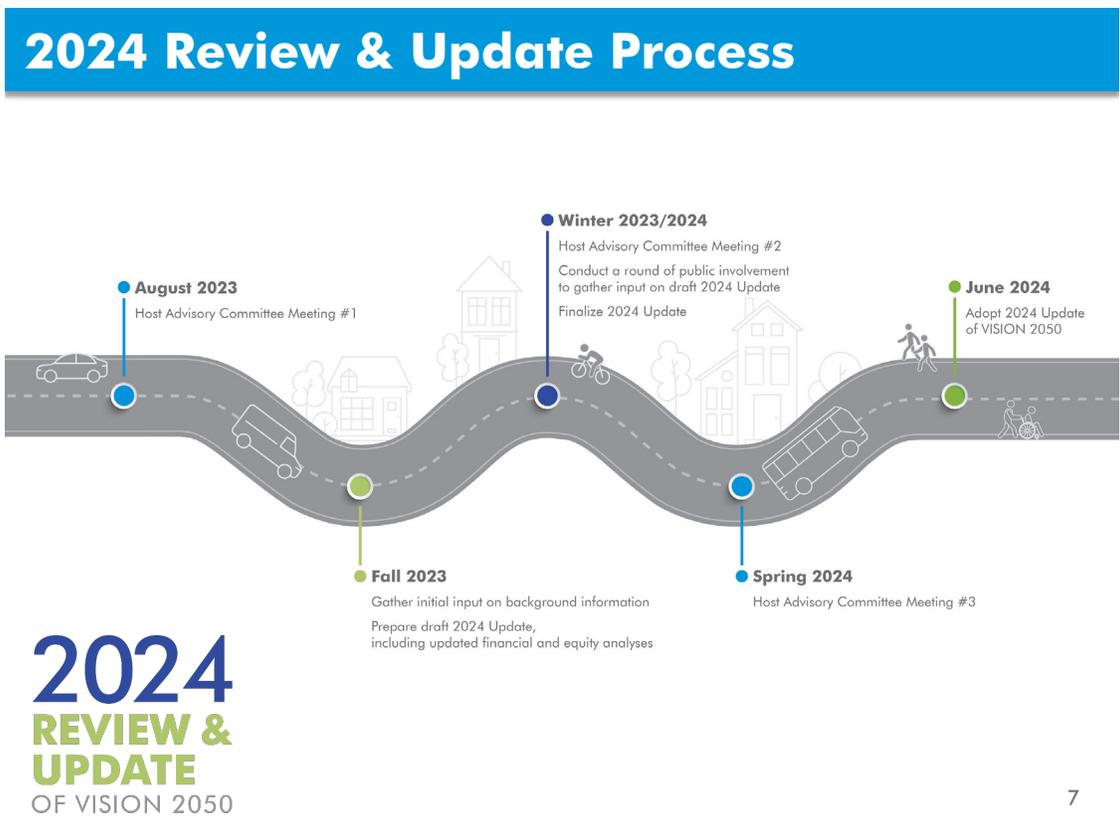
VISION 2050: A "Living" Plan

- Originally adopted in June 2016
- Amended three times
- Completed first "interim" review and update in June 2020
- Need to prepare another review and update by June 2024
- Major update will be initiated ~2026



6

Figure C.10 (Continued)



How to Provide Input

- Comments can be submitted through **March 14, 2024**
 - Website: vision2050sewis.org
 - Email: vision2050@sewrpc.org
 - Mail: P.O. Box 1607
Waukesha, WI 53187-1607



2024 Review & Update Elements

- ✓ Review of VISION 2050 Recommendations and Implementation to Date
- ✓ Review of VISION 2050 Forecasts
- ✓ Review of Transportation System Performance
- ✓ **Updated VISION 2050 Recommendations**
- ✓ **Updated Financial Analysis**
- ✓ **Updated Equity Analysis**
- ✓ **Review of Targets for National Performance Measures**
- Updated Milwaukee Metro Area Peer Comparison



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Proposed Plan Updates

- Staff reviewed current plan recommendations in relation to:
 - Plan implementation to date
 - Long-term impacts associated with recent events and trends
 - Input received to date
- Updates do not represent a major overhaul of the plan
 - Most recommendations have been reaffirmed and believed to be valid for long-range land use and transportation planning efforts



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Land Use Updates

The plan will continue to recommend:

