

# VISION 2050 VOLUME II: DEVELOPING THE VISION AND PLAN PART I – VISIONING AND SCENARIOS

A REGIONAL LAND USE AND TRANSPORTATION PLAN FOR SOUTHEASTERN WISCONSIN



SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

VISION  
**2050**  
One Region, Focusing on Our Future

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See the inside of the back cover for special acknowledgment to individuals who served as previous members of the Committees.

\*As of July 28, 2016 when plan was adopted.

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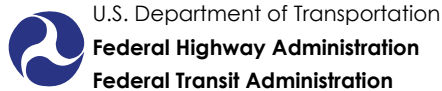
A REGIONAL LAND USE AND TRANSPORTATION  
PLAN FOR SOUTHEASTERN WISCONSIN

**VOLUME II: DEVELOPING THE VISION AND PLAN**  
**PART I – VISIONING AND SCENARIOS**



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# SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

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## STATEMENT OF THE CHAIRMEN

As the current and former Chairmen of the Southeastern Wisconsin Regional Planning Commission, it is our pleasure to present VISION 2050, the Region's long-range land use and transportation plan. This plan was developed through extensive public involvement, and we would like to thank the Commissioners, staff, Advisory Committees, Task Forces, and the concerned citizens who provided valuable input and guidance.

The plan recognizes that we have reached a pivotal moment in our Region's development, and more than ever we will need to compete with other areas to attract talented young professionals and companies that help leverage the strengths of the Region. It builds on our strengths and seeks to improve areas where we do not compete well with our peers. In short, VISION 2050 recommends:

- Maintaining existing major streets in good condition, strategically adding capacity on highly congested roadways, and addressing key issues related to moving goods within the Region;
- Efficiently using the capacity of existing streets and highways and incorporating "complete streets" roadway design concepts that provide safe and convenient travel for pedestrians, bicyclists, transit users, and motorists;
- Significantly improving and expanding public transit to support compact growth and enhance the attractiveness and accessibility of the Region;
- Encouraging more compact development, ranging from high-density transit-oriented development to traditional neighborhoods with homes within walking distance of parks, schools, and businesses;
- Enhancing the Region's bicycle and pedestrian network to improve access to activity centers, neighborhoods, and other destinations; and
- Preserving the Region's most productive farmland and best remaining features of the natural landscape.

If adequately funded and implemented by all our communities and the State and Federal governments, VISION 2050 charts a course for Southeastern Wisconsin's future that improves services and infrastructure so that we can provide access to jobs for disadvantaged communities and effectively compete for the skilled workers and companies that sustain other dynamic regions of our Country.

The Commission asks that all concerned local, areawide, State, and Federal units of government and agencies endorse and use the plan as an advisory guide when making land use development and transportation decisions. This three-volume report and the condensed plan summary are available in hard copy and at [vision2050sewis.org](http://vision2050sewis.org).

Respectfully submitted,

A handwritten signature in black ink, appearing to read "David L. Stroik".

David L. Stroik,  
Chairman, 2009-2016

A handwritten signature in black ink, appearing to read "Charles L. Colman".

Charles L. Colman,  
Chairman, 2017-Present



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- Chapter 3 Review of the Year 2035 Regional Land Use and Transportation System Plans
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### ***Appendices***

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# VISIONING FOR THE REGION'S FUTURE

# 1



Credit: SEWRPC Staff

## 1.1 INTRODUCTION

Volume I of this report provides a foundation for the plan through inventories of the existing and historic regional land use pattern, the existing transportation system of the Region and its use, and the travel habits and patterns of the Region. Volume I also presents projections of the future population, households, and employment of the Region. Volume II documents the plan development process for VISION 2050, which involved a visioning and scenario planning approach aimed at developing a long-range future vision for land use and transportation for the seven-county Southeastern Wisconsin Region. Visioning and scenario planning was used to create a vision that reflects how residents want their communities and the Region to develop, and how they want to be connected to the important places in their communities and the Region.

In developing the approach for VISION 2050, the Commission staff reviewed recent efforts by regional planning commissions and metropolitan transportation planning organizations (MPOs) across the nation and found that visioning and scenario planning are frequently used to enhance regional planning efforts. A primary benefit of visioning and scenario planning is public engagement and education, which aligns well with the overall purpose of the VISION 2050 effort—to develop a shared vision of future land use and transportation in Southeastern Wisconsin that is understood and embraced by the Region's residents. Using a visioning and scenario planning approach, the VISION 2050 effort was designed to obtain greater public input into the specific design and evaluation of conceptual year 2050 land use and transportation scenarios, detailed alternative plans, and the final plan, as well as to expand public knowledge on the implications of existing and future land use and transportation development in Southeastern Wisconsin.

**Volume II of the plan report documents the visioning and scenario planning process used to develop VISION 2050.**

This chapter documents the visioning activities that were part of the outreach conducted during the early stages of the VISION 2050 process, and the results of those activities. The development and comparison of conceptual land use and transportation scenarios is documented in Chapter 2 of this volume. The development and evaluation of detailed alternative land use and transportation plans is documented in Chapter 3 of this volume. The preliminary recommended plan and its evaluation are documented in Chapter 4 of this volume. The final recommended year 2050 regional land use and transportation plan is documented in Volume III.

**This chapter documents the initial visioning activities conducted for VISION 2050, and the results of those activities.**

### **Public Outreach and Involvement**

The extensive public outreach conducted as part of each step in the VISION 2050 process began with the branding of the year 2050 regional land use and transportation plan. Prior to conducting any visioning and scenario planning activities, the Commission staff created the “VISION 2050” concept, complete with an attractive logo and a simple slogan, to make



**VISION 2050 Logo and Slogan**

*Credit: SEWRPC Staff*

the effort more recognizable and appealing to the public. The logo and its color scheme were used in all promotional materials, including the design of the website dedicated specifically to the plan—[www.vision2050sewis.org](http://www.vision2050sewis.org)—which served as a centralized source for up-to-date information on VISION 2050. The website included a description of each step of the VISION 2050 process, a process timeline, background information on topics to be covered during the process, informational materials, survey opportunities, schedules of upcoming public visioning workshops and events, results from each step of the process, and the VISION 2050 twitter feed (@vision2050sewis). The website also included the rules and instructions for the *Portraits of the Region* photo contest (described below) and was linked to the Commission’s website—[www.sewrpc.org](http://www.sewrpc.org)—which included the plan report chapter-by-chapter and Advisory Committee meeting agendas, materials, and minutes.

**Extensive public outreach was conducted to obtain input throughout the planning process.**

Public outreach included a regularly distributed VISION 2050 e-newsletter, periodic brochures, media contacts and news releases, and extensive public outreach to minority and low-income groups and organizations, business groups, service groups, community and neighborhood groups, environmental groups, and others. The public outreach was intended to inform and obtain input at each step of the process. As in past efforts, Commission staff made every effort to respond to the comments and suggestions made throughout the process so that the resulting vision and plan reflected the values and goals expressed by the Region’s residents. To broaden public outreach, the Commission staff worked with numerous organizations and groups to increase awareness of the effort and encourage participation by all groups and individuals. Representatives from these organizations and groups assisted the Commission staff in developing and executing the communication efforts associated with the VISION 2050 effort. The Commission also partnered with eight nonprofit, community organizations to conduct targeted outreach to their constituents. This outreach effort was largely designed to reach and engage minority populations, people with disabilities, and low-income

individuals, thereby increasing awareness of the VISION 2050 effort and encouraging participation by all groups and individuals. The eight partner organizations included:

- Common Ground
- Ethnically Diverse Business Coalition
- Hmong American Friendship Association
- IndependenceFirst
- Milwaukee Urban League
- Southside Organizing Committee
- Urban Economic Development Association of Wisconsin
- Urban League of Racine and Kenosha

Five rounds of public workshops were held across the Region during the VISION 2050 process to provide information on, and obtain input into, the development of VISION 2050. During each round of workshops, one workshop open to the general public was held in each of the seven Southeastern Wisconsin counties. The workshops were initiated at the very beginning of the visioning process and occurred at key stages throughout the plan development process. The workshops were designed to be interactive and engage participants to obtain their feedback in nontraditional ways. The locations for all public workshops were chosen to meet Americans with Disabilities Act of 1990 (ADA) standards, to be accessible by public transit, and to be convenient for minority populations and low-income populations. Each of the eight partner organizations listed above was responsible for holding a workshop for their constituents during the same periods as workshops held by the Commission staff for the general public.

**Five rounds of public workshops occurred at key stages throughout the plan development process and were held across the Region.**

In addition, Commission staff provided numerous briefings upon request to groups and individuals, and offered briefings through outreach, in particular to elected officials and groups representing minority populations, low-income populations, and people with disabilities. Also upon request, staff conducted visioning workshops for several groups, elected officials, or local or county staffs that were unable to attend the public workshops.

### **Portraits of the Region Photo Contest**

To support the VISION 2050 effort and increase public engagement in the process, the Commission staff held the *Portraits of the Region* photo contest between October 2013 and January 2014. The contest asked residents to show the Region as they experience it, helping to develop an image of what they would like to see in the future. Residents across the Region were encouraged to submit their favorite photos of the Region under five different themes:

- Architecture & Urban Design – plazas, buildings, boulevards, etc.
- Arts & Culture – museums, events, entertainment, public art, etc.
- Community – neighborhoods, important local places, etc.

- Natural Environment – lakes, rivers, forests, parks, wildlife, etc.
- Transportation – streets, buses, trains, bicycle & pedestrian paths, etc.

Over 50 photos were submitted to the contest, spread across the five themes. With the assistance of a panel of local judges, a “Best in Show” winner was selected (see Figure 1.1), along with a winner and runner-up in each theme. All 11 recognized photos can be found in Appendix D-1 and were put on display at the Commission offices and on the VISION 2050 website. All photos entered in the contest were available to enhance VISION 2050 and other Commission publications and show the Region through the lens of some of its residents.

### **Initial Visioning Activities**

Visioning activities served as an initial step of the VISION 2050 plan development process. First, the Commission staff listened to what residents said was important to them in terms of how the Region develops its land and transportation system in the future. Second, staff attempted to translate those preferences into an initial land use and transportation vision for Southeastern Wisconsin, which staff used as guidance during the rest of the process.

Implementing this approach involved public outreach techniques designed to engage members of the public and obtain their involvement at the very beginning of the process to develop a consensus vision for the plan. The approach aimed to engage the Region’s residents in visioning for the future, encourage them to better understand land use and transportation development and consequences, and promote discussion and understanding of the diverse transportation needs that exist across the Region. The intent was that by doing so, more of the Region’s residents would be aware of, understand, and support the final recommended plan, and the potential to implement the resulting recommendations would be improved.

**Guiding the Vision was the product of the initial visioning activities and presented an initial vision comprised of 15 Guiding Statements for VISION 2050.**

This chapter documents the visioning activities conducted between September 2013 and February 2014, which involved a telephone questionnaire, two rounds of public visioning workshops, the photo contest, and three online survey opportunities. The *Guiding the Vision* booklet is the product of the visioning activities, presenting an initial vision comprised of a set of 15 Guiding Statements for VISION 2050. This initial vision generally describes the desired future direction of growth and change in the Region with respect to land and transportation system development. It provided direction to staff as they developed and compared conceptual land use and transportation scenarios, and later developed and evaluated more detailed alternative plans.

## **1.2 LAND USE AND TRANSPORTATION PREFERENCE QUESTIONNAIRE**

The Land Use and Transportation Preference Questionnaire involved two components: a telephone questionnaire and a companion online questionnaire. The telephone questionnaire was conducted between September 27 and October 31, 2013, by the Department of Economics and the Center for Urban Initiatives and Research at the University of Wisconsin-Milwaukee (UWM). Using a random digit dial of landlines and mobile phones, UWM staff asked randomly selected residents in each of the seven Southeastern Wisconsin counties about their preferences for future types and styles of housing and development patterns, as well as their preferences

**Figure 1.1**  
**Best in Show from VISION 2050 Portraits of the Region Photo Contest:**  
**Daniel Adams, “Soccer Beneath the 35th Street Viaduct”**



for future transportation investment in the Region. For those residents that were not contacted by UWM staff for the telephone questionnaire, the Commission also created an online preference questionnaire with the same questions asked in the telephone questionnaire, allowing those residents to also provide their preferences. The online questionnaire was available on the VISION 2050 website between October 3 and November 13, 2013.

A total of 1,557 randomly selected Southeastern Wisconsin residents responded to the telephone questionnaire. Of the 1,557 respondents, 381 were residents of Milwaukee County, with respondents from the other six

counties ranging from 184 to 201 depending on the county. With these sample sizes, the questionnaire results for the Region as a whole have a  $\pm 3\%$  margin of error (95% confidence level) and the questionnaire results for each county have a  $\pm 5\text{-}7\%$  margin of error (95% confidence level). A summary of the telephone questionnaire results are included in the next subsection of this chapter (see Appendix D-2 for detailed telephone questionnaire results, including county-by-county results).

The distributions of telephone questionnaire respondents' race/ethnicity and age were not representative of the actual distributions of race/ethnicity and age of the Region's population as a whole, so the Commission staff reviewed the results by race/ethnicity group and by age group. Most of the results by race/ethnicity and by age were very similar to the overall results, however a few exceptions were noted and are included in a discussion of the results in Appendix D-2.

An additional 331 residents completed the online questionnaire through the VISION 2050 website. While the online questionnaire was not random and so was not designed for statistical significance, the distributions of respondents' race/ethnicity and age more closely reflected the actual distributions of race/ethnicity and age of the Region's population as a whole than for the telephone questionnaire. A summary of the online questionnaire results are included in the next subsection of this chapter (see Appendix D-3 for detailed online questionnaire results, including county-by-county results).

**The results of the Land Use and Transportation Preference Questionnaire helped the Commission staff get a sense of residents' general preferences at the beginning of the planning process.**

### **Summary of Results**

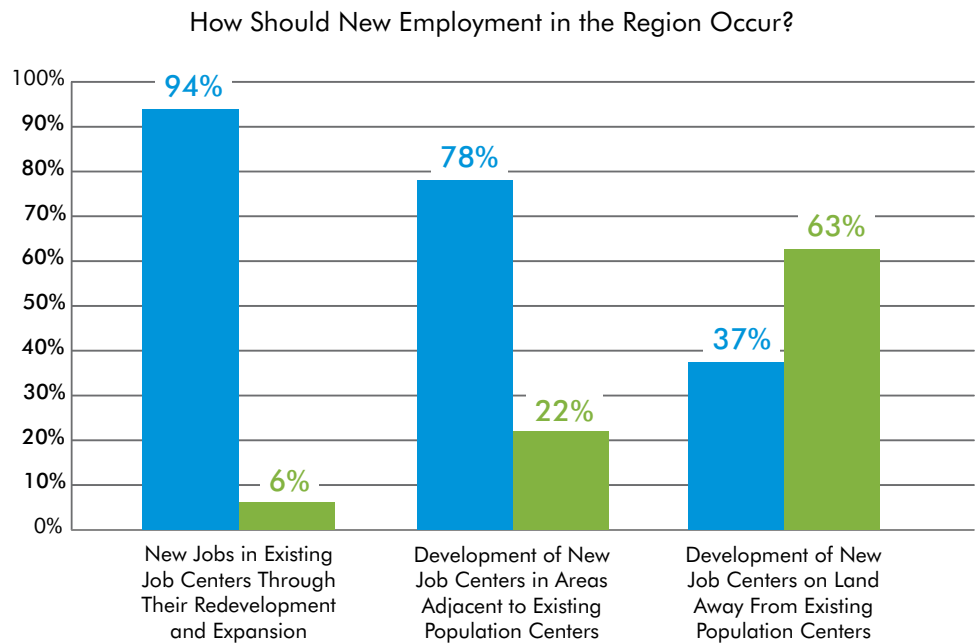
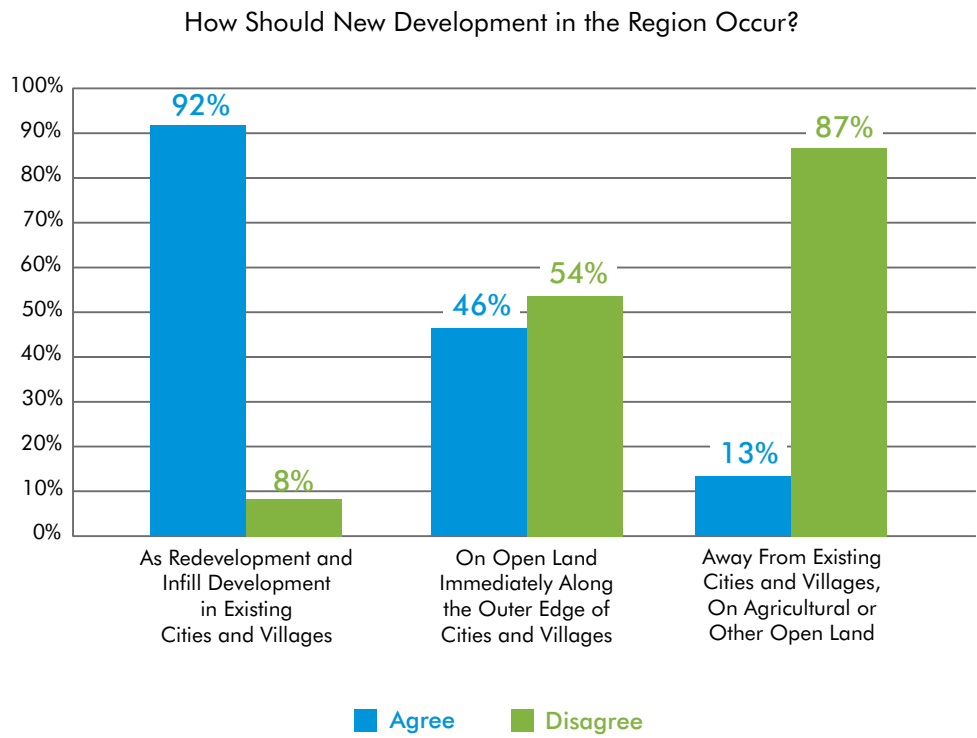
Below are some of the highlights of the preferences expressed by responses to the Land Use and Transportation Preference Questionnaire. The figures present key results from the telephone questionnaire. The text notes where there are any differences in the preferences expressed in the online questionnaire responses, but in general the online questionnaire results were very similar.

