



Developing the Year 2050 Regional Land Use and Transportation Plans

October 11, 2013



Introduction

- Commission needs to reevaluate, update, and extend the design year of its long-range regional land use and transportation plans for Southeastern Wisconsin
- Staff is proposing to extend the design year to 2050
- Staff will be using a visioning and scenario planning approach to developing the year 2050 plan
- Schedule for completion: June 2015



Guidance During Plan Development

- Extensive Public Involvement and Outreach
- Commission Advisory Committees
 - Regional Land Use Planning
 - Regional Transportation System Planning
- Task Forces
 - Will be convened to examine specific land use and transportation issues throughout the process
 - Examples of issues to be examined: environment, public transit, freight movement, land use, non-motorized transportation, transportation demand management, transportation funding/pricing



About Visioning

- Visioning is a process used to determine community preferences for the future
 - How residents want their communities/region to look, be connected, and function in the future—associated with their values and goals
- Visioning involves significant participation and input from the general public and community leaders
 - Starts at the very beginning of the process and continues throughout the process



About Scenario Planning

- Scenario planning is a process used to develop a long-term shared vision by considering and evaluating a range of potential future scenarios of regional land use and transportation system development
- Scenarios are conceptual, describing future changes in regional land use and transportation
 - Represent alternatives of how the Region might look and function in the future



Why Use Visioning and Scenario Planning?

- Being used more frequently by RPCs and MPOs across the nation to enhance their efforts
- Encourages greater public engagement and input
 - Extensive public outreach will be conducted throughout the upcoming visioning and plan development process
- Can be used to expand public knowledge on implications of existing and future land use and transportation development



VISION 2050: Visioning and Scenario Planning Approach

- Goal: develop a shared vision of future land use and transportation in Southeastern Wisconsin which is understood and embraced by the Region's residents
 - Vision will describe how residents want their communities and the Region to develop and how they want to be connected to the places they live, work, and play
- Result of the VISION 2050 effort would be a new year 2050 regional land use and transportation plan



Extensive Public Outreach During VISION 2050

- Many opportunities to get involved
 - Website: www.vision2050sewis.org
 - Informational Materials (brochures, e-newsletters, etc.)
 - Five Sets of Public Workshops/Meetings
 - Survey Opportunities
 - Photo Contest
 - At Fairs, Festivals, and Other Events
 - Briefings and Presentations
 - Public Comment Opportunities





Visioning Workshops #1 – October 2013

- Seven interactive *Visioning Workshops*—one in each county—will be held from October 15 - 30



- Milwaukee Workshop: Tuesday, October 29, 5:00-7:00PM, at the Milwaukee County War Memorial Center
- Register in advance at www.vision2050sewis.org
- Activities will include interactive mapping, an image preference survey, and small group visioning exercises

- Want to obtain residents' values and goals for



Proposed VISION 2050 Process



- Initial Visioning Activities
 - Telephone Preference Survey
 - Two Sets of County-level Visioning Workshops (October and December)
 - Regional Visioning Forum (early 2014)
 - Key values/priorities expressed in the initial visioning activities will be used to prepare guiding statements that express an initial vision for land use and transportation in the Region and will be used to develop plan objectives



Proposed VISION 2050 Process (continued)

■ Develop “sketch” land use and transportation scenarios



- Will consider—on a broad, conceptual basis—a range of potential futures that would achieve the initial vision for 2050 expressed in the guiding statements
- Scenarios will include a baseline scenario (continuation of current trends) and a number of additional scenarios representing the range of potential futures
- Scenarios will be evaluated to assess the extent to which each scenario is consistent with the initial vision



Proposed VISION 2050 Process (continued)

- Develop detailed alternative land use and transportation plans
 - Based on the refinement of sketch scenarios, which were more general in nature
 - Each alternative plan will include a specific land use development pattern and transportation system





Proposed VISION 2050 Process (continued)

■ Evaluate detailed alternative land use and transportation plans



- Staff will develop objectives (statements on how the Region should look in the future) and indicators (measures based on objectives that are used to evaluate alternative plans)
- Alternative plans will be assessed based on their impacts, influences, and effects on the selected indicators
- Evaluation tools (like the Commission's travel demand models) will be used to estimate values for each indicator



Proposed VISION 2050 Process (continued)

- Review evaluation and identify preliminary recommended plan
 - Polling survey: public identifies preferred alternative plan
 - Goal is to reach consensus on the future of the Region
 - May involve combining the most effective elements of each alternative plan or applying different elements of each alternative plan to different geographic areas
 - End result: preliminary recommended land use and transportation plan, representing a preferred comprehensive vision for the Region





Proposed VISION 2050 Process (continued)

- Develop final recommended land use and transportation plan
 - Vision plan for land use and transportation
 - Fiscally-constrained transportation plan
 - Implementation framework: actions identified in five-year increments
 - Ongoing program to monitor transportation implementation/performance





Work Completed to Date

- Large-scale travel survey
 - Data collection complete; analysis nearly complete
- Year 2050 Regional Population and Economic Forecasts
 - SEWRPC Technical Report Nos. 10 and 11 (5th Editions)
- Other inventories/analyses
 - Work underway; to be completed in late 2013/early 2014
- Visioning Workshops
 - First set scheduled for October 2013