- Focusing on development in urban centers
- Reversing trend in declining density and providing a mix of housing types and uses
- Preserving primary environmental corridors and productive agricultural land

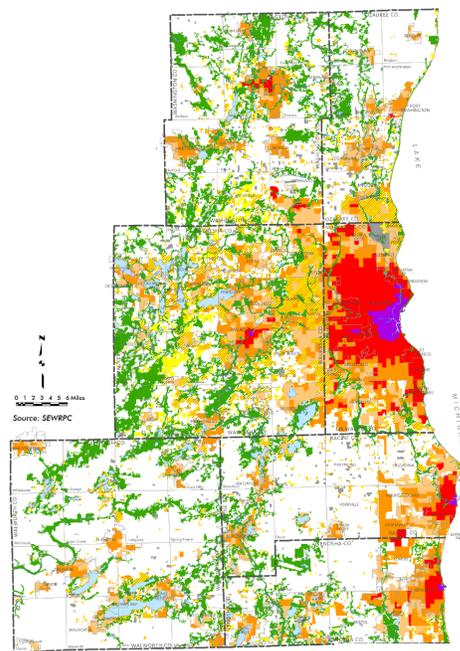
Proposed changes:

- **Cluster Subdivisions:** Minor changes to emphasize encouraging cluster subdivisions outside urban areas
- **Sustainability:** Note that sustainability recommendations are most closely related to environmental sustainability
- **Historic and Cultural Heritage Sites:** New recommendation to preserve significant historic and cultural heritage sites



Land Use Development Pattern

- MIXED-USE CITY CENTER
- MIXED-USE TRADITIONAL NEIGHBORHOOD
- SMALL LOT TRADITIONAL NEIGHBORHOOD
- MEDIUM LOT NEIGHBORHOOD
- LARGE LOT NEIGHBORHOOD
- LARGE LOT EXURBAN
- RURAL ESTATE
- AGRICULTURAL AND OTHER OPEN LANDS
- PRIMARY ENVIRONMENTAL CORRIDOR
- SURFACE WATER



Updated 12/2023



Public Transit Updates

The plan will continue to recommend:

- Significant improvement and expansion of public transit, including commuter rail, rapid transit, improved fixed and flexible transit services
- Programs to improve access to suburban employment
- “Transit first” designs on urban streets
- Other initiatives to promote transit use and improve quality of service

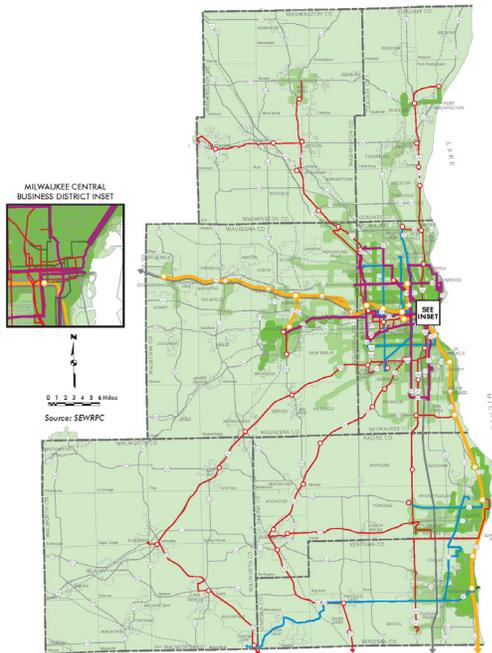
Proposed changes:

- **Paratransit:** Recommend considering real-time paratransit service
- **Microtransit:** Highlight microtransit as a way to improve access to suburban employment centers
- **Transit Updates:** Recognize future transit system updates may be needed as studies progress and needs evolve



Public Transit Services

- TRANSIT SERVICES**
- RAPID TRANSIT LINE
 - EXPRESS BUS ROUTE
 - COMMUTER RAIL LINE & STATION
 - COMMUTER BUS ROUTE & PARK-RIDE
 - INTERCITY RAIL
 - STREETCAR LINE
- LOCAL TRANSIT SERVICE AREA AND PEAK FREQUENCY**
- EVERY 15 MINUTES OR BETTER
 - LESS FREQUENT THAN EVERY 15 MINUTES
 - ONE DAY ADVANCE-RESERVATION SHARED-RIDE TAXI



Updated 12/2023



Streets & Highways Updates

The plan will continue to recommend:

- Keeping arterial street and highway system in a state of good repair
- Incorporating complete streets concepts to accommodate all users
- Strategically expanding arterial capacity and address residual congestion
- Consider reducing the number of travel lanes on certain multilane roads
- Minimizing total traffic crashes, along with fatalities and serious injuries

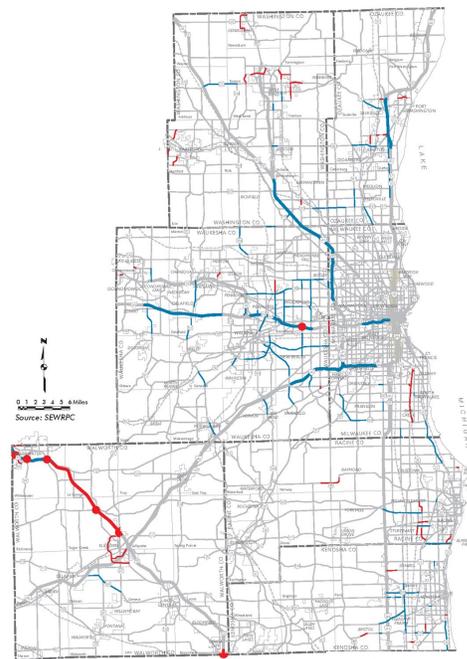
Proposed changes:

- **Resiliency:** Acknowledge a need for resiliency of stormwater infrastructure to prevent roadway washout and collapse
- **EV Charging:** Recommend expanding the electric vehicle (EV) charging network and accommodating other energy choices
- **Road Diet:** Identify that a portion of National Avenue in Milwaukee is expected to be reconfigured from 4 to 2 lanes



Streets & Highways System

- NEW ARTERIAL
- ARTERIAL TO BE WIDENED WITH ADDITIONAL TRAFFIC LANES
- PRESERVE EXISTING CROSS-SECTION
- NO RECOMMENDATION WITH RESPECT TO WHETHER THIS SEGMENT OF IH 43 SHOULD BE RECONSTRUCTED WITH OR WITHOUT ADDITIONAL LANES
- NEW INTERCHANGE
- FULL INTERCHANGE WHERE A HALF INTERCHANGE CURRENTLY EXISTS



Updated 2/2024



Bicycle & Pedestrian Updates

The plan will continue to recommend:

- Expanding the on-street bicycle network, including enhanced bicycle facilities in key regional corridors
- Expanding off-street paths to provide a well-connected network
- Providing sidewalks in areas of existing or planned urban development
- Expanding bike share and dockless scooter programs

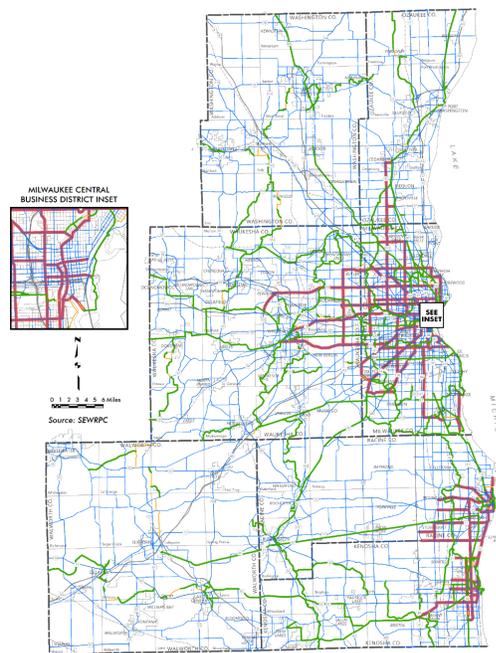
Proposed changes:

- **Bicycle Network:** Incorporate bicycle network changes associated with recently completed efforts
- **Sidewalks:** Note the potential impact on implementing sidewalks due to Wisconsin court decision
- **Accessibility:** Emphasize accessible facilities per new ADA Public Right-of-Way Accessibility Guidelines



Bicycle & Pedestrian Network

- OFF-STREET BICYCLE PATH
- ARTERIAL STREET OR HIGHWAY WITH BICYCLE ACCOMMODATION (IF FEASIBLE)
- NON-ARTERIAL STREET CONNECTION TO OFF-STREET BICYCLE NETWORK
- RECOMMENDED CORRIDOR FOR ENHANCED BICYCLE FACILITY