Respondents overwhelmingly indicated that most new development in the Region should occur as redevelopment or infill development in existing cities and villages (92 percent), particularly compared to occurring away from cities and villages (13 percent), as depicted in Figure 1.2. However, they were somewhat more open to employment centers being developed adjacent to existing population centers (78 percent) and to allowing new employment centers to be developed on land away from population centers (37 percent). Responses from online participants showed similar preferences, but in general were more supportive of focusing new development and employment centers in existing cities and villages.

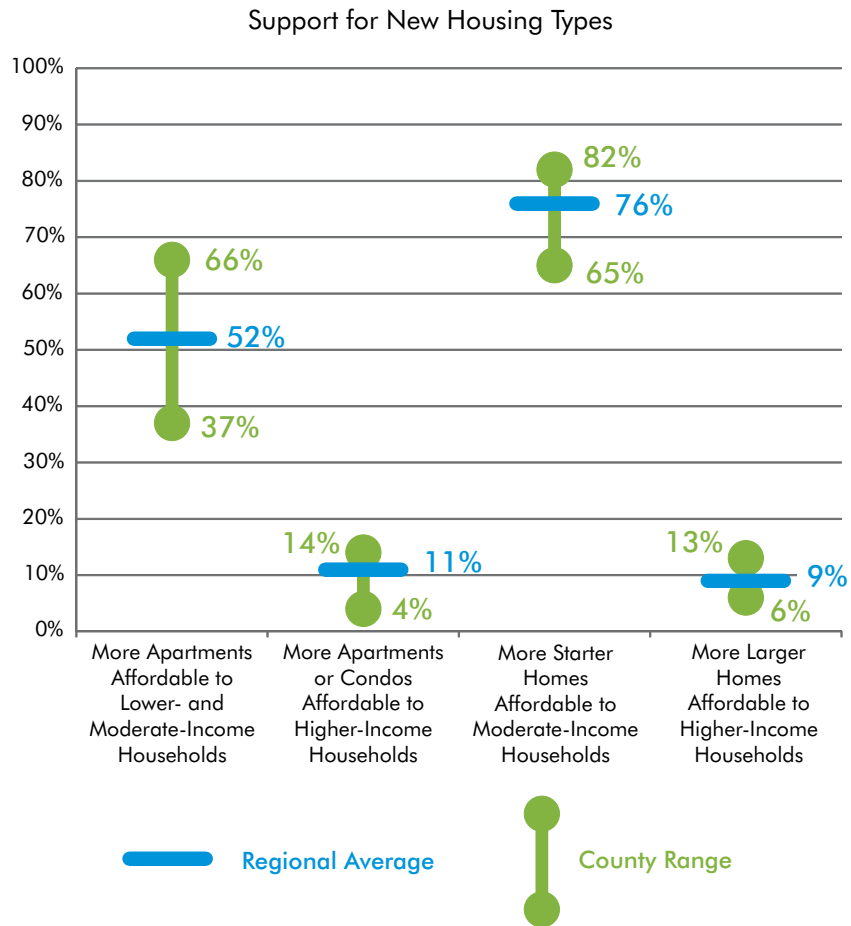
There was not much support for additional large homes or expensive condominiums and apartments in the Region, but there was broad regional support (76 percent) for more affordable starter homes being built. Support for affordable apartments varied from county to county, with 52 percent of the Region supporting additional affordable apartments for lower- and moderate-income households. Figure 1.3 displays these results.

Many respondents indicated that preserving natural areas and farmland is very important to them (see Figure 1.4). About 93 percent indicated that preserving natural areas is either very important or fairly important. The results were very similar for preserving farmland, with again about 93 percent indicating that preserving farmland is either very important or fairly important.

**Figure 1.2**  
**Telephone Questionnaire Preferences for Where New Development and Employment Centers Should Occur in the Region**



**Figure 1.3**  
**Telephone Questionnaire Preferences for**  
**New Housing Types in the Region**



Respondents also indicated that developing bikeable and walkable neighborhoods is important. About 87 percent indicated it is either very important or fairly important (see Figure 1.5). Online questionnaire respondents were just as supportive, with about 88 percent indicating it is either very important or fairly important.

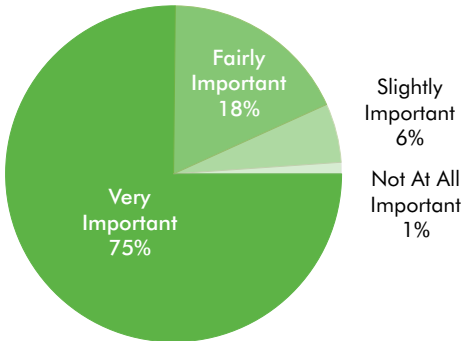
**63% of telephone survey respondents indicated public transit services should be improved and expanded.**

When asked about investment priorities for the transportation system, there was general agreement that improving and expanding public transit services should be a priority (see Figure 1.6). Respondents were split on investing in improvements and expansions of State and interstate highways, with 48 percent in support and 52 percent preferring to maintain our existing system. The two options received similar levels of support for county highways and local roads, with 51 percent preferring to maintain the existing network as-is, and 49 percent preferring to improve and expand the street network. In contrast, 63 percent of respondents indicated public transit services should be improved and expanded. For bicycle and pedestrian facilities, about 54 percent expressed support for improvement and expansion. Online respondents were even more supportive of improving and expanding public transit services (78 percent) and bicycle and pedestrian facilities (82 percent).



**Figure 1.4**  
**Telephone Questionnaire Preferences for Preserving Natural Areas in the Region**

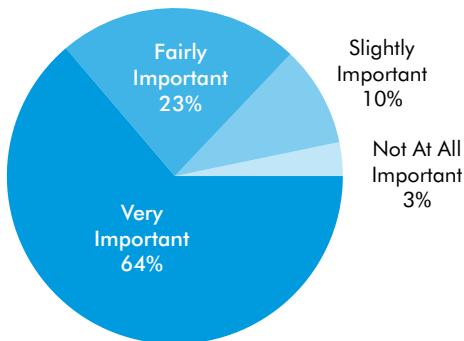
Importance of Preserving Natural Areas



Note: Residents' preferences regarding preserving farmland were very similar to the above results for preserving natural areas.

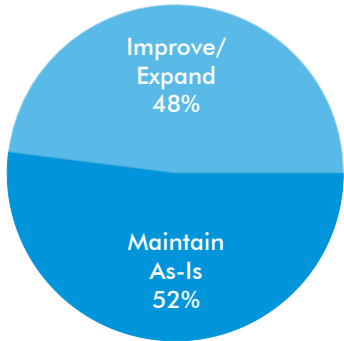
**Figure 1.5**  
**Telephone Questionnaire Preferences for Bikeable/Walkable Neighborhoods in the Region**

Importance of Bikeable, Walkable Neighborhoods

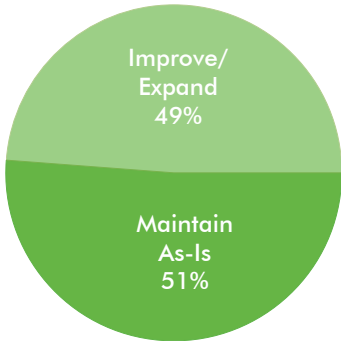


**Figure 1.6**  
**Telephone Questionnaire Preferences for Investment in Transportation System Elements in the Region**

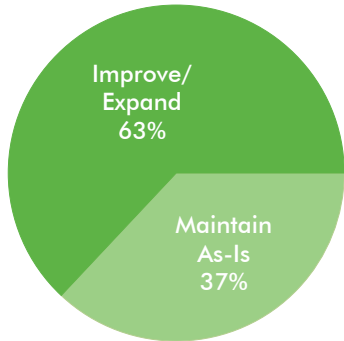
Transportation Elements: Improve/Expand or Maintain As-Is?



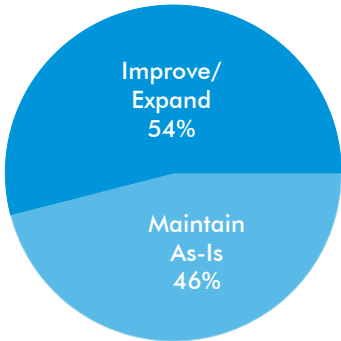
State and Interstate Highways



County Highways and Local Roads



Public Transit



Bicycle and Pedestrian Facilities

**The first round of visioning workshops, held in fall 2013, introduced participants to VISION 2050 and focused on what residents like about the Region and what they would want to improve.**

### **1.3 FIRST ROUND OF VISION 2050 WORKSHOPS**

The first round of visioning workshops open to the general public was held throughout the Region (one workshop in each of the seven counties) between October 15 and October 30, 2013. These interactive workshops were designed to introduce residents to the VISION 2050 planning process, and to encourage participants to think about what they like about their community and the Region and how they would like to see it improve in the future. Each workshop contained four activities: an important places mapping exercise; a visual preference survey; a strengths, weaknesses, opportunities, and threats (SWOT) analysis; and identification of land use and transportation goals.

At these workshops, the Commission staff followed the first step of the visioning approach previously described: listening to what residents said was important to them in terms of how the Region develops its land and transportation system in the future. The results of the workshops, along with the results of the Land Use and Transportation Preference Questionnaire, were then used for the second step, attempting to translate those preferences into VISION 2050 Guiding Statements that describe an initial land use and transportation vision for Southeastern Wisconsin.

In addition to the public workshops, the Commission's eight partner organizations held individual workshops for their constituents between November 7 and November 21, 2013. These workshops assisted the Commission staff in reaching and engaging minority populations, people with disabilities, and low-income individuals. The partner workshops included essentially the same activities as the public workshops, with minor modifications made to the activities at the partner workshops to accommodate differences in venue space. A summary report of the eight partner organization workshops held in the fall of 2013 can be found in Appendix D-4. The Commission staff also offered to hold individual workshops by request for any interested group, organization, or local government, and held two such workshops in the fall of 2013.<sup>1</sup>

**Nearly 500 residents attended a public workshop or one held by one of the Commission's eight partners in the fall of 2013.**

Nearly 500 residents attended one of the above workshops held in the fall of 2013—about 280 people participated in the public or requested workshops and about 220 people participated in the eight partner workshops.

A description of each activity at the first round of VISION 2050 workshops, along with a summary of the results of those activities, is presented below.

#### **Important Places Mapping**

The important places mapping exercise assisted workshop attendees in considering the locations in their community and the seven-county Region that are important to them. As attendees arrived at each workshop, they were asked to identify their favorite places on maps of their county and of the whole seven-county Region, which were on display near the workshop entrance. Participants identified their favorite places on each map using numbered stickers, writing the corresponding number and the name of each place on a form provided by the Commission staff. About 320 unique places in the Region were identified through this exercise and were mapped and included in an embedded map on the VISION 2050 website. The map and list of important places by county can be found in Appendix D-5.

<sup>1</sup> The Commission staff held individual workshops for City of Wauwatosa elected officials and staff and the Waukesha County Environmental Action League in the fall of 2013.

## Visual Preference Survey

The purpose of the visual preference survey was to understand the land use and transportation preferences of Southeastern Wisconsin residents. The visual preference survey allowed participants to rate 45 different land use and transportation concepts based on how much they liked the concept and whether or not they thought the concept was appropriate for the Region. The images were grouped into eight themes: housing and community character, location and mix of urban development, natural resources and



**Keypad Polling Device**

*Credit: SEWRPC Staff*

recreation, pedestrian accommodations, bicycle facilities, arterial street design, freeways, and transit services. During the survey, a Commission staff member displayed an image depicting a land use or transportation concept on a screen in the front of the room and provided a brief description of the image. Participants were then asked to rate each concept using a keypad polling device. The rating of an "A" indicated that the participant strongly liked the concept shown in the image, while a rating of an "E" indicated that they strongly disliked the concept. After participants rated each concept, the Commission staff displayed the voting results on a screen in the front of the room, allowing participants to see how their opinion compared to the rest of the attendees at that workshop.

An online version of the visual preference survey was made available on the VISION 2050 website through November 13, 2013, for those who were unable to attend one of the fall 2013 workshops. The online version used the same rating scale and provided identical concept images and descriptions as the ones provided during the interactive workshops.

A total of 598 residents participated in the visual preference survey, either online or at a visioning workshop. To summarize the results, the Commission staff members converted the "A through E" scale to a "5 through 1" scale, with "5" representing a concept that was strongly liked and "1" representing a concept that was strongly disliked. The converted ratings from each workshop were averaged together to determine the average ratings of each image by county and for the Region as a whole. A summary of the visual preference survey results is presented below. Detailed results can be found in Appendix D-6.

## Land Use Concepts

Each county gave a slightly different average score to each image, but there was broad agreement across a number of significant land use concepts:

- No counties favored "big box" retail with large parking lots in front of high square-footage stores (regional average of 2.3). In comparison, smaller stores with on-street parking and traditional main-street development received a favorable rating (regional average of 3.9).
- All counties preferred cluster subdivisions (regional average of 3.4), which contain smaller single-family lots paired with community open space, to conventional large lot rural subdivisions (regional average of 2.6), which consist of large single-family lots.

**Nearly 600 residents participated in a visual preference survey allowing them to rate 45 different land use and transportation concepts.**

- Both types of open space that were included in the survey were viewed favorably, including natural resource corridors (regional average of 4.6), such as rivers and trails, and neighborhood parks (regional average of 4.4).
- Most of the Region preferred houses that were placed closer to the street with front porches and sidewalks (regional average of 3.6), to houses further back from the street with no sidewalks (regional average of 2.6).
- Nearly the entire Region preferred smaller homes on smaller lots (regional average of 3.5) to larger homes on larger lots (regional average of 3.2).
- Mixed-use, high-density neighborhoods were viewed favorably in five of the seven counties in the Region (regional average of 3.7).

### **Transportation Concepts**

The residents of each county responded differently to the transportation concepts in the visual preference survey, but a number of transportation concepts received strong support across the Region:

- Pedestrian malls, which close a street to all vehicles except emergency vehicles, were viewed favorably across the Region (regional average of 4.5).
- There was strong Regional support for bicycle facilities, with both kinds of off-street paths (regional average of 4.5) viewed more favorably than on-street bicycle lanes (regional average of 3.6).
- Freeways with dedicated lanes for transit and carpooling (regional average of 3.7) were preferred in all counties over freeways without these lanes (regional average of 2.6).
- Urban arterials with sidewalks, bike lanes, and parking (regional average of 3.8) were preferred to rural arterials with no sidewalks, parking, or bike lanes (regional average of 2.8) in nearly the entire Region.
- Nearly all types of transit services were viewed positively across the Region (regional averages: 3.3-4.5). The primary exception is that local rail in mixed traffic or in dedicated lanes was not rated favorably in two of the seven counties.
- Intercounty or interregional rail, such as commuter rail and Amtrak, had particularly strong support across the Region (regional average of 4.5).

### **SWOT Analysis**

Following the visual preference survey, participants at the fall 2013 workshops met in small groups to participate in a strengths, weaknesses, opportunities, and threats (SWOT) analysis. During the analysis, participants were asked to write down individual strengths, weaknesses, opportunities, and threats related to land use and transportation issues in the Region on sticky note pads. They then shared each of their individual SWOTs with the other participants at their small group table, posting them on large easel pads. Following discussion of their individual SWOTs, members of each small

group prioritized SWOTs in order of importance under each SWOT category. After all groups had prioritized their SWOTs, the groups reported their top SWOTs to one another.

During the SWOT analysis, each participant was provided a handout with definitions and examples for strength, weakness, opportunity, and threat. A strength was defined as a strong quality or advantage—an area in which a community or region excels. Often internal, strengths are resources or capabilities that can help a community or region accomplish its goals. A weakness was defined as something vulnerable to outside factors—an area in which a community or region lacks strength or is at a disadvantage. Often internal, like strengths, weaknesses are deficiencies in resources and capabilities that hinder a community’s or region’s ability to accomplish its goals. An opportunity was defined as a set of promising conditions—something that a community or region can take advantage of to advance or progress. Often external, opportunities are factors or situations that can affect a community or region in a positive way. A threat was defined as set of harmful conditions—something existing, upcoming, or approaching that compromises the ability of a community or region to advance or progress. Often external, like opportunities, threats are factors or situations that can affect a community or region in a negative way.

The approximately 500 residents that attended a workshop participated in identifying 806 strengths, 977 weaknesses, 709 opportunities, and 665 threats—a total of over 3,100 individual SWOTs. Upon completion of all of the workshops, members of the Commission staff compiled and categorized all of the SWOTs according to common themes. While there was variation between the groups at each workshop, and between each of the seven counties, a number of SWOTs for the Region emerged as staff sorted through the SWOTs that had been identified and prioritized. The top regional SWOTs are depicted in Figure 1.7. The green boxes on the graphic include SWOTs that were prioritized by more than 10 small groups. The blue boxes include the remaining top 20 SWOTs according to the small groups’ priorities.

**Over 3,100 individual SWOTs and over 1,200 land use and transportation goals were identified by workshop participants.**

A summary of the top SWOTs, county-by-county, can be found in Appendix D-7.

### **Land Use and Transportation Goals**

Participants were asked to write down some of their land use and transportation goals for the year 2050 after considering the results of their group’s SWOT analysis, and their own values and priorities for developing the Region. While they worked on their goals, participants were shown different goals published in other related planning efforts in the Region, such as community and county comprehensive plans, in a continuously-scrolling PowerPoint Presentation on display in the front of the room.

The goals activity allowed participants to discuss and describe the kind of community and Region within which they would desire to live. The results, along with results of the other activities described above, assisted in developing a draft set of VISION 2050 Guiding Statements. The Guiding Statements represent an initial land use and transportation vision for the Region, which provided direction to staff during the remainder of the process, and were the focus of the second round of visioning workshops discussed in the following section.

In total, 1,236 individual goals were recorded by 351 residents at the workshops. Commission staff members compiled and categorized all the

**Figure 1.7**  
**Summary of Top Strengths, Weaknesses, Opportunities, and Threats (SWOTS) in the Region**



goals under common themes. The top 10 land use and transportation themes that were found through this activity are below, with the number of individual goals that were included under each theme in parentheses. A listing of all themes with at least five individual goals can be found in Appendix D-8.

1. Create More Compact/Walkable Neighborhoods (97)
2. Improve Public Transit (74)
3. Preserve Farmland and Open Spaces (63)
4. Expand and Preserve Parks and Recreation Areas (48)
5. Renew Blighted Neighborhoods and Vacant Urban Areas (46)
6. Increase Access to Jobs (42)
7. Improve Inter-county and Inter-regional Transit Connections (40)
8. Protect Our Water Resources (40)
9. Develop a Well-Connected, Multimodal Transportation System (39)
10. Create More Affordable Housing Options (39)

#### **1.4 SECOND ROUND OF VISION 2050 WORKSHOPS**

A second round of interactive visioning workshops, again open to the general public and held throughout the Region, was conducted between December 9 and December 19, 2013. Similar to the first round, the Commission hosted one public workshop in each county, with the Commission's eight partner organizations holding individual workshops for their constituents between December 12, 2013, and February 9, 2014. A summary report of the eight partner organization workshops held in the winter of 2013/2014 can be found in Appendix D-9. As in the fall of 2013, the Commission staff offered to hold individual workshops by request, and held one requested workshop in December 2013.<sup>2</sup> Staff also supported a Community Conversation on Transportation event held on February 6, 2014, by MetroGO! (see Appendix D-10 for a summary of the results of the MetroGO! event).

**The second round of visioning workshops, held in winter 2013/2014, involved asking residents whether a draft set of VISION 2050 Guiding Statements captured their preferences.**

During the second round of workshops, the Commission staff followed the next step of visioning: showing what residents said was important to them, and asking them to indicate whether the VISION 2050 Guiding Statements captured their preferences. The primary focus of the workshops was on a draft set of VISION 2050 Guiding Statements, intended to express a preliminary vision for land use and transportation system development in the Region. Attendees had the opportunity to review, rate, and revise the draft Guiding Statements at each workshop. The workshops also involved a review of the results of previous visioning activities conducted in the fall of 2013 (summarized in the previous section) and an opportunity for the public to provide initial input into the design of conceptual year 2050 scenarios for land use and transportation.

<sup>2</sup> The Commission staff held an individual workshop for City of Wauwatosa elected officials and staff in the winter of 2013/2014.

Over 380 residents attended one of the above workshops held in the winter of 2013/2014—about 200 people participated in the public or requested workshops and about 180 people participated in the eight partner workshops. An additional estimated 120 people attended the MetroGO! event.

A description of each activity at the second round of VISION 2050 workshops, along with a summary of the results of those activities and the MetroGO! event, are presented below.

### **Review, Rate, and Revise Draft VISION 2050 Guiding Statements**

Following a presentation summarizing the results of the visioning activities conducted in the fall of 2013, participants at a second round workshop interactively rated, reviewed, and revised a series of 15 draft Guiding Statements. This activity was conducted using a survey method similar to the visual preference survey given during the first round of workshops. For each draft Guiding Statement in the rating survey, a Commission staff member introduced the Guiding Statement, noting some of the input that led to the development of that Guiding Statement, then displayed and read the Guiding Statement title and description aloud. Participants were then asked to rate the Guiding Statement using an iClicker+ polling device based on how well they believed it reflects their priorities for the development of the Region’s land and transportation system. The rating of an “A” indicated that the participant strongly liked the Guiding Statement, while a rating of an “E” indicated that they strongly disliked the Guiding Statement. After participants rated each Guiding Statement, the Commission staff displayed the voting results on a screen in the front of the room, allowing participants to see how their opinion compared to the rest of the attendees at that workshop. Each participant also had a form that could be used to provide additional information to help staff understand why a particular rating was selected and/or to suggest any refinements to a particular Guiding Statement.

An online version of the Guiding Statements rating survey was made available on the VISION 2050 website through February 14, 2014, for those who were unable to attend one of the winter 2013/2014 workshops. The online version used the same rating scale and provided identical information on the Guiding Statements as that provided during the interactive workshops.

**Nearly 650 residents rated the draft Guiding Statements, with the input considered by staff and the VISION 2050 Advisory Committees as they finalized the Guiding Statements.**

A total of 648 residents participated in the Guiding Statements rating survey, either at a visioning workshop or online. To summarize the results, the Commission staff members converted the “A through E” scale to a “5 through 1” scale, with “5” representing a Guiding Statement that was strongly liked and “1” representing a Guiding Statement that was strongly disliked. The converted ratings from each workshop were averaged together to determine the average ratings of each Guiding Statement by county and for the Region as a whole. A summary of the Guiding Statement rating survey results can be found in Appendix D-11.

Overall, the ratings were very positive, with average Region scores ranging from 4.1 to 4.7. There were many comments that indicated why a rating was given in support or opposition to a particular Guiding Statement, and suggestions for revisions to improve that Guiding Statement. The input received on the draft Guiding Statements was used by the Commission staff and the Advisory Committees guiding VISION 2050 to make revisions and prepare a final set of VISION 2050 Guiding Statements, which are presented later in this chapter.



### **Interactive Visioning Stations/Small Group Discussions**

The last activity of each workshop allowed participants to provide ideas to assist staff in developing conceptual land use and transportation scenarios for the next step in the VISION 2050 process. Depending on the venue and attendance, this activity was conducted either through a series of interactive visioning stations set up across the room, or through small group discussions revolving around a series of questions posed by the Commission staff. For workshops with stations, each station included a table with display boards showing information and maps related to one of five land use and transportation themes: urban areas, rural areas, public transit, bicycle and pedestrian facilities, and streets and highways. Participants could then discuss these topics with staff on hand or provide input on what they would like considered in the development and evaluation of conceptual land use and transportation scenarios by recording their ideas on a visioning station form. For workshops with small group discussions, participants were provided the same information and maps, but met in small groups rather than moving from station to station. One volunteer from each group posed a series of questions to the group about their land use and transportation needs and issues, and recorded the responses on large easel pads after discussion by the group. After all groups finished recording their ideas, the groups reported their top ideas to one another. A summary of the visioning station and small group discussion results related to developing and comparing the conceptual scenarios can be found in Appendix D-12.

The ideas received through this activity were considered by the Commission staff during the design of conceptual year 2050 scenarios for land use and transportation, which were the focus of the next step in the process and were presented during the third round of workshops. The scenarios were intended to be broad and conceptual, representing a range of possible futures for land use and transportation system development in the Region through the year 2050. The ideas from this activity also assisted in identifying the range of issues and challenges to be considered in the criteria developed to compare the scenarios. These criteria were intended to measure the extent to which each scenario complemented the initial vision, which is expressed in the VISION 2050 Guiding Statements presented in the *Guiding the Vision* booklet, which is described in the next section of this chapter.

### **1.5 VISION 2050: GUIDING THE VISION**

The comments and ratings received on the draft VISION 2050 Guiding Statements (discussed previously in this chapter) were considered as the Commission staff developed revisions to the draft Guiding Statements. A revised set of draft Guiding Statements was initially considered by the Commission's Advisory Committees on Regional Land Use Planning and Regional Transportation Planning at their March 12, 2014, meeting, and approved at their April 23, 2014, meeting. The resulting set of Guiding Statements is presented below, and was included in *Guiding the Vision*, published in June of 2014 ([www.sewrpc.org/GuidingtheVision.pdf](http://www.sewrpc.org/GuidingtheVision.pdf)).



**Guiding the Vision Cover**  
Credit: SEWRPC Staff

**Guiding the Vision expressed an initial vision for land use and transportation in the Region and served as a guide for developing the conceptual scenarios presented in the next chapter.**

The following 15 VISION 2050 Guiding Statements express a preliminary vision for land use and transportation in the Region based on the key values and priorities expressed through the visioning activities described above. These statements served as a guide for how the Region should move forward and for developing conceptual future land use and transportation scenarios. An overriding consideration for all of the Guiding Statements is that the benefits and impacts of investments in the Region’s land and transportation system should be shared fairly and equitably among all groups of people in the Region. The best way to ensure that the benefits and impacts are shared in such a manner is to increase racial and economic integration throughout the Region. No priority is implied by the order of the Guiding Statements.

**1. Strengthen Existing Urban Areas**

The individual character of neighborhoods, including natural, historic, and cultural resources, should be preserved and protected and blighting influences should be addressed. New urban development and major job centers should occur through infill development, redevelopment, and development adjacent to existing urban areas.

**2. Maintain Small Town Character**

Small town character is part of the Region’s identity. The individual character of communities in rural areas, including natural, historic, and cultural resources, should be preserved and protected.

**3. Balance Jobs and Housing**

Links between jobs and workers should be improved by providing affordable housing near job centers, increasing job opportunities near affordable housing, and improving public transit between job centers and affordable housing.

**4. Achieve More Compact Development**

Compact development creates neighborhoods that are walkable, foster multiple travel modes, and have a mix of uses, such as housing, businesses, schools, and parks. Future growth should occur in areas that can be readily provided with services and facilities, such as transit and utilities. Infill and redevelopment should be encouraged.

**5. Preserve Natural Resources and Open Spaces**

Natural resources provide many environmental and recreational benefits that may not be replaced if they are eliminated or disturbed. Future growth and transportation investments should preserve, protect, and enhance valuable natural features, including lakes, rivers, wetlands, floodplains, groundwater, woodlands, open spaces, natural areas, and fish and wildlife habitats.

**6. Preserve Farmland**

Productive farmland is vital to the health and economy of the Region. Future growth and transportation investments should preserve and protect productive farmland.

**7. Be Environmentally Responsible**

The quality of the environment—particularly air and water—greatly affects public health and quality of life. Sustainable land and transportation development and construction practices should be used to minimize the use of nonrenewable resources and reduce impacts on the local, regional, and global environment.

8. **Develop an Integrated, Multimodal Transportation System**  
Safe, efficient, and convenient travel in the Region requires an integrated, balanced, multimodal transportation system, which provides choices among transportation modes. This balanced system should provide an appropriate level of service for all modes to effectively serve the travel demand generated by the Region's planned land development pattern.
9. **Develop an Expansive, Well-Connected Bicycle and Pedestrian Network**  
Bicycle and pedestrian travel in the Region should be encouraged as an alternative to personal vehicle travel and should complement transit travel. The network should provide on- and off-street bicycle connections and pedestrian facilities that are safe, secure, and convenient.
10. **Achieve a Robust, Regional Transit System**  
The Region's transit services should accommodate the travel needs of all residents, including travel that crosses municipal and county boundaries. Transit service should be fast, frequent, safe, and convenient in order to provide an alternative to personal vehicle travel.
11. **Provide a High-Quality Network of Streets and Highways**  
The Region's streets and highways need to be well maintained in order to continue to carry the majority of personal and freight traffic in the Region. As roadways are reconstructed, modern design improvements should be included, with a focus on improving the efficiency and safety of the roadway and incorporating bicycle, pedestrian, and transit accommodations.
12. **Ensure that Goods Move Efficiently**  
The considerable needs of the Region's businesses, industries, and freight companies must be a factor in the development of a balanced, multimodal transportation system. Barriers to the efficient movement of goods within the Region and between the Region and other areas should be identified and addressed.
13. **Prepare for Change in Travel Preferences and Technologies**  
New and expected trends in travel behavior should be considered when developing the Region's transportation system. Technologies that improve the ability and capacity to travel should also be considered.
14. **Make Wise Infrastructure Investments**  
Recognizing funding constraints, the benefits of specific investments in the Region's infrastructure must be weighed against the estimated initial and long-term costs and impacts of those investments.
15. **Work Together Toward Common Goals**  
Cooperation and collaboration at the local, county, State, and Federal levels is necessary to address the land use and transportation issues facing the Region.

The VISION 2050 Guiding Statements provided direction to staff in developing a series of conceptual land use and transportation scenarios and a series of criteria for comparing those scenarios, which are presented in Chapter 2 of this volume. The scenarios were intended to represent a range of possible futures for land use and transportation that could achieve the Region's initial

vision. The Guiding Statements were also valuable later in the process for the development and evaluation of detailed alternative land use and transportation plans, which are documented in Chapter 3 of this volume.



Credit: SEWRPC Staff

## 2.1 INTRODUCTION

As part of VISION 2050, the feedback obtained from the initial visioning activities (described in Chapter 1 of this volume) led into a scenario planning effort. Scenario planning was used to further develop a long-term shared vision by considering and evaluating a range of potential future scenarios of regional land use development and transportation system development. Developing and comparing possible scenarios, or futures, helped the public and local officials understand the consequences of future land use patterns and transportation systems and made it easier to provide input into the plan development process. The current Federal transportation bill, the Fixing America’s Surface Transportation Act (FAST Act), also suggests that metropolitan transportation planning organizations (MPOs) consider using scenario planning in developing regional transportation plans.

As mentioned in the previous chapter, the VISION 2050 Guiding Statements provided direction to the Commission staff in developing a series of conceptual land use and transportation scenarios and a series of criteria for comparing those scenarios. Scenarios are conceptual designs of alternative ways in which the Region could develop through the year 2050. The five scenarios developed by staff represent a range of possible futures for land use and transportation. These scenarios are intended to be “what if” illustrations, varying based on the location, density, and mix of new development and redevelopment, and transportation system development.

The conceptual scenarios include one that continues current trends—Scenario A—and four with different levels of investment in the transportation system and different development patterns. Those four scenarios were intended to represent alternative futures that could achieve the initial vision, generally described by the Guiding Statements, which were developed using the results

**Feedback from initial visioning activities led into a scenario planning effort.**

**The scenarios include one that continues current trends and four with varying transportation systems and development patterns.**

of the visioning activities conducted during the previous steps in the VISION 2050 process.

The Commission staff evaluated how each scenario would perform relative to the other scenarios. To evaluate and assist in comparing the scenarios, a series of 13 measurable criteria were selected. Values for each criterion were then estimated for each scenario, with the results presented in a “scenario scorecard” that allowed the scenarios to be easily compared in terms of their relative benefits, costs, and impacts.

**Public feedback on the scenarios was used to develop and evaluate more detailed alternative plans.**

The extensive public outreach and engagement conducted as part of each step in the VISION 2050 process continued with the scenarios. A third round of interactive public workshops was held across the Region, along with workshops held by each of the eight VISION 2050 partner organizations and additional workshops held by request. The Commission staff also developed an interactive online tool, allowing interested residents to explore and provide feedback on the scenarios and their evaluation (<http://vision2050sewis.com/Vision2050/The-Process/Sketch-Scenarios>). The feedback obtained during this step of the process was used to develop and evaluate more detailed alternative land use and transportation plans, which are described in Chapter 3 of this volume.

## **2.2 SCENARIO DEVELOPMENT PROCESS**

The conceptual scenarios varied based on each scenario’s development pattern and the level and type of investment in the transportation system. The process for developing the land use and transportation components of each scenario is described below.

**A scenario planning tool called CommunityViz was used to develop the land use component of the five scenarios.**

### **Developing the Land Use Component**

Developing the land use component of each scenario involved the use of a scenario planning tool called CommunityViz. CommunityViz was used to create a conceptual land use model for allocating projected household and employment growth through the year 2050 across the Region. The first step was to gather baseline data for the CommunityViz land use model so that a trend scenario (Scenario A) could be developed. The primary baseline data, described in Chapters 2 and 6 in Volume I of this report, included:

- Year 2010 employment and households per U.S. Public Land Survey Quarter Section
- Existing land use (based on the Commission’s 2010 land use inventory)
- Planned land use from composite county comprehensive plan maps developed for the Commission’s year 2035 regional housing plan
- The Commission’s year 2050 household and employment forecasts for each county in the Region

Using these baseline data in the CommunityViz model, staff then determined restricted lands—those which would not receive any allocations of household or employment growth. Restricted lands included primary environmental corridors, wetlands, open water, floodplains, areas with steep slopes, public park and open space sites, farmland preservation areas identified in county farmland preservation plans, and certain major land uses that would prevent development on a particular parcel, such as General Mitchell International Airport.

**Table 2.1  
Incremental Household Growth Allocated Under Each Conceptual Scenario**

County	Incremental Household Growth: 2010 through 2050				
	Scenario A	Scenario B	Scenario C	Scenario D	Scenario E
Kenosha	32,800	32,800	24,000	27,000	24,000
Milwaukee	26,000	26,000	39,500	28,300	40,400
Ozaukee	10,300	10,300	8,400	10,500	9,000
Racine	18,100	18,100	16,900	19,000	16,900
Walworth	19,200	19,200	13,400	14,900	13,400
Washington	22,700	22,700	16,900	18,700	17,200
Waukesha	43,200	43,200	53,200	53,900	51,400
Region	172,300	172,300	172,300	172,300	172,300

Source: SEWRPC

After identifying the restricted lands, staff then estimated the total capacity of households and employment for each U.S. Public Land Survey quarter section of land in the Region. These capacities represented the maximum amount of households and jobs that could be present in each quarter section. Capacities in Scenario A were limited by the planned land uses in each community’s comprehensive plan, while the other scenarios made some limited exceptions to these planned capacities. These exceptions included increased capacities in areas targeted by communities for redevelopment under Scenarios B, C, D, and E, and increased capacities in areas within walking distance of a fixed-guideway transit station under Scenarios C, D, and E. These increased capacities allowed the model a reasonable amount of flexibility to allocate growth in the form of redevelopment and transit-oriented development. CommunityViz was then used to subtract the year 2010 employment and households from these total capacities to determine the net available capacity for development in each quarter section. These net capacities represented the maximum amount of incremental households and jobs—to be added between 2010 and 2050—that could be allocated to each quarter section under each scenario.