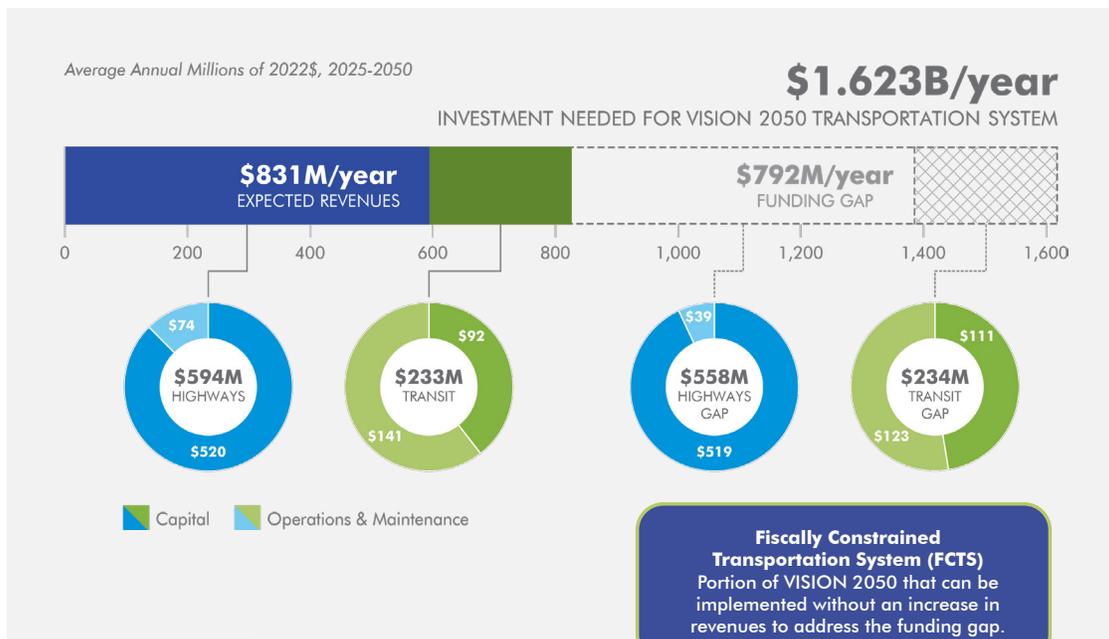


TDM, TSM, and Freight Updates

- **Travel Demand Management (TDM)**
 - **CommuteWISE:** Recommend continuing and expanding the CommuteWISE program to promote alternatives to driving alone
 - **FlexRide Milwaukee:** Update to reflect FlexRide Milwaukee in the recommendation that encourages government entities to partner with private-sector shared mobility service providers
 - **E-bikes:** Recognize the role of e-bikes in supporting ability to commute by bike
- No major changes to the **Transportation Systems Management (TSM)** and **Freight Transportation** elements