**Households and jobs were increased within walking distance of fixed-guideway transit stations under Scenarios C, D, and E.**

The incremental households and jobs that the model could allocate were then incorporated into the model for each scenario. For all five scenarios, the overall growth in the Region was constrained to the regional intermediate growth projections of about 172,300 additional households and about 210,300 additional jobs by the year 2050 (presented in Chapter 6 of Volume I of this report). For Scenarios A and B, the model allocated each county’s intermediate growth projection of households and jobs. For Scenarios C, D, and E, the model was required to allocate at least the low growth household and employment projections in each county. Tables 2.1 and 2.2 present the amount of incremental growth in households and employment for each county under each scenario.

With the above constraints in place, the model allocated the incremental households and jobs under each scenario using a number of suitability factors. These suitability factors represented a variety of attractors of development, and staff was able to change the weight of each factor based on the characteristics of each scenario. The suitability factors that were used are presented in Table 2.3.

**Table 2.2**  
**Incremental Employment Growth Allocated Under Each Conceptual Scenario**

County	Incremental Employment Growth: 2010 through 2050				
	Scenario A	Scenario B	Scenario C	Scenario D	Scenario E
Kenosha	26,400	26,400	20,500	23,900	20,300
Milwaukee	33,500	33,500	66,100	60,000	73,000
Ozaukee	16,800	16,800	14,100	14,900	14,300
Racine	24,000	24,000	22,100	22,900	20,900
Walworth	16,600	16,600	14,800	16,300	12,800
Washington	23,500	23,500	22,200	24,200	22,400
Waukesha	69,500	69,500	50,500	48,100	46,600
<b>Region</b>	<b>210,300</b>	<b>210,300</b>	<b>210,300</b>	<b>210,300</b>	<b>210,300</b>

Source: SEWRPC

**Table 2.3**  
**Scenario Suitability Weighting Factors**

Household Suitability Factors		Employment Suitability Factors	
Factor	Applicable Scenario	Factor	Applicable Scenario
Proximity to Existing Residential Development	A, B, C, D, E	Proximity to Existing Commercial and Industrial Development	A, B, C, D, E
Proximity to Schools	A, B, C, D, E	Proximity to Major Economic Activity Centers	A, B, C, D, E
Proximity to Public Parks	A, B, C, D, E	Proximity to Sanitary Sewer Service Areas	A, B, C, D, E
Proximity to Areas of Employment	A, B, C, D, E	Proximity to Highway Access	A, B, C, D, E
Proximity to Sanitary Sewer Service Areas	A, B, C, D, E	Proximity to Transit Service	A, B, C, D, E
Proximity to Major Roads	A, B, C, D, E	Proximity to Employment Growth/Loss from 1990-2010	A
Proximity to Transit Service	A, B, C, D, E	Proximity to Light Rail Stations	C, E
Proximity to Household Growth/Loss from 1990-2010	A	Proximity to Bus Rapid Transit Stations	C, E
Proximity to Light Rail Stations	C, E	Proximity to Commuter Rail Stations	D, E
Proximity to Bus Rapid Transit Stations	C, E		
Proximity to Commuter Rail Stations	D, E		

Source: SEWRPC



## **Developing the Transportation System Component**

Developing the transportation system component of each scenario involved identifying different ways of investing in transportation infrastructure and services, including the arterial street and highway system, the public transit system, and bicycle and pedestrian facilities. Each scenario's transportation system was designed to serve and be consistent with the scenario's land development pattern. The process began by reviewing the recent trends in transportation system development and the recommendations in the year 2035 regional transportation system plan. Staff then identified key concepts for each transportation system element that would be desirable to compare in the scenarios, and determined how each concept would vary between the scenarios.

**Each scenario's transportation system represented a different way of investing in arterial streets and highways, public transit, and bicycle and pedestrian facilities.**

In terms of the Region's transit system, the scenarios differed with respect to the level and technology of transit facility and service investments. Scenario A assumed transit service reductions similar to recent trends, including consideration of the comparison of current and expected revenues to current and expected capital, operating, and maintenance costs for the Region's existing transit services. Scenario B included a significant increase in transit services, similar to that recommended in year 2035 regional transportation plan, reversing the recent trend of declining service levels. The improvements were focused on expanding bus services—service to more areas, longer hours of service, and more frequent service—and establishing a system of express bus routes.

Transit improvements in Scenarios C, D, and E went beyond the significant increase to existing bus services under Scenario B. Scenario C included a system of rapid transit lines—light rail or bus rapid transit (BRT)—developed in the Milwaukee area, Scenario D included a system of commuter rail lines between the Region's urban centers, and Scenario E included both a rapid transit system and a commuter rail system. The location of each rapid transit and commuter rail line was initially identified by reviewing the potential lines identified in the year 2035 regional transportation system plan. Staff then slightly modified the lines based on considerations such as existing and expected development patterns, socioeconomic characteristics, and the presence of activity centers. For the rapid transit lines, the technology—light rail or BRT—was not specified, with the understanding that the specific technology would be determined during a more detailed corridor study. The commuter rail lines generally followed existing or former freight railroad lines. Table 2.4 presents the service headways and hours of service for the transit services included in each scenario.

For bicycle and pedestrian facilities, the trend in providing facilities has been greatly affected by Federal and State requirements that bicycle and pedestrian accommodations be provided in all new highway construction and reconstruction projects funded with State or Federal funds, unless demonstrated to be prohibitive. The off-street network has also been expanding. To explore different levels of bicycle investment, staff proposed under Scenarios A and B, the continuation of the trend of an expanding off-street network, and implementation of basic bicycle facilities as the arterial street and highway system is reconstructed. Scenarios C, D, and E also included the off-street bicycle path network, but went beyond the basic required on-street bicycle facilities to include higher levels of bicycle accommodation, such as protected bicycle lanes in key bicycle corridors. For pedestrian accommodations, all five scenarios assumed pedestrian facilities designed and constructed consistent with Americans with Disabilities Act (ADA) requirements, thus accommodating people with disabilities. Where

**Table 2.4**

**Transit Service Hours and Frequency Under Each Conceptual Scenario: Year 2050**

Service Type	Weekdays/ Weekends	Existing (2014)	Scenario A		Scenario B		Scenario C		Scenario D		Scenario E		
			Commuter Bus Local Bus/Streetcar	Commuter Bus Express Bus Local Bus/Streetcar	Commuter Bus Express Bus Local Bus/Streetcar	Commuter Bus Express Bus Local Bus/Streetcar	Commuter Bus Express Bus Local Bus/Streetcar Light Rail Bus Rapid Transit	Commuter Bus Express Bus Local Bus/Streetcar Light Rail Bus Rapid Transit	Commuter Rail/Bus Express Bus Local Bus/Streetcar Light Rail Bus Rapid Transit				
Transit Service Hours	Commuter Service	Weekdays	5 a.m. – 10 a.m. 12 p.m. – 8 p.m. many services peak direction only	5 a.m. – 9 a.m. 3 p.m. – 7 p.m. peak direction only	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	
		Weekends	8 a.m. – 11 p.m. KRM Bus only	No service	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	5 a.m. – 11 p.m. both directions	
	Express Service	Weekdays	4 a.m. – 2 a.m.	No service	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.
		Weekends	5 a.m. – 2 a.m.	No service	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.
	Local Service Within Milwaukee County	Weekdays	4 a.m. – 2 a.m.	5 a.m. – 1 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.	4 a.m. – 2 a.m.
		Weekends	5 a.m. – 2 a.m.	5 a.m. – 11 p.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.	5 a.m. – 2 a.m.
Outside Milwaukee County	Weekdays	5 a.m. – 10 p.m.	5 a.m. – 8 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	
Transit Service Headways	Commuter Service	Weekdays	5 a.m. – 7 p.m.	No service	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	5 a.m. – 11 p.m.	
		Weekends	10 – 225 minutes many services peak direction only	15 – 240 minutes peak direction only	10 – 60 minutes both directions	10 – 60 minutes both directions	10 – 60 minutes both directions	10 – 60 minutes both directions	10 – 60 minutes both directions	10 – 60 minutes both directions	10 – 60 minutes both directions	10 – 60 minutes both directions	
	Express Service	Weekdays	90 – 240 minutes KRM Bus only	No service	20 – 60 minutes both directions	20 – 60 minutes both directions	20 – 60 minutes both directions	20 – 60 minutes both directions	20 – 60 minutes both directions	20 – 60 minutes both directions	20 – 60 minutes both directions	20 – 60 minutes both directions	
		Weekends	12 – 60 minutes	No service	5 – 15 minutes	5 – 15 minutes	5 – 15 minutes	5 – 15 minutes	5 – 15 minutes	5 – 15 minutes	5 – 15 minutes	5 – 15 minutes	5 – 15 minutes
	Local Service Within Milwaukee County	Weekdays	20 – 45 minutes no service on Western Kenosha County Transit	No service	10 – 20 minutes	10 – 20 minutes	10 – 20 minutes	10 – 20 minutes	10 – 20 minutes	10 – 20 minutes	10 – 20 minutes	10 – 20 minutes	10 – 20 minutes
		Weekends	7 – 40 minutes	10 – 60 minutes	5 – 30 minutes	5 – 30 minutes	5 – 30 minutes	5 – 30 minutes	5 – 30 minutes	5 – 30 minutes	5 – 30 minutes	5 – 30 minutes	5 – 30 minutes
Outside Milwaukee County	Weekdays	12 – 100 minutes	15 – 120 minutes	10 – 60 minutes	10 – 60 minutes	10 – 60 minutes	10 – 60 minutes	10 – 60 minutes	10 – 60 minutes	10 – 60 minutes	10 – 60 minutes	10 – 60 minutes	
Weekends	30 – 60 minutes	30 – 60 minutes	30 – 60 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	
Weekends	30 – 60 minutes	30 – 60 minutes	No service	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	15 – 30 minutes	

Source: SEWRPC

they varied was in the connectivity of sidewalks based on each scenario's general development pattern.

For the Region's arterial street and highway system, it was recognized that a significant portion of the Region's major roads—including freeways, State highways, county highways, and major local streets—will need to be reconstructed between now and 2050. A recurring comment during the initial visioning activities, at least in some parts of the Region, was that highway capacity expansion should be limited. One of the concepts focused on in the scenarios, therefore, was whether or not the arterial street and highway system included capacity expansion in the form of additional traffic lanes and new facilities. Highway capacity additions were included in Scenarios A and B. These capacity additions would address the residual traffic congestion that may not be alleviated by transit, bicycle, and other measures. For Scenarios C, D, and E, highway improvement was proposed to be limited to modernization to current safety and design standards as highways are reconstructed.

Staff recognized that certain arterial highway capacity improvement and expansion projects had already been committed and such projects were included in all five scenarios. These projects were either under construction, were undergoing final engineering and design, or had a preferred alternative selected as part of preliminary engineering and environmental impact study. Table 2.5 and Map 2.1 present the projects that were considered to be committed at the time the scenarios were developed.

### **2.3 DESCRIPTION OF CONCEPTUAL SCENARIOS**

As noted previously, five conceptual land use and transportation scenarios were developed during this step in the VISION 2050 process. They included four scenarios representing alternative futures that, to varying extents, could achieve the initial vision, along with one scenario that assumed a continuation of current trends in land and transportation system development. The five scenarios and the basic concepts that varied between them are presented in Table 2.6 and are described below.

#### **Development Patterns Under the Scenarios**

A primary way in which the five scenarios differed was the development pattern under each scenario, including the location, density, and mix of new development and redevelopment. As discussed previously in the chapter, the land use component of each scenario was developed using a sketch land use model that allocated incremental growth in households and employment based on the weighting of a series of suitability factors. By modifying the weighting of each suitability factor for each scenario, the model predicted where the incremental growth would occur, essentially producing each scenario's development pattern. The household growth that would be expected by the year 2050 under each scenario is presented on Maps 2.2A through 2.2E. The employment growth that would be expected by the year 2050 under each scenario is presented on Maps 2.3A through 2.3E.

Scenario A represented a continuation of recent trends in land and transportation system development in the Region from the past approximately 20 years. Most growth under Scenario A would occur in and around existing cities and villages, with single-family development within urban service areas at the edges of cities and villages on larger lots than the other four scenarios. Urban service areas generally include cities and villages and the immediate surrounding area where future growth is anticipated. These areas

**The location, density, and mix of new development and redevelopment varied among the five scenarios.**

**Scenario A represented a continuation of recent land use and transportation trends.**

**Table 2.5  
Committed Arterial Highway Capacity Improvement and  
Expansion Projects Included in All Five Conceptual Scenarios**

County	Improvement Type	Facility	Termini	Description
Kenosha	Widening	CTH K (60th Street)	CTH H to Union Pacific Railroad	Widen from two to four traffic lanes
		IH 94	CTH C to Racine County line	Widen from six to eight traffic lanes
		STH 50	IH 94/USH 41 to 39th Avenue	Widen from four to six traffic lanes
Milwaukee	Expansion	Elm Road extension	27th Street to IH 94	Construct two lanes on new alignment
		IH 94	Elm Road Interchange	Construct new interchange
	Widening	CTH U (76th Street)	Puetz Road to Imperial Drive	Widen from two to four traffic lanes
		Pennsylvania Avenue	Rawson Avenue to College Avenue	Widen from two to four traffic lanes
		Watertown Plank Road	STH 100 to 92nd Street	Widen from four to six traffic lanes
		CTH V (13th Street)	Rawson Avenue (CTH BB) to Drexel Avenue	Widen from two to four traffic lanes
		STH 241 (27th Street)	College Avenue to Drexel Avenue	Widen from four to six traffic lanes
		IH 43	Silver Spring Drive to STH 60	Widen from four to six traffic lanes
		IH 94	Racine County line to College Avenue	Widen from six to eight traffic lanes
		Port Washington Road	Bender Road to Daphne Road	Widen from two to four traffic lanes
		USH 45/STH 100	Rawson Avenue to Drexel Avenue	Widen from four to six traffic lanes
		USH 45/STH 100 (Ryan Road)	Drexel Avenue to 60th Street	Widen from two to four traffic lanes
Ozaukee	Expansion	IH 43	Highland Road Interchange	Construct new interchange
	Widening	STH 181	CTH T to Bridge Street	Widen from two to four traffic lanes
Racine	Widening	IH 94	Kenosha County line to Milwaukee County line	Widen from six to eight traffic lanes
Waukesha	Expansion	Waukesha West Bypass	CTH X to Sunset Drive	Construct four lanes on new alignment
	Widening	CTH L	CTH Y to CTH O	Widen from two to four traffic lanes
		CTH VV (Silver Spring Drive)	CTH Y (Lannon Road) to Jackson Drive	Widen from two to four traffic lanes
		CTH M (North Avenue)	Lilly Road to 124th Street	Widen from two to four traffic lanes
		CTH M (North Avenue)	Pilgrim Road to 147th Street	Widen from two to four traffic lanes
		CTH TT/ Meadowbrook Road	Sunset Drive (CTH D) to Rolling Ridge Drive	Widen from two to four traffic lanes
		STH 67 (Summit Avenue)	IH 94 to Summit Avenue	Widen from two/four to four/six traffic lanes
		STH 83	USH 18 (High Meadow Lane) to CTH DE	Widen from two to four traffic lanes

Note: The projects included in this table represent capacity improvement and expansion projects that were under construction, undergoing final engineering and design, or had a preferred alternative selected as part of preliminary engineering/environmental impact study at the time the scenarios were developed. The reconstruction of IH 94 between 70th Street and 16th Street is not included as the project had not progressed to that stage.

Source: SEWRPC

are typically served by public sewer and public water supply. There would also be more growth in Scenario A outside urban service areas at lower densities than the other four scenarios. Most of the growth outside urban service areas would be a scattering of new homes built on large lots of 1.5 or more acres in size. These homes would have private onsite water supply and wastewater treatment systems.