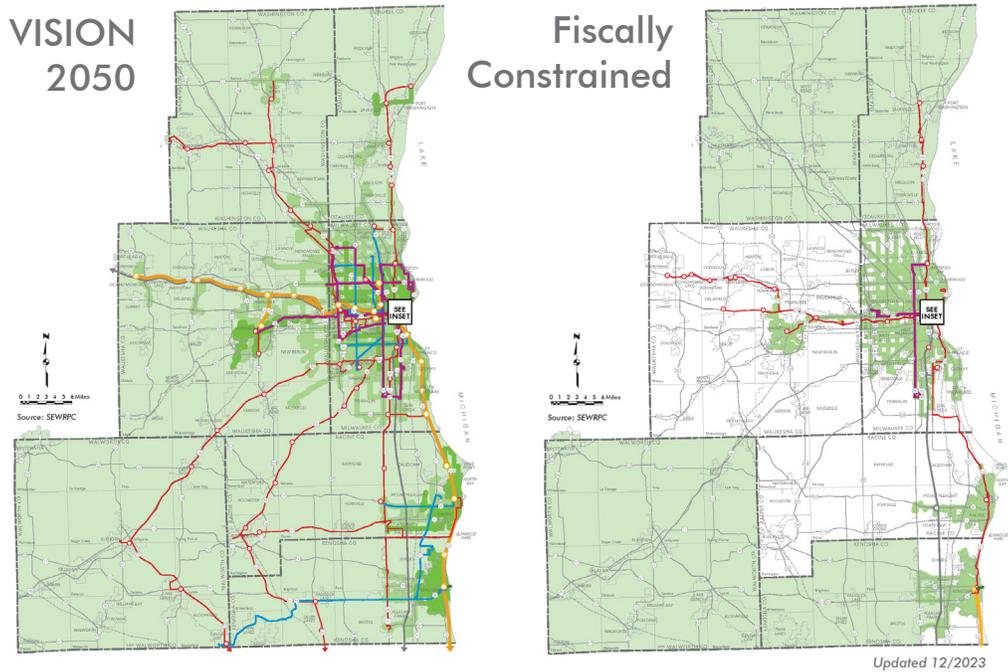
Financial Analysis



Note: Total expected revenues include \$4M/year for bicycle/pedestrian funding. No funding gap is expected in the bicycle/pedestrian element. Updated 2/2024

Figure C.10 (Continued)

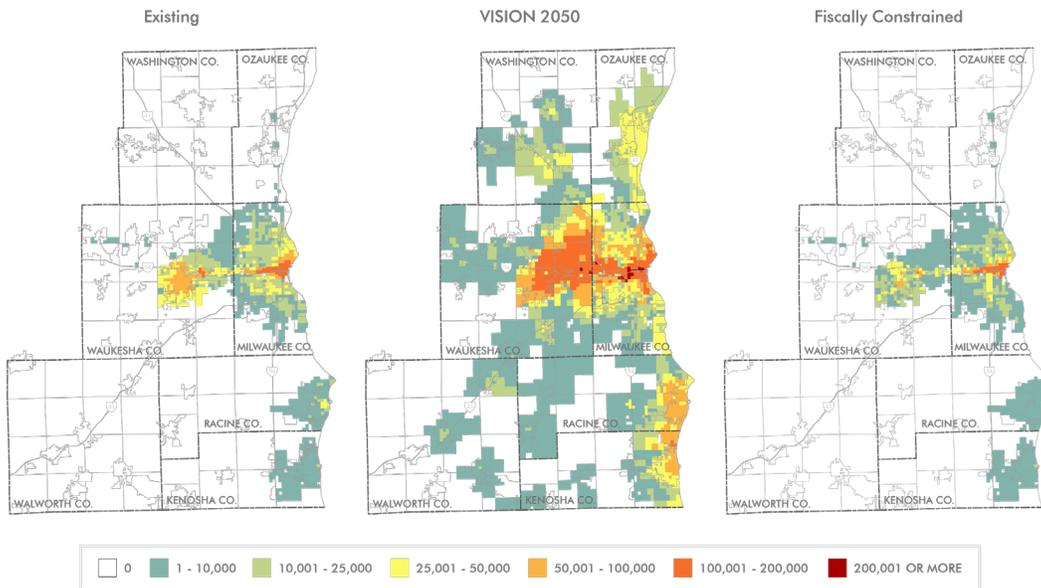
Fiscally Constrained Transit



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Impacts of Fiscally Constrained Transit

Jobs Accessible in 30 Minutes via Transit

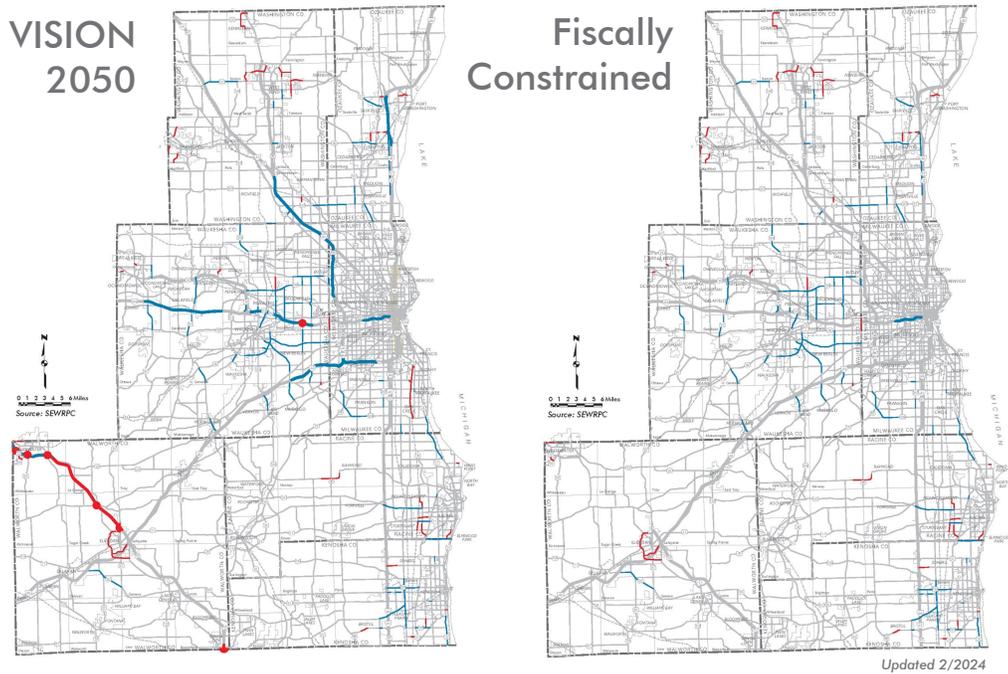


Updated 2/2024

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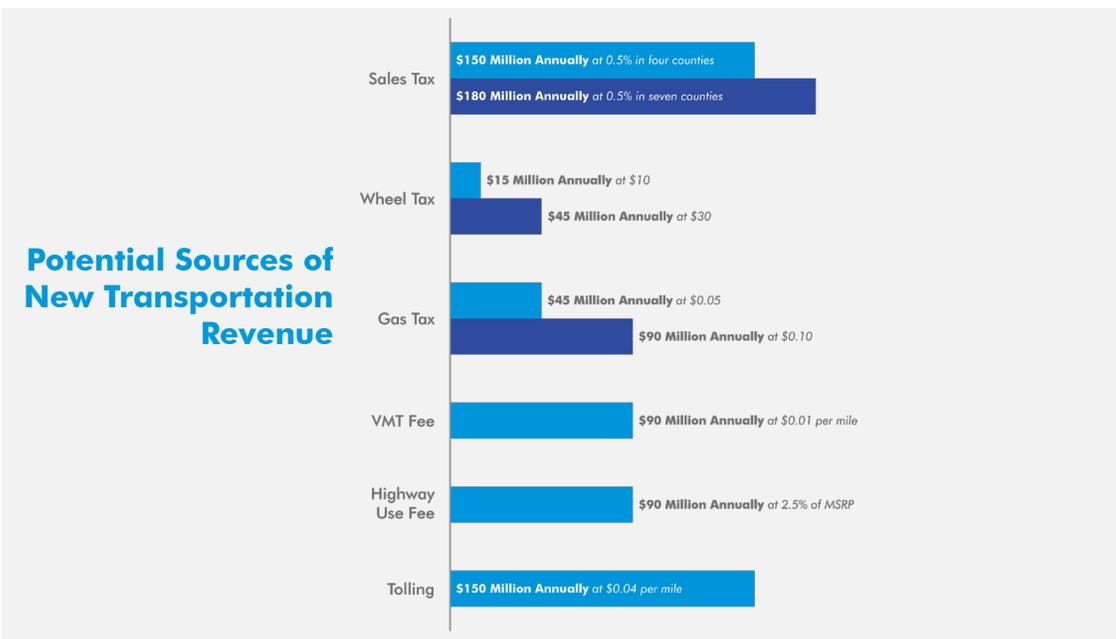
Figure C.10 (Continued)

Fiscally Constrained Highways



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Bridging the Funding Gap



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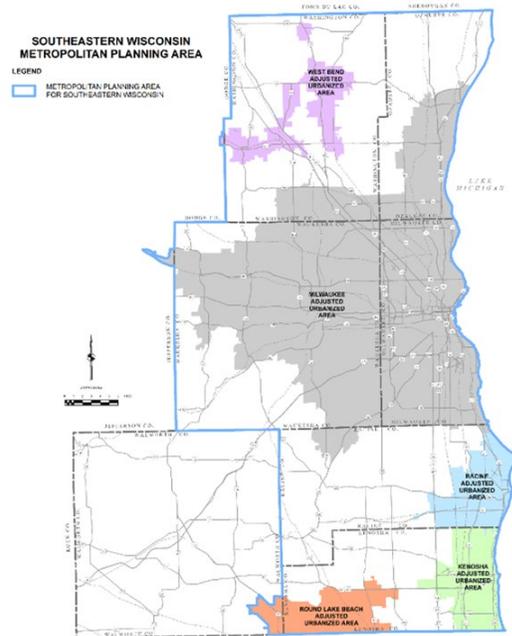
Review of Federal Performance Targets

Federally required to:

- Report transportation system performance using national performance measures
- Establish short-term areawide targets annually or every four years and monitor progress
- Voluntarily establish long-term targets based on desired system performance in VISION 2050

2024 Update includes:

- Progress in achieving targets
- Updates to long-term targets (due to corrections or better data)
- Identifying short-term targets for the current performance cycle



Note: While all of Walworth County is not subject to the MPO planning requirements, it is included within the Commission's seven-county Region and as a practical matter is included in all regional transportation planning activities.