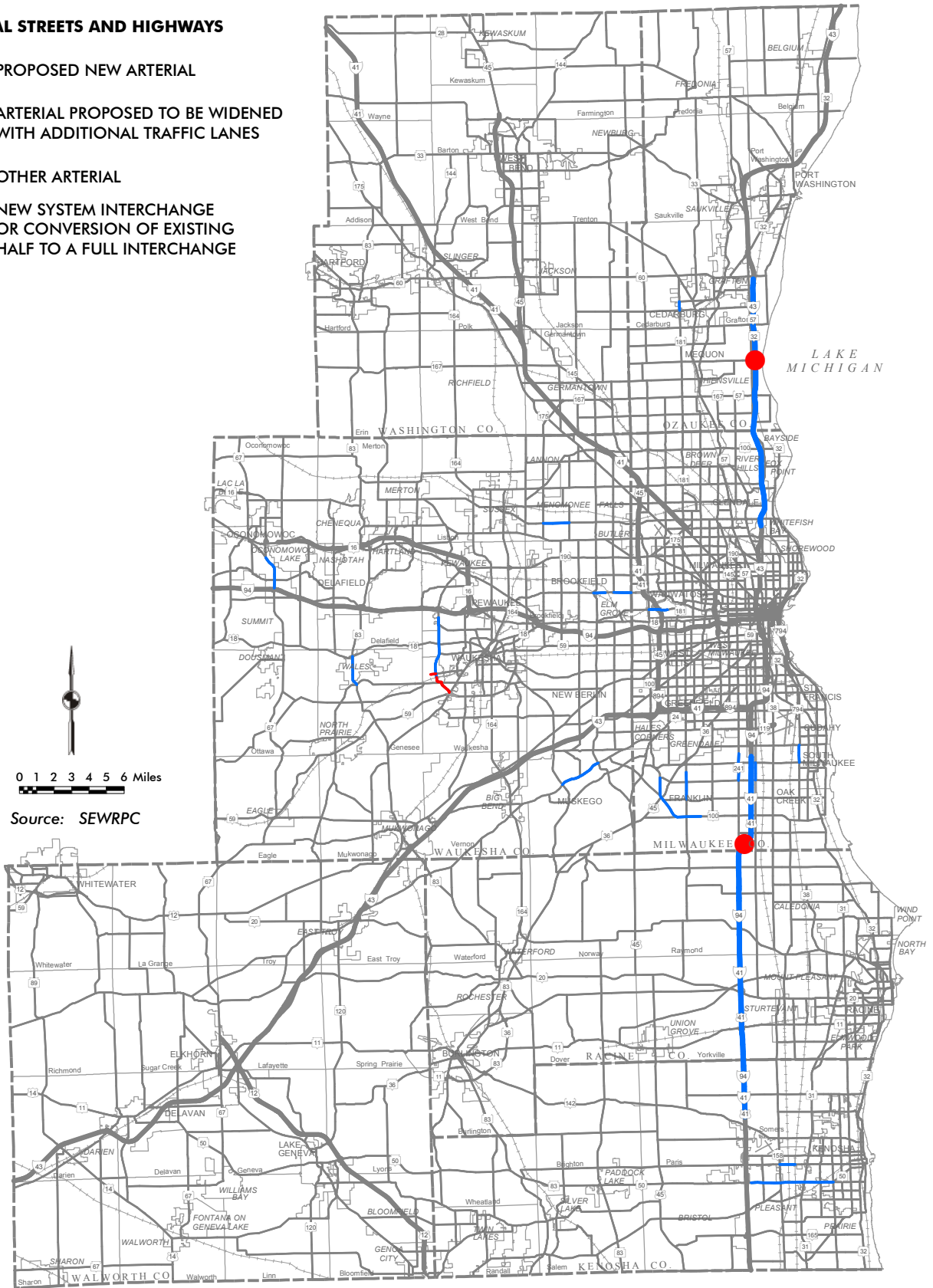
New development in Scenario B would mostly occur as redevelopment or infill in existing urban areas or immediately around existing cities and villages within their urban service areas, with residential growth being more compact

**New development under Scenario B would be more compact than Scenario A.**

## Map 2.1 Committed Arterial Highway Capacity Improvement and Expansion Projects Included in All Five Conceptual Scenarios

### ARTERIAL STREETS AND HIGHWAYS

- PROPOSED NEW ARTERIAL
- ARTERIAL PROPOSED TO BE WIDENED WITH ADDITIONAL TRAFFIC LANES
- OTHER ARTERIAL
- NEW SYSTEM INTERCHANGE OR CONVERSION OF EXISTING HALF TO A FULL INTERCHANGE



**Table 2.6**  
**Summary of Conceptual Scenario Elements**

Scenario Concept	Scenario A	Scenario B	Scenario C	Scenario D	Scenario E
Development Pattern	More development on land outside planned urban service areas	Development as infill, redevelopment, or on land adjacent to already developed areas	Significant development around stations served by rapid transit (light rail or BRT)	Significant development around stations served by commuter rail	Significant development around fixed-guideway transit stations (rapid transit and commuter rail)
	Lower densities; more single-family homes on large lots	Higher densities; single-family homes on smaller lots	Compact, mixed-use multifamily TOD within walking distance of stations	Multifamily and single-family TOD within walking distance of stations	Multifamily and single-family TOD within walking distance of stations
Healthy Communities	Basic on-street bicycle facilities and an expanded off-street network	Basic on-street bicycle facilities and an expanded off-street network	Enhanced on-street bicycle facilities and an expanded off-street network	Enhanced on-street bicycle facilities and an expanded off-street network	Enhanced on-street bicycle facilities and an expanded off-street network
	Limited sidewalk connectivity due to lower-density development	More walkable areas due to limited lower-density development	High walkability due to TOD pedestrian design	High walkability due to TOD pedestrian design	High walkability due to TOD pedestrian design
Transportation System Investment	Arterial streets and highways widened and expanded to address congestion	Arterial streets and highways widened and expanded to address congestion	Arterial streets and highways would not be widened and expanded	Arterial streets and highways would not be widened and expanded	Arterial streets and highways would not be widened and expanded
	Transit service reduced by 25 percent	Significant increase in bus transit service; 24-hour advance reservation shared-ride taxi service	Six rapid transit corridors; significant increase in bus transit service; 4-hour advance reservation shared-ride taxi service	Six commuter rail lines; significant increase in bus transit service; 4-hour advance reservation shared-ride taxi service	Full fixed-guideway network; significant increase in bus transit service; 4-hour advance reservation shared-ride taxi service

Source: SEWRPC

and on smaller lots than under Scenario A. Residential densities would be higher than in Scenario A, resulting in a reversal of declining urban density. The focus of development and redevelopment would be in the larger urban core areas and other city and village urban service areas throughout the Region. Significantly more new homes would be built in urban service areas and would be served with public water and sewer. Single-family development within urban service areas at the edges of cities and villages would be on smaller lots than Scenario A (about one-quarter acre lots compared to one-half acre lots in Scenario A). The loss of farmland would largely be limited to the edges of existing cities and villages. It would also result in a mix of housing types in some areas that could include not only single-family homes, but also duplexes and apartments. The development of neighborhoods with a mix of uses, such as housing, businesses, schools, and parks, would occur.

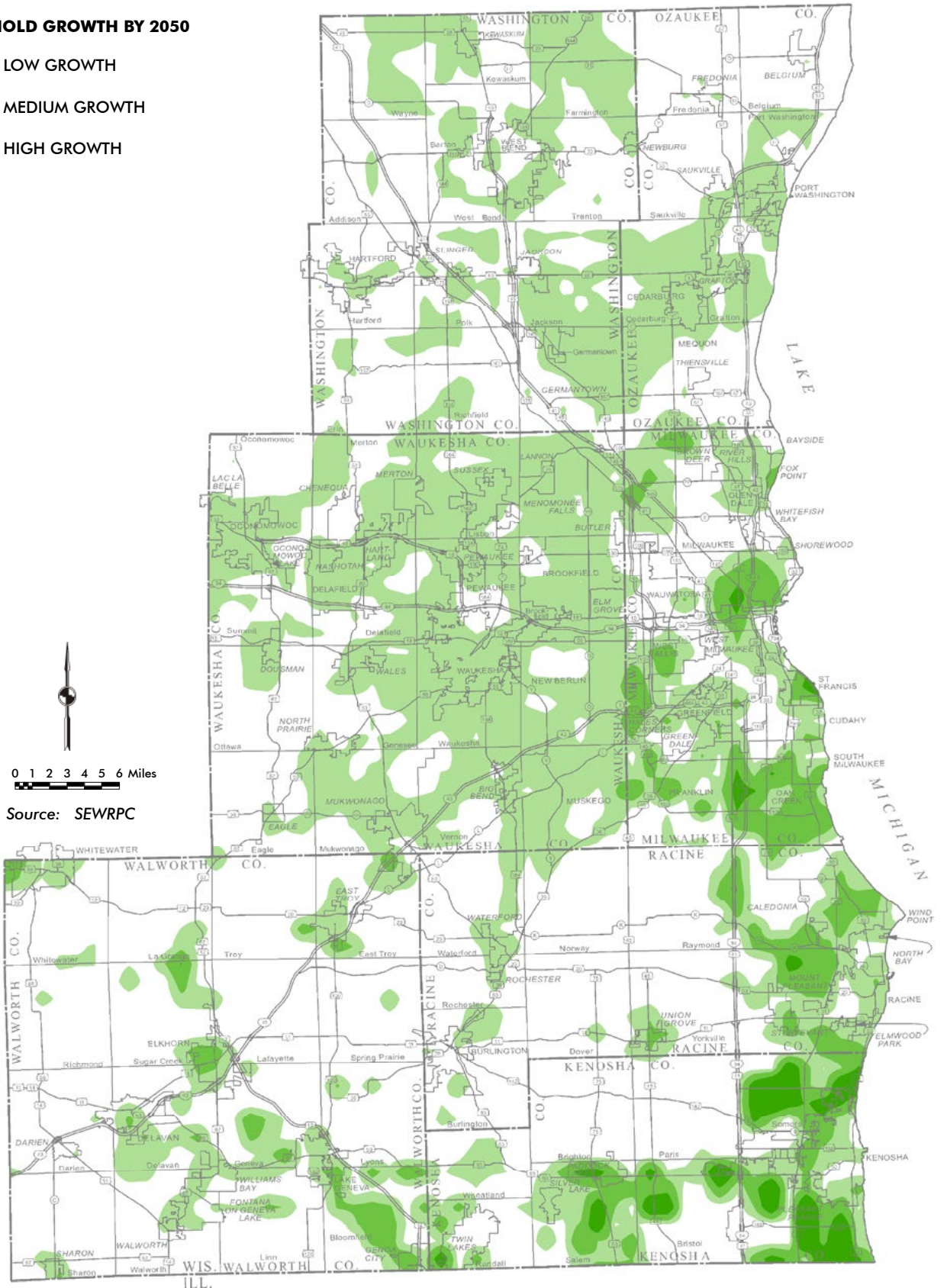
**It is widely accepted that a higher level of transit service is needed to develop a TOD.**

The focus of new development under Scenarios C, D, and E would take the form of compact clusters around fixed-guideway transit stations (light rail, BRT, or commuter rail), with the type of transit stations depending on the scenario. This type of development is often referred to as transit-oriented development (TOD). TOD refers to compact, mixed-use development located near a transit station, with streets and sidewalks that provide convenient access for walking and bicycling to the station. It is widely accepted that a higher level of transit service—such as light rail, BRT, and commuter rail—is needed to develop a TOD. Investment in residential, office, and retail development has been linked to investment in higher levels of transit service.

**Map 2.2A**  
**Scenario A: Year 2050 Household Growth**

**HOUSEHOLD GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

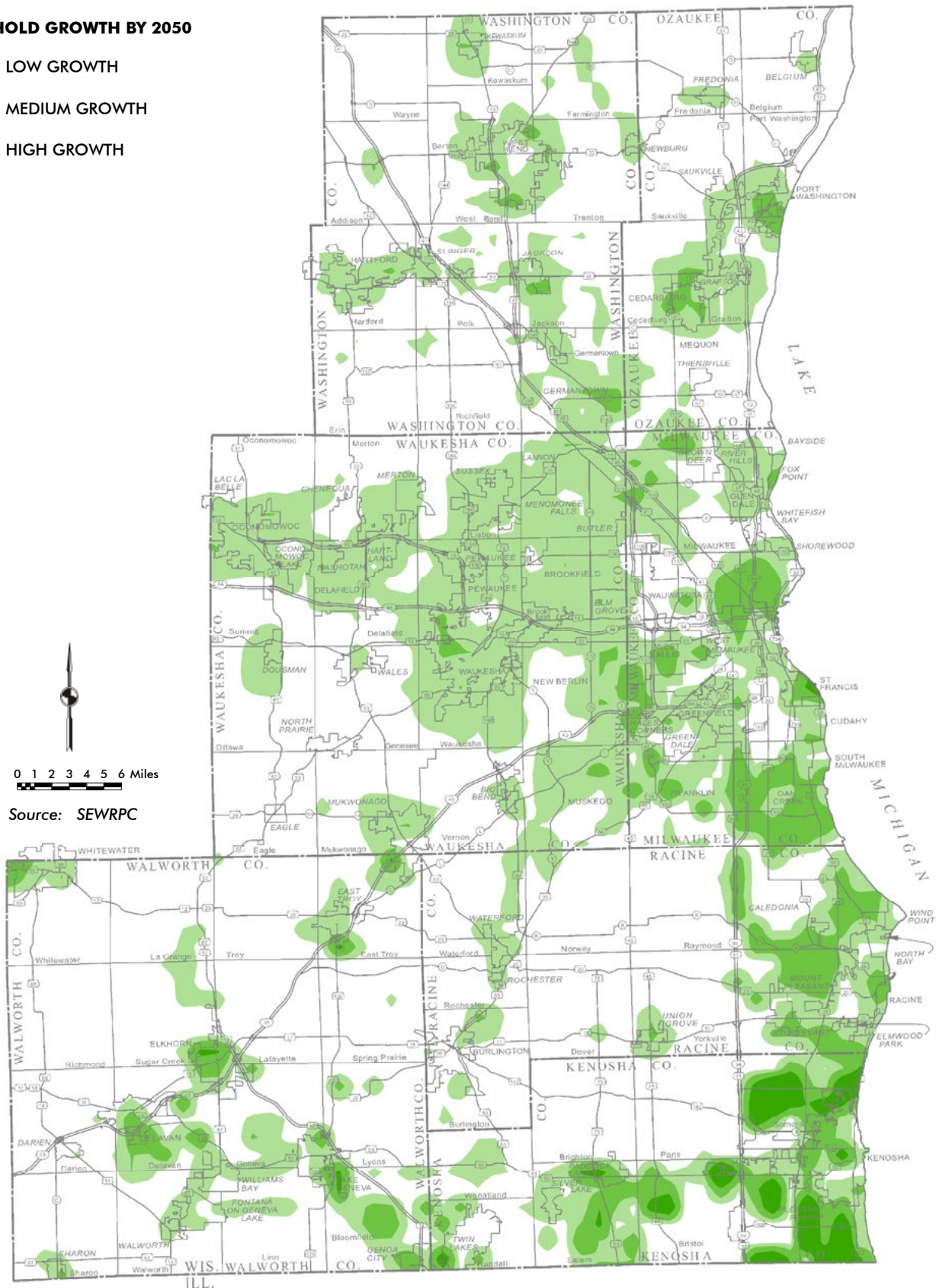


Source: SEWRPC

**Map 2.2B**  
**Scenario B: Year 2050 Household Growth**

**HOUSEHOLD GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH



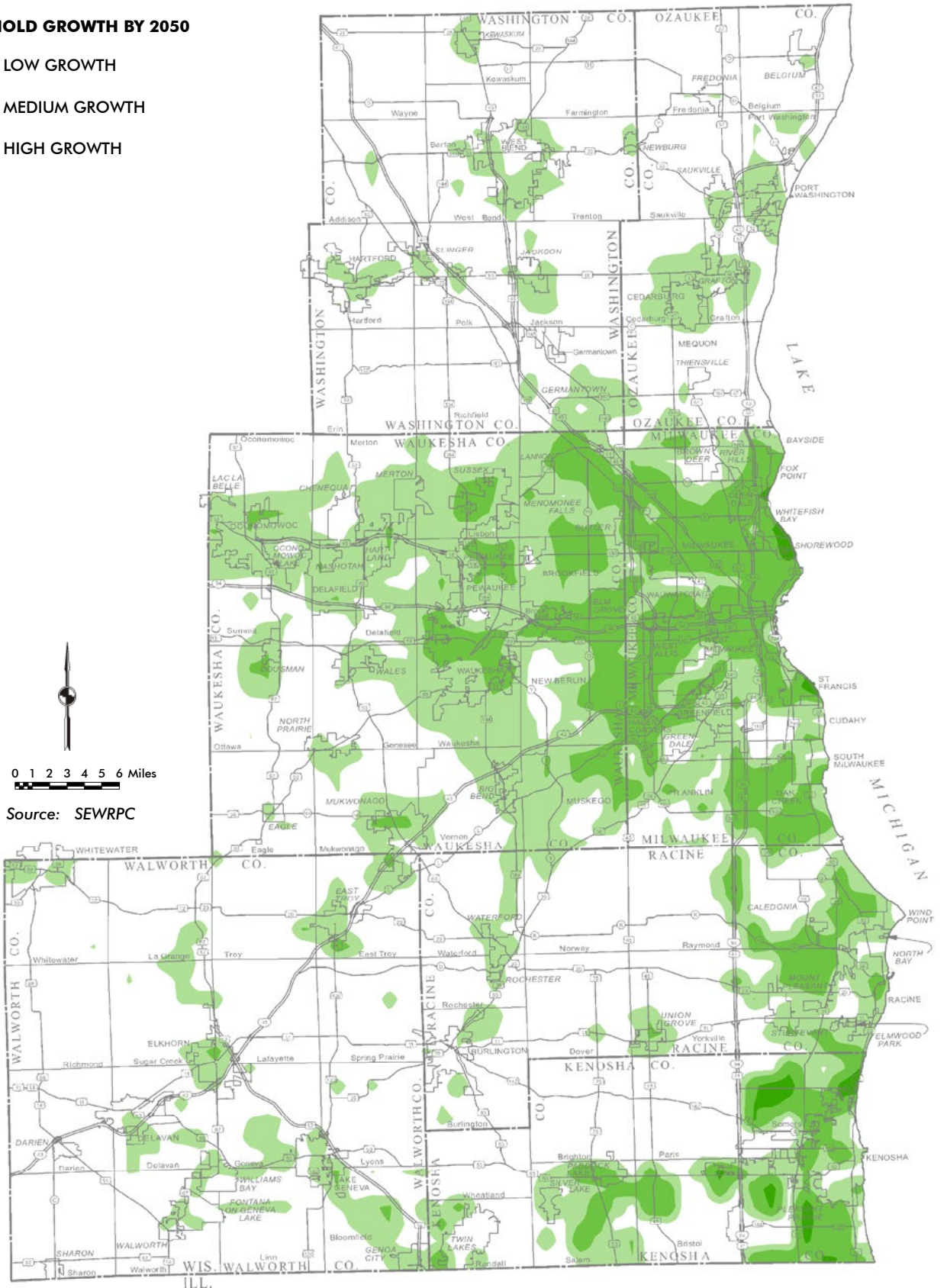
Source: SEWRPC



**Map 2.2C**  
**Scenario C: Year 2050 Household Growth**

**HOUSEHOLD GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

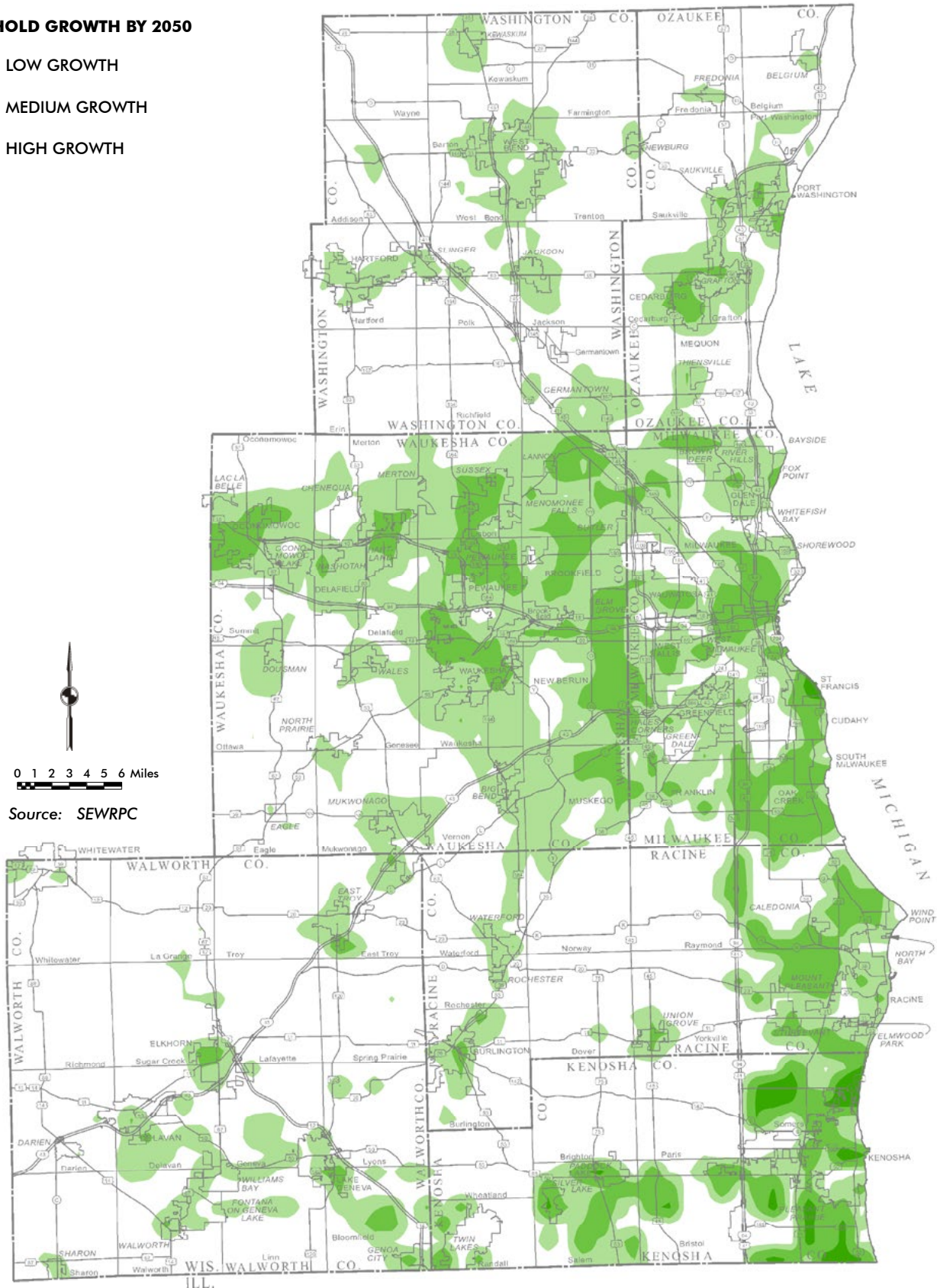


Source: SEWRPC

**Map 2.2D**  
**Scenario D: Year 2050 Household Growth**

**HOUSEHOLD GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

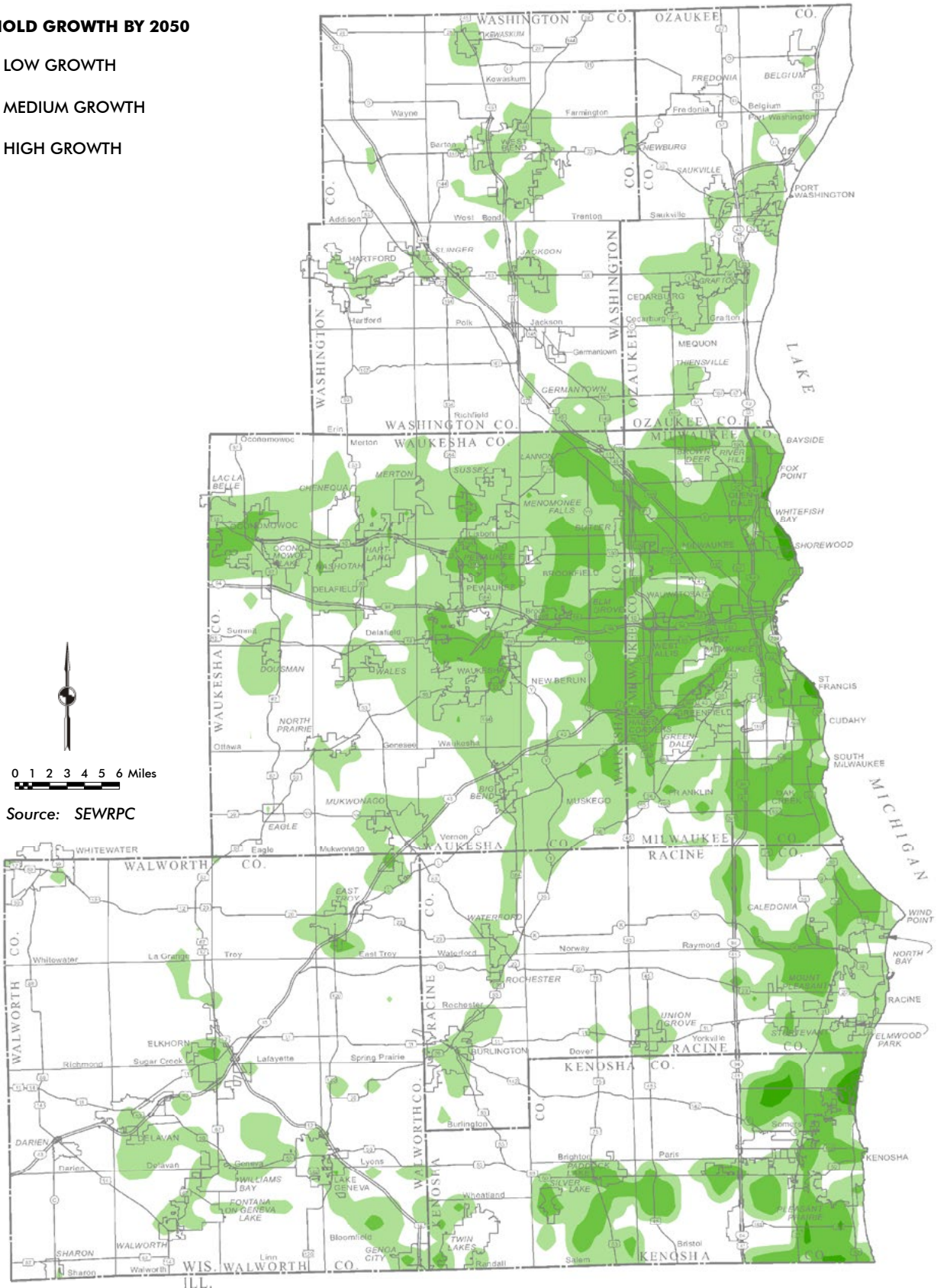


Source: SEWRPC

**Map 2.2E**  
**Scenario E: Year 2050 Household Growth**

**HOUSEHOLD GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

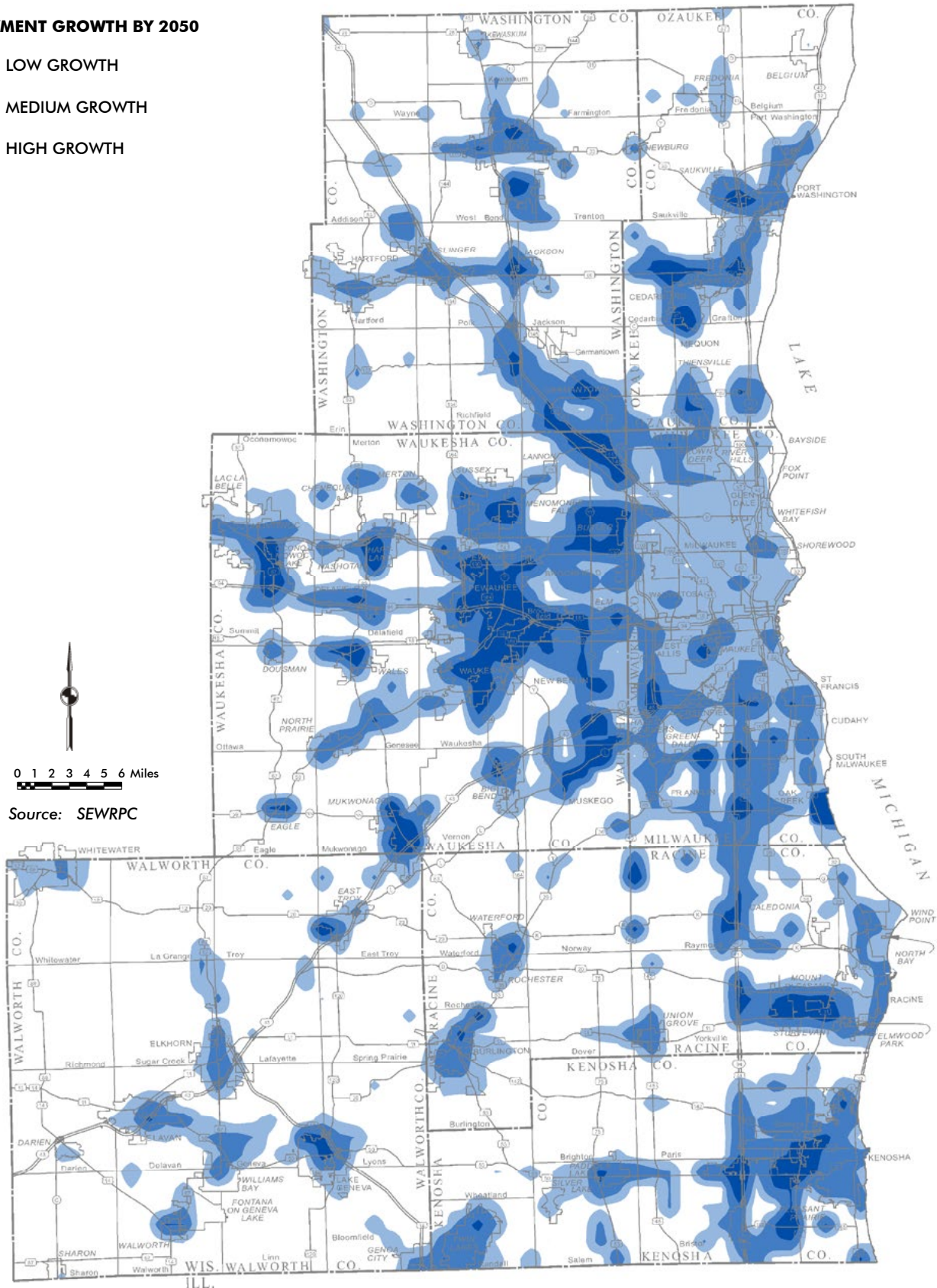


Source: SEWRPC

**Map 2.3A**  
**Scenario A: Year 2050 Employment Growth**

**EMPLOYMENT GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

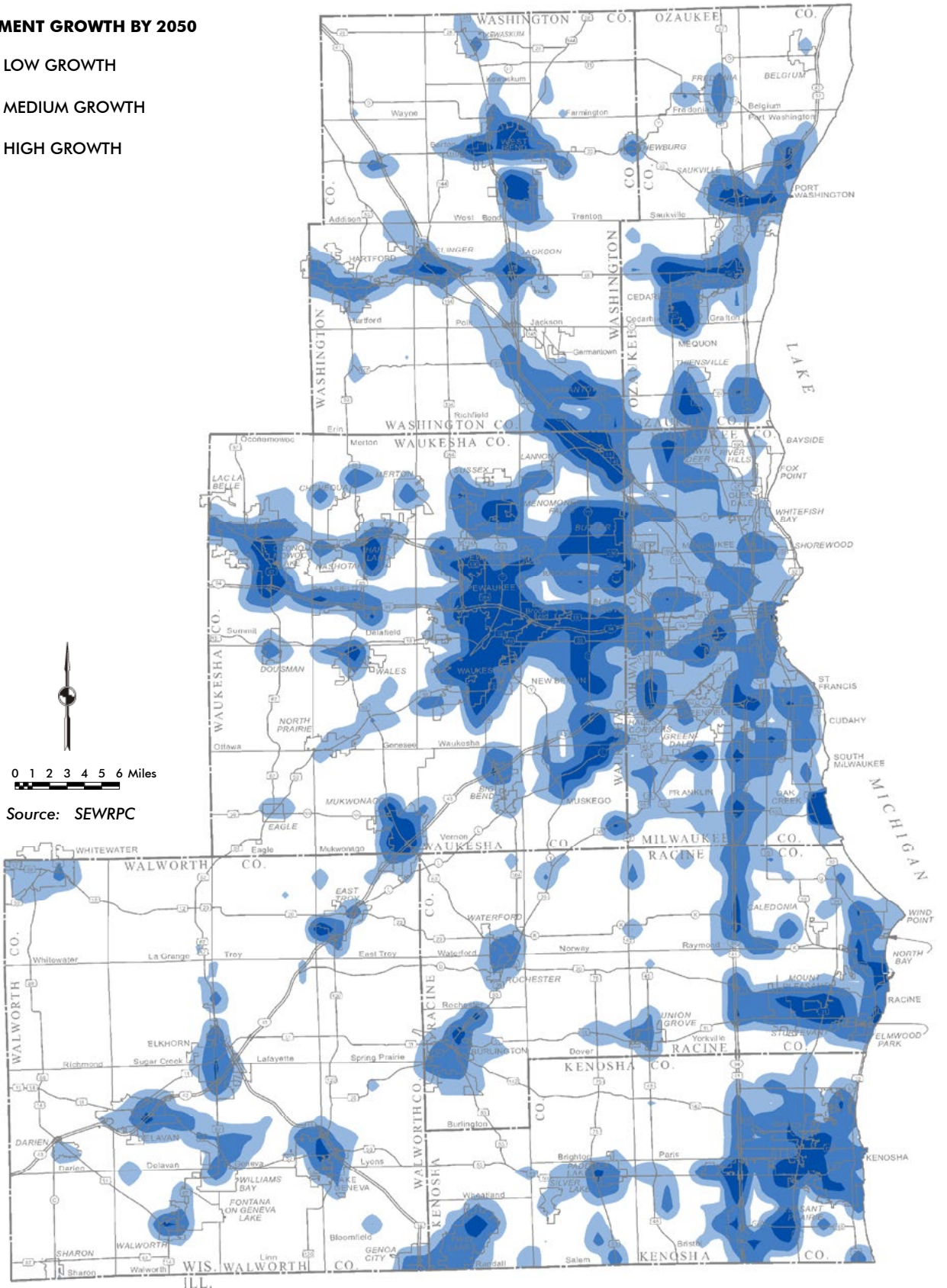


Source: SEWRPC

**Map 2.3B**  
**Scenario B: Year 2050 Employment Growth**

**EMPLOYMENT GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

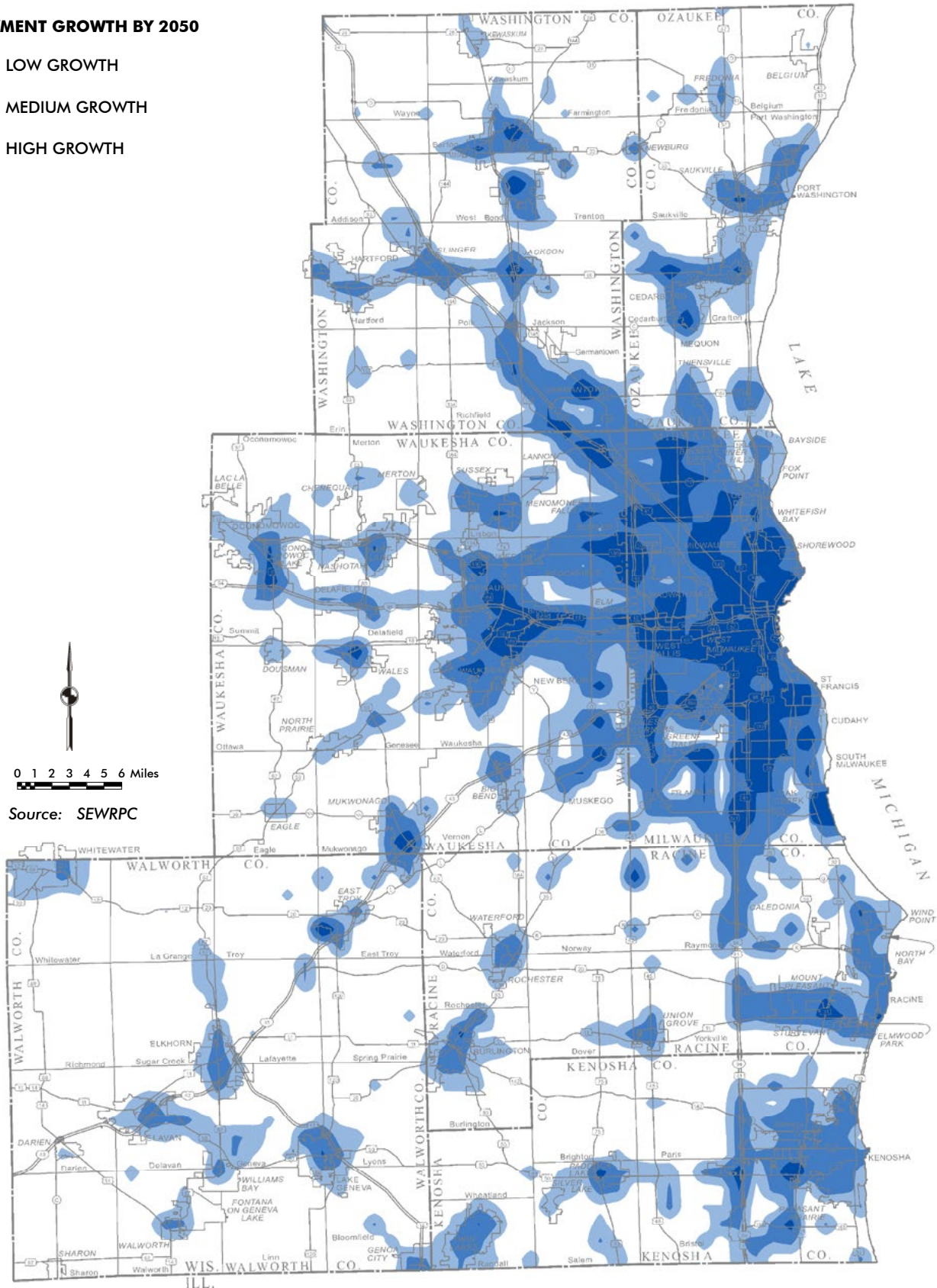


Source: SEWRPC

**Map 2.3C**  
**Scenario C: Year 2050 Employment Growth**

**EMPLOYMENT GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

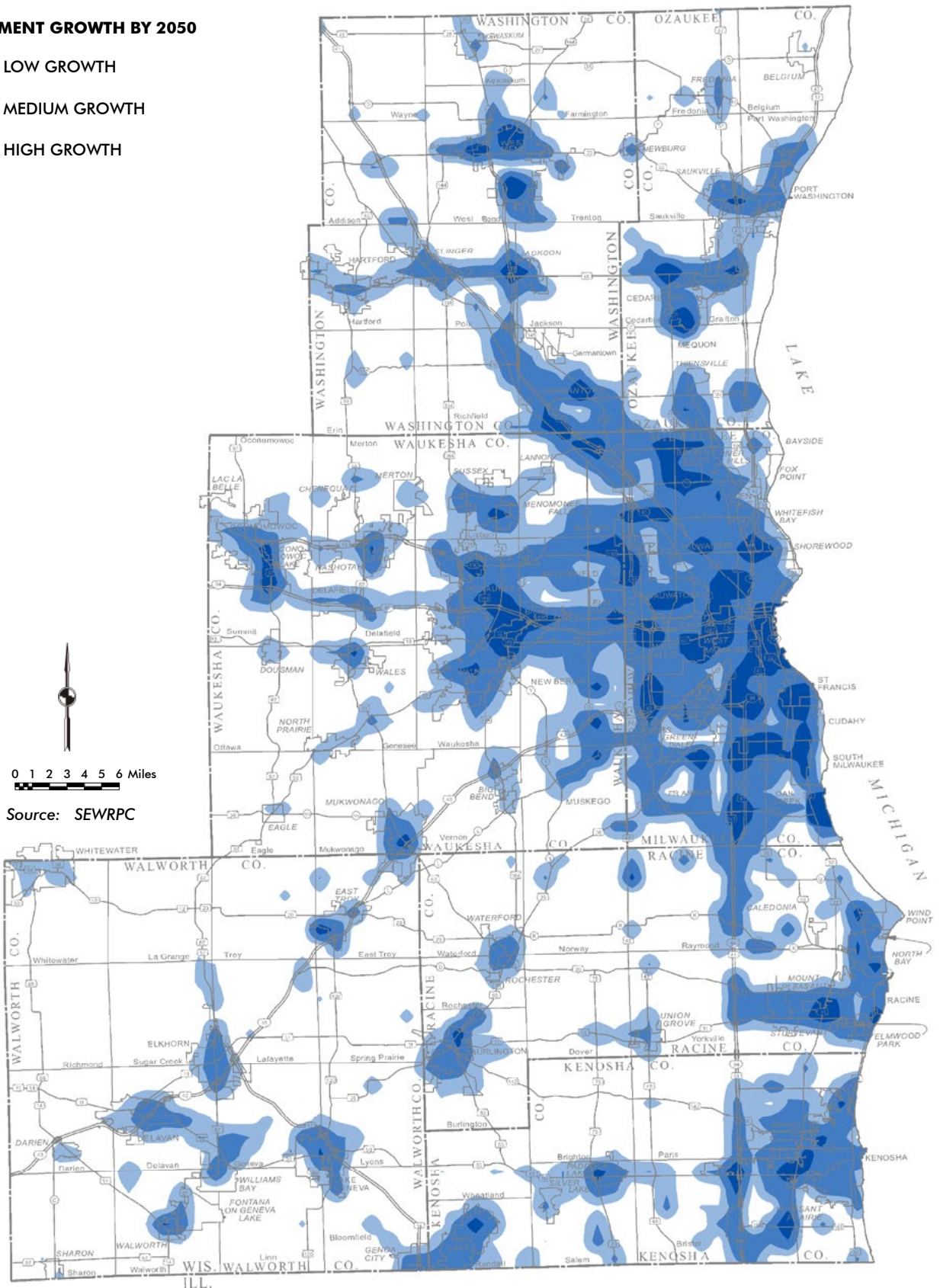


Source: SEWRPC

**Map 2.3D**  
**Scenario D: Year 2050 Employment Growth**

**EMPLOYMENT GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH

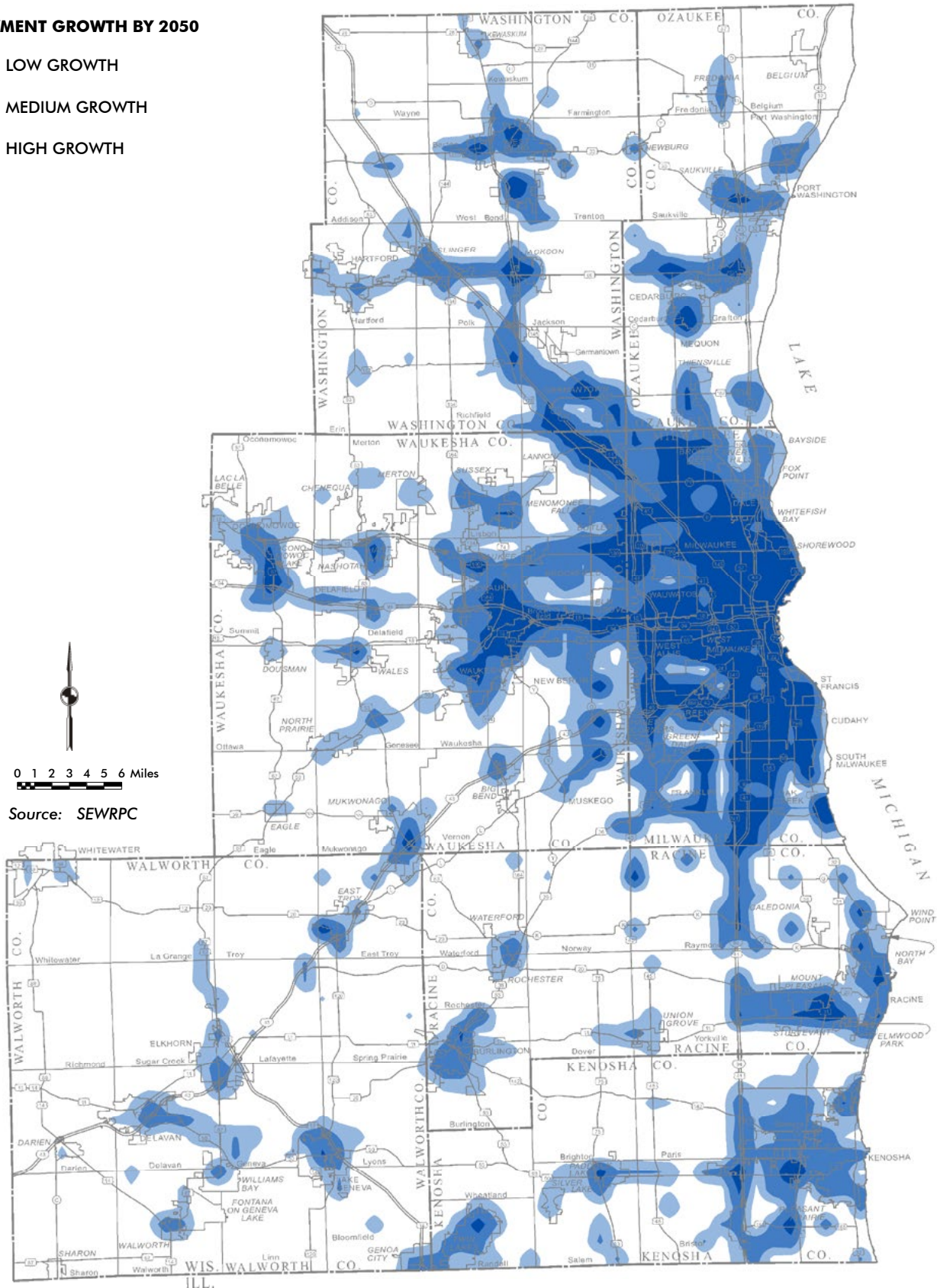


Source: SEWRPC

**Map 2.3E**  
**Scenario E: Year 2050 Employment Growth**

**EMPLOYMENT GROWTH BY 2050**

- LOW GROWTH
- MEDIUM GROWTH
- HIGH GROWTH



Source: SEWRPC



Bus service over existing streets and highways does not provide a long-term service commitment, and therefore, is less likely to result in investment in land development and redevelopment around its stops. Figure 2.1 highlights the benefits and challenges associated with TOD as well as a series of examples of existing TODs in the United States.

Under Scenario C, the TODs would be focused around rapid transit (light rail or BRT) stations. They would mostly be achieved through redevelopment and infill and would be focused in the Milwaukee area. However, additional compact, mixed-use development would also occur under this scenario. This development would primarily be through redevelopment and infill in, as well as development at the edges of, cities and villages outside Milwaukee. The residential development in these areas would include more smaller lot single-family homes and townhomes, and less large lot single-family homes. There may also be a mix of housing types within walking distance of other uses such as businesses, schools, and parks.

Similar to Scenario C, Scenario D emphasizes new development as compact TODs, but instead of being focused around rapid transit stations, the TODs would be focused around commuter rail stations. Commuter rail TODs located in the Milwaukee area would be similar in design to those under Scenario C, and would be achieved through redevelopment and infill. Unlike Scenario C, the commuter rail TODs in Scenario D would also occur in between larger urban areas in the Region, with those located outside the Milwaukee area also having a more compact, mixed-use, and pedestrian-friendly design. Given the nature of commuter rail service, significant commuter parking would likely be adjacent to some stations. As in Scenario C, additional redevelopment and infill would occur in cities and villages throughout the Region, along with development at the edges of cities and villages.

**TODs would be focused around rapid transit stations under Scenario C, commuter rail stations under Scenario D, and both under Scenario E.**

Scenario E would have the most compact development of the five conceptual scenarios. This scenario represents a combination of elements from Scenarios C and D, with mixed-use TODs around both rapid transit and commuter rail stations in the Milwaukee area and around commuter rail stations located outside the Milwaukee area. As in Scenarios C and D, in addition to the TODs, there would also be some redevelopment and infill away from rail stations in existing cities and villages under this scenario. This redevelopment and infill development could support a range of housing types and a mix of neighborhood uses such as businesses, parks, and schools. Some development would also occur at the edges of these cities and villages.