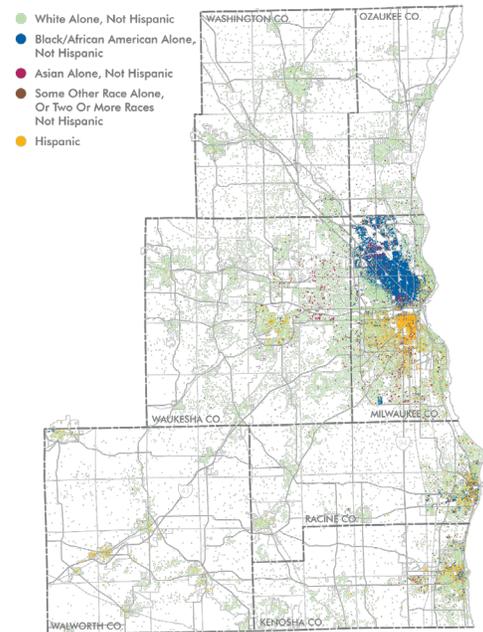
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Equity Analysis

Why look at equity?

Education and income disparities between people of color and white populations. **In the Milwaukee metro area, these disparities are more pronounced than almost any peer metro in the United States.**

- Are the impacts of VISION 2050 and the FCTS shared fairly and equitably?
- Will the plan help to reduce these disparities?



Note: Population densities and racial/ethnic demographics are based on the 2020 U.S. Census

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Equity Analysis

What is included?

- 5 related evaluations of the transportation system
 - Transit Service Area
 - Transit Service Quality
 - Accessibility to Jobs and Activity Centers
 - Highway Improvement Benefits and Impacts
 - Air Pollution Impacts
- Each compares **traditionally underserved populations** with the remainder of the population
- New Census and American Community Survey data used

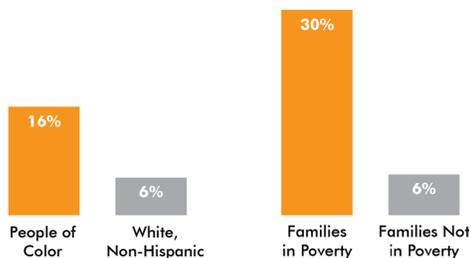
Traditionally underserved populations

- People of color
- Lower-income populations, defined as:
 - Families with incomes less than the federal poverty level
 - Families with incomes less than 2x the federal poverty level, which provides a more inclusive picture of economic insecurity
- People with disabilities



Locations and Travel Patterns

Percent of Population with No Vehicle Available (Region)