### **Healthy Community Concepts Under the Conceptual Scenarios**

The “active transportation” component of future development, including bicycling and walking, also varied between the scenarios. Figure 2.2 provides an overview of the bicycle facility concepts that were considered while comparing the scenarios. Figure 2.3 provides an overview of the pedestrian concepts that were considered while comparing the scenarios.

As mentioned previously in this chapter, the trend in providing bicycle and pedestrian facilities has been greatly affected by Federal and State requirements that bicycle and pedestrian accommodations be provided in all new highway construction and reconstruction projects funded with State or Federal funds, unless demonstrated to be prohibitive. The off-street network has also been expanding. In addition, ADA requirements need to be followed when designing and constructing pedestrian facilities to accommodate people with disabilities. All of this was assumed to continue through the year 2050 under all five scenarios.

## Figure 2.1 Description of Transit-Oriented Development (TOD)

### What is TOD?

- Compact, mixed-use development located near a transit station with streets and sidewalks that provide convenient access for walking and bicycling to the station.
- Investment in residential, office, and retail development has been linked to investment in higher levels of transit service, such as light rail, bus rapid transit, and commuter rail.

### Benefits of TOD

- Can reduce transportation costs for residents by encouraging transit ridership
- Can be a catalyst for redevelopment and increase property value and tax revenues
- Increases foot traffic for local businesses



**Bus Rapid Transit TOD (Cleveland, OH)**  
Credit: GreenBlueLake Institute, Cleveland Museum of Natural History



**Light Rail TOD (Portland, OR)**  
Credit: Travel Portland



**Light Rail TOD (Portland, OR)**  
Credit: Darrell Clarke



**Commuter Rail TOD (Denver, CO)**  
Credit: Norris Design

### Challenges of TOD

- May require land assembly
- May face community opposition to increased density
- Increase in land prices may raise housing costs and reduce affordability

**Figure 2.2**  
**Description of Bicycle Facility Concepts Under the Conceptual Scenarios**

### On-Street Bicycle Facilities

Federal and State regulations now require bicycle accommodations to be included in all new highway construction and reconstruction projects funded with State or Federal funds, unless demonstrated to be prohibitive. The typical on-street bike facilities in the Region are either unprotected bike lanes or paved shoulders.

Higher levels of accommodation—included in Scenarios C, D, and E—like **buffered and protected bike lanes** can create defined space between bikes and motorized traffic and improve safety. **Bike boxes and colored pavement** can further define travel space and improve visibility of bicyclists in mixed-traffic.

Local streets experiencing through traffic can be designed as **bicycle boulevards**, with traffic calming measures used to discourage motorized traffic and prioritize bicycle traffic. Bicycle boulevards can help create continuous routes where bicyclists can safely travel through urban areas and connect neighborhoods.



**Buffered Bike Lane**



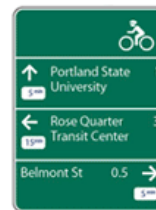
**Protected Bike Lane**



**Bicycle Boulevard**



**Bike Box**



**Route Wayfinding Signs**



**Colored Pavement**

### Off-Street Bicycle Facilities

Off-street paths connect urban areas and communities in the Region and provide routes separated from motorized traffic. These bicycle paths provide both opportunities for active recreation and a well-connected network that can provide a viable alternative to the automobile. **Filling gaps in the trail network and ensuring proper maintenance** can encourage more non-recreation bicycle travel.

*Credit: All photos, NACTO*

**Figure 2.3**

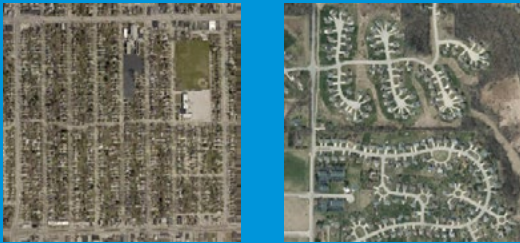
**Description of Pedestrian Concepts Under the Conceptual Scenarios**

**Connectivity/Walkability**

Connectivity is having direct links that connect people to other homes in their neighborhood, shopping, schools, parks, and other destinations. Walkability is the ease by which people can walk to various destinations in an area.

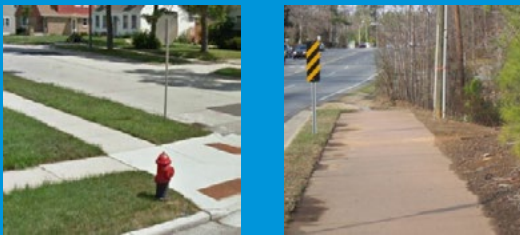
Considerations include:

- Sidewalks and paths in a neighborhood
- Directness and distance of routes
- Land use mix and density
- Road network design



Improved connectivity and walkability can:

- Encourage more walking trips
- Reduce the need to make vehicle trips
- Make it easier to walk within a neighborhood

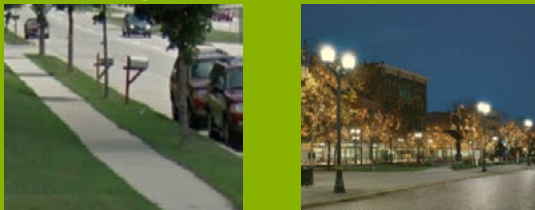


Credit: (clockwise from top left) SEWRPC; SEWRPC; FHWA; Google Maps Street View

**Safety**

Considerations include:

- Separation from vehicles
- Increased visibility
- Crossing intersections



Separation

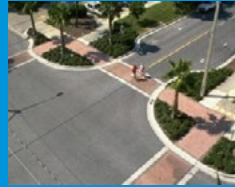
Visibility

Credit: Google Maps Street View; FHWA

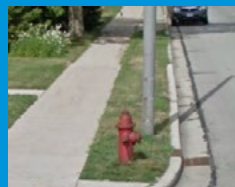
**Accessibility**

Accessibility is the ability to reach a destination without difficulty.

Considerations include:



Street Width



Treatment of Obstructions

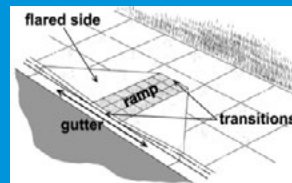


Intersection Markings

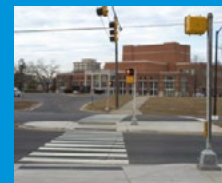


Access to Transit

Pedestrian facilities must also be designed and constructed consistent with Americans with Disabilities Act (ADA) requirements to accommodate people with disabilities.



Slopes for Curb Ramps



Pedestrian Signals

Credit: (row 1) FHWA; SEWRPC; (row 2) Google Maps Street View; FHWA; (row 3) SEWRPC; SEWRPC; (row 4) Google Maps Street View; Christopher Andrews; (row 5) U.S. Department of Justice; Charlotte Department of Transportation

Reflecting recent regional trends in bicycle accommodations, Scenario A anticipated basic bicycle facilities—bike lanes, wider curb lanes, or paved shoulders—would be provided as non-freeway major roads are reconstructed, with off-street facilities also added to provide a well-connected off-street network. Pedestrian facilities would be designed and constructed consistent with ADA requirements; however, due to the trend in lower-density development, the connectivity of sidewalks would be limited in many areas of the Region.

Scenario B assumed similar provision of on-street and off-street bicycle facilities, and ADA-adherent pedestrian facilities. The difference between Scenarios A and B was that Scenario B would include a more compact development pattern, with limited lower-density development. This would likely result in more sidewalk connectivity than under Scenario A.

Scenarios C, D, and E assumed higher levels of bicycle accommodation—such as protected bicycle lanes—would be provided in key bicycle corridors. These higher levels of accommodation (described in Figure 2.2) would go beyond the minimum on-street bicycle facilities required to be provided as part of major road reconstruction projects. The scenarios also included the network of off-street bicycle paths under Scenarios A and B. Better sidewalk connections would also be anticipated under Scenarios C, D, and E as convenient walking access to transit stations is a focus of a compact TOD.

#### **Transportation System Investment Under the Conceptual Scenarios**

Another significant concept varying from scenario-to-scenario was the investment in major transportation system infrastructure and services, including the public transit system and the arterial street and highway system. Exploring different ways of investing in these elements of the transportation system was a major focus of the scenarios. As discussed previously in the chapter, each scenario’s transportation system was designed to serve and be consistent with the scenario’s land development pattern.

#### **Public Transit**

Since the early 2000s, transit service in the Region has declined nearly 25 percent. Under Scenario A, the already reduced transit service levels would be reduced by an additional 25 percent. This would particularly affect local bus service, resulting in entire routes being cut, lower service frequencies, reduced service hours, and/or weekend service being eliminated, depending on the transit system. Existing express bus service would be eliminated as well. Passenger fares would increase faster than inflation as transit systems attempt to maintain service levels as high as possible. Existing shared-ride taxi services would continue to operate, but no new shared-ride taxi services would be established.

Scenario B assumed a significant increase in existing bus transit services, reversing the trend of declining service levels that has occurred since the early 2000s. The increased transit services would continue to be provided primarily by buses. Increases would be in the form of improved and expanded local bus service—including service to more areas, longer hours of service, and more frequent service. Similarly, the existing commuter bus system would be improved and expanded, including initiating reverse commute service. A system of express bus routes would also be established. Shared-ride taxi services would be provided throughout the Region outside fixed-route bus service areas, with a 24-hour notice needed to schedule a ride.

Scenarios C, D, and E included fixed-guideway transit systems in addition to the significant increase to existing bus services under Scenario B. Figure 2.4 discusses

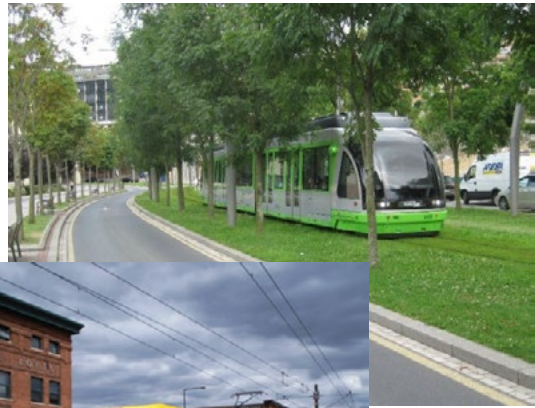
**Scenarios A and B included expansion of basic bicycle facilities, while Scenarios C, D, and E assumed higher levels of bicycle accommodation—such as protected bicycle lanes—in key corridors.**

**Scenario A included a decline in transit service, Scenario B included a significant increase, and Scenarios C, D, and E added different types of fixed-guideway transit beyond the increase in Scenario B.**

**Figure 2.4**  
**Description of Fixed-Guideway Transit Technologies Under the Conceptual Scenarios**

**Light Rail Transit**

Light Rail Transit is one of the technologies that could provide service in the Rapid Transit Corridors identified in Scenarios C and E. Light Rail uses trains traveling along the median of a roadway or in a dedicated lane to provide rapid service, and would include stops every half mile to one mile, service every 5 to 15 minutes, priority at traffic signals, and stations with passenger amenities.



**Light Rail Transit Examples**  
 Credit: SEWRPC Staff (top); Drew Kerr, Metro Transit (bottom)



**Bus Rapid Transit Examples**  
 Credit: Wildish (top); LDM Smith (bottom)

**Bus Rapid Transit**

Similar to Light Rail, Bus Rapid Transit (BRT) could be used to provide service in the Rapid Transit Corridors identified in Scenarios C and E. BRT operates in the median of a roadway or in a dedicated lane with stops every half mile to one mile, service every 5 to 15 minutes, priority at traffic signals, and stations with passenger amenities. It is intended to offer “rail-like” service with the potential for lower construction costs than Light Rail.

**Commuter Rail**

Traveling on improved freight corridors, Commuter Rail provides stops every 2 to 5 miles, service in both directions every 15 to 60 minutes, and stations with passenger amenities. Commuter Rail is included in Scenarios D and E.



**Commuter Rail Examples**  
 Credit: SEWRPC Staff (top); Panotamio User X-Typo (bottom)

the different types of fixed-guideway transit technologies considered under these three scenarios. All three scenarios would include express and commuter bus routes. Similar to Scenario B, regionwide shared-ride taxi services would be provided outside fixed-route bus service areas, but the advance reservation requirement would be four hours instead of 24 hours.

Under Scenario C, a system of rapid transit lines within urban centers would be developed beyond the significant increase to existing bus services under Scenario B. Each light rail or BRT line would have its own lane or right-of-way, and would provide faster, more frequent (every 5 to 15 minutes) service than a standard local bus route. BRT lines would typically be located in long, straight, and wide corridors, with light rail lines typically located in corridors with higher-density development.

Scenario D would involve development of a system of commuter rail lines between urban centers. Each commuter rail line would use an existing or former freight rail corridor. Stations would be spaced every 2 to 5 miles, with trains running every 15 to 60 minutes depending on time of day.

Under Scenario E, both the rapid transit system from Scenario C and the commuter rail system from Scenario D would be developed. The rapid transit system would have the same characteristics as the system in Scenario C, while the commuter rail system would have the same characteristics as the system in Scenario D.

The quality of transit services in the Region in the year 2050 under each scenario is presented on Maps 2.4A through 2.4E. These maps also show the rapid transit corridors in Scenarios C and E, and commuter rail corridors in Scenarios D and E.

### **Arterial Street and Highway System**

Each scenario recognized that a significant portion of the Region's arterial street and highway system will need to be reconstructed between now and 2050. The primary difference between the scenarios was whether the arterial street and highway system included additional traffic lanes and new facilities, or was limited to modernizing the existing streets and highways to achieve current safety and design standards. Figure 2.5 provides an overview of the arterial street and highway system concepts considered under the scenarios.

Scenarios A and B would include additional traffic lanes as arterial streets and highways are reconstructed, and the construction of new facilities on the arterial street and highway system. The highway capacity additions under these two scenarios would be implemented only to address the residual traffic congestion that may not be alleviated by transit, bicycle, and other measures. Each reconstructed street and highway would also be modernized to achieve current safety and design standards.

Scenarios C, D, and E would not include additional traffic lanes as arterial streets and highways are reconstructed, or any new facilities, other than those considered as already being committed. As such, the highway improvements under these three scenarios would be limited to modernization to current safety and design standards as highways are reconstructed. These three scenarios would, therefore, not address residual traffic congestion after transit, bicycle, and other measures are implemented.

**Scenarios A and B included new and widened highway facilities to address congestion, while Scenarios C, D, and E did not include any capacity expansion beyond committed projects.**

**Map 2.4A**

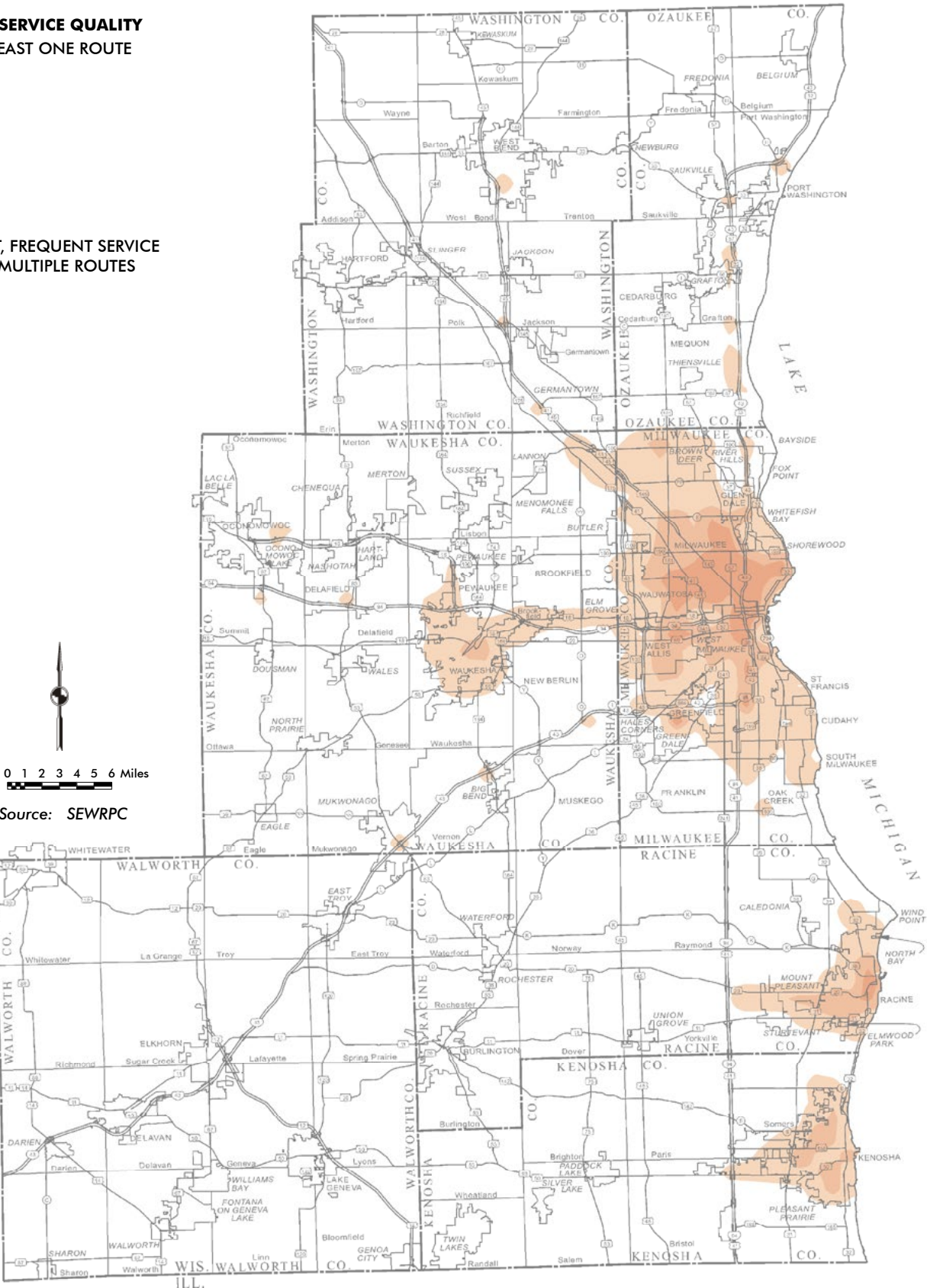
**Scenario A: Quality of Public Transit Services in the Region by the Year 2050**

**TRANSIT SERVICE QUALITY**

AT LEAST ONE ROUTE



**FAST, FREQUENT SERVICE  
ON MULTIPLE ROUTES**



Source: SEWRPC



**Map 2.4B**

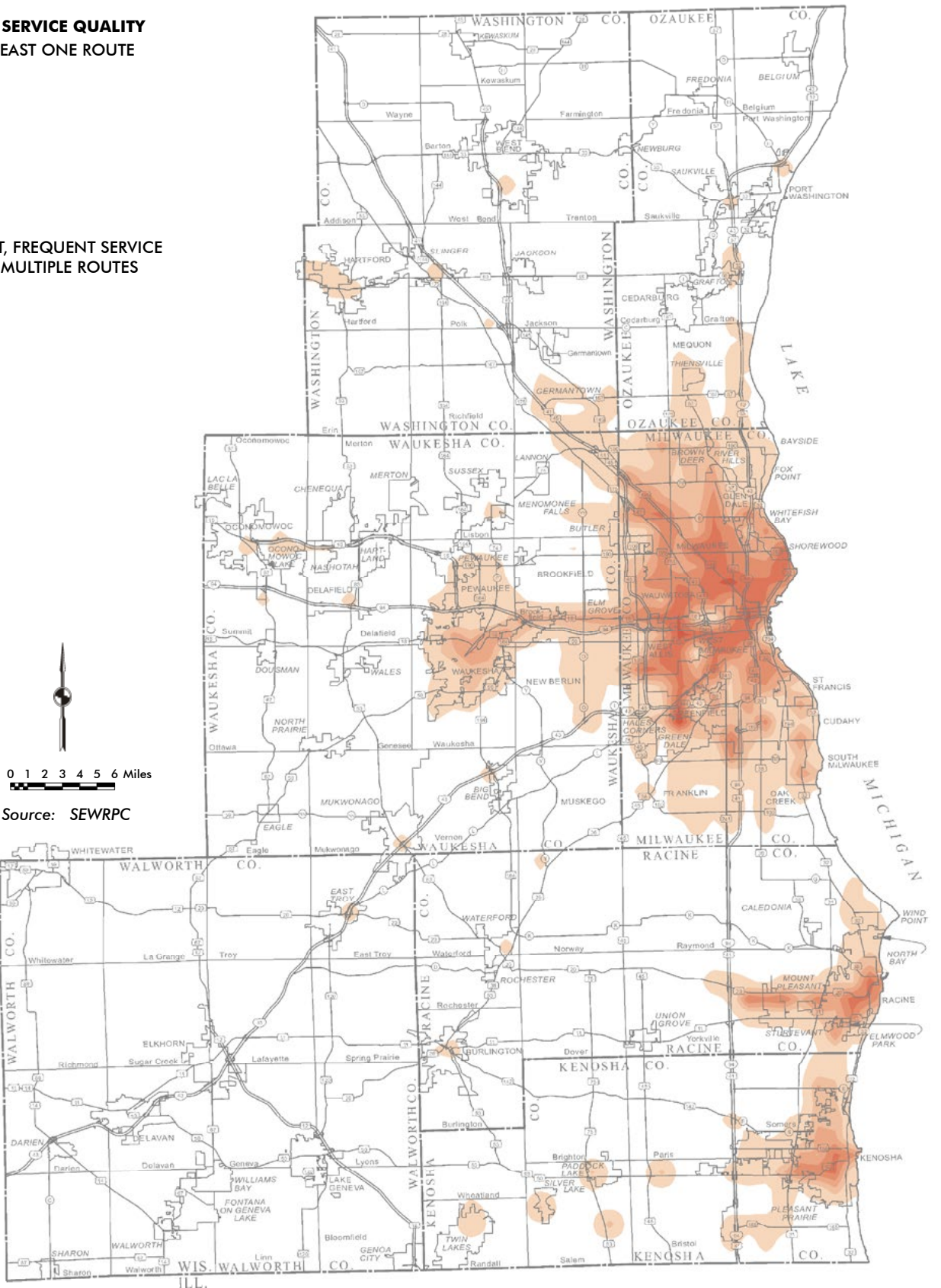
**Scenario B: Quality of Public Transit Services in the Region by the Year 2050**

**TRANSIT SERVICE QUALITY**

AT LEAST ONE ROUTE



**FAST, FREQUENT SERVICE  
ON MULTIPLE ROUTES**















Source: SEWRPC