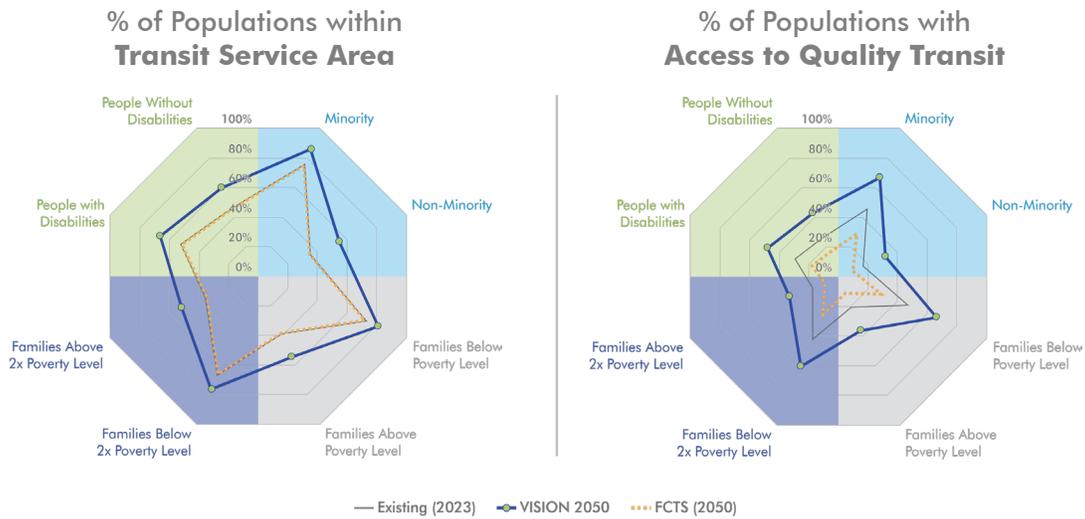


About **65%** of Milwaukee County families in poverty indicated they had **access to a car** for travel, compared to 91% of families not in poverty.



Figure C.10 (Continued)

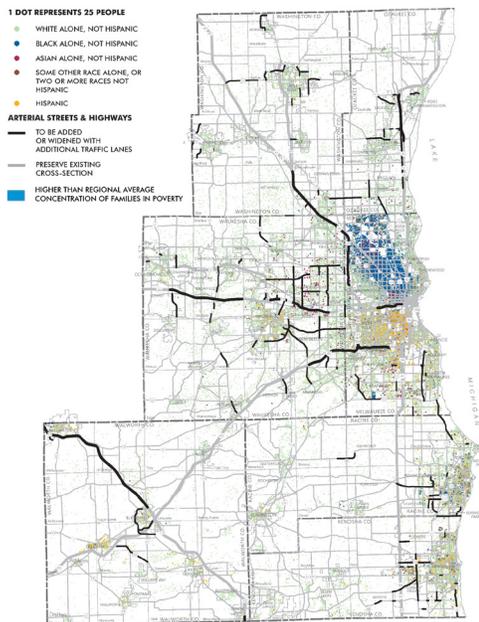
Impacts of Transit Service Changes



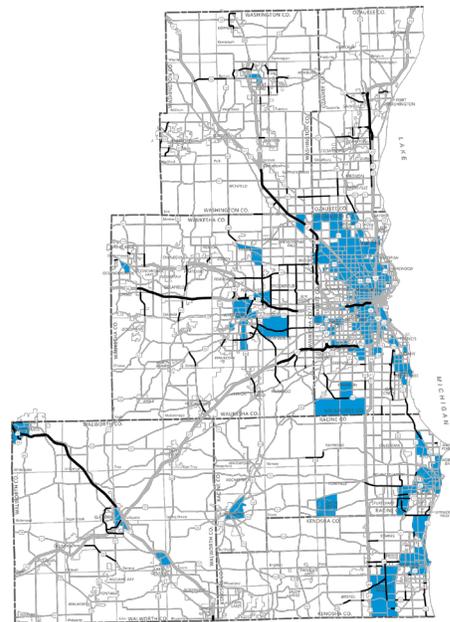
While transit service area would stay roughly the same under the FCTS, everyone's access to quality transit would decrease

Impacts of Arterial Improvements

Race/Ethnicity and VISION 2050 Highway Element



Families in Poverty and VISION 2050 Highway Element



Equity Analysis Results

What were the key findings?

No population group would disproportionately bear the impact of planned freeway and surface arterial capacity improvements

VISION 2050 would significantly improve transit access for **historically underserved populations** to jobs, healthcare, education, and other activities

These groups are expected to be impacted most by declines in transit under the FCTS **unless more funding is provided**

For an interactive map directory with detailed findings, visit **Transportation ► Equity** at www.vision2050sewis.org/2024-update

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Next Steps

- February/March: Public & Stakeholder Input
 - Gather input on draft 2024 Update and updated financial analysis, equity analysis, and performance targets
 - Web-based engagement, virtual public meetings, community partner engagement, and formal comment period
- April: Final Meeting of Advisory Committees
 - Review comments and consider 2024 Update approval
- May/June: Commission Consideration
 - Review and consider 2024 Update adoption

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Figure C.10 (Continued)

**2024
REVIEW &
UPDATE**
OF VISION 2050

Comments accepted through **March 14**
www.vision2050sewis.org

Please take the in-meeting survey!
https://bit.ly/VISION2050_attendee_survey



 Southeastern
Wisconsin
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Commission

W239 N1812 Rockwood Drive
Waukesha, WI 53187
www.sewrpc.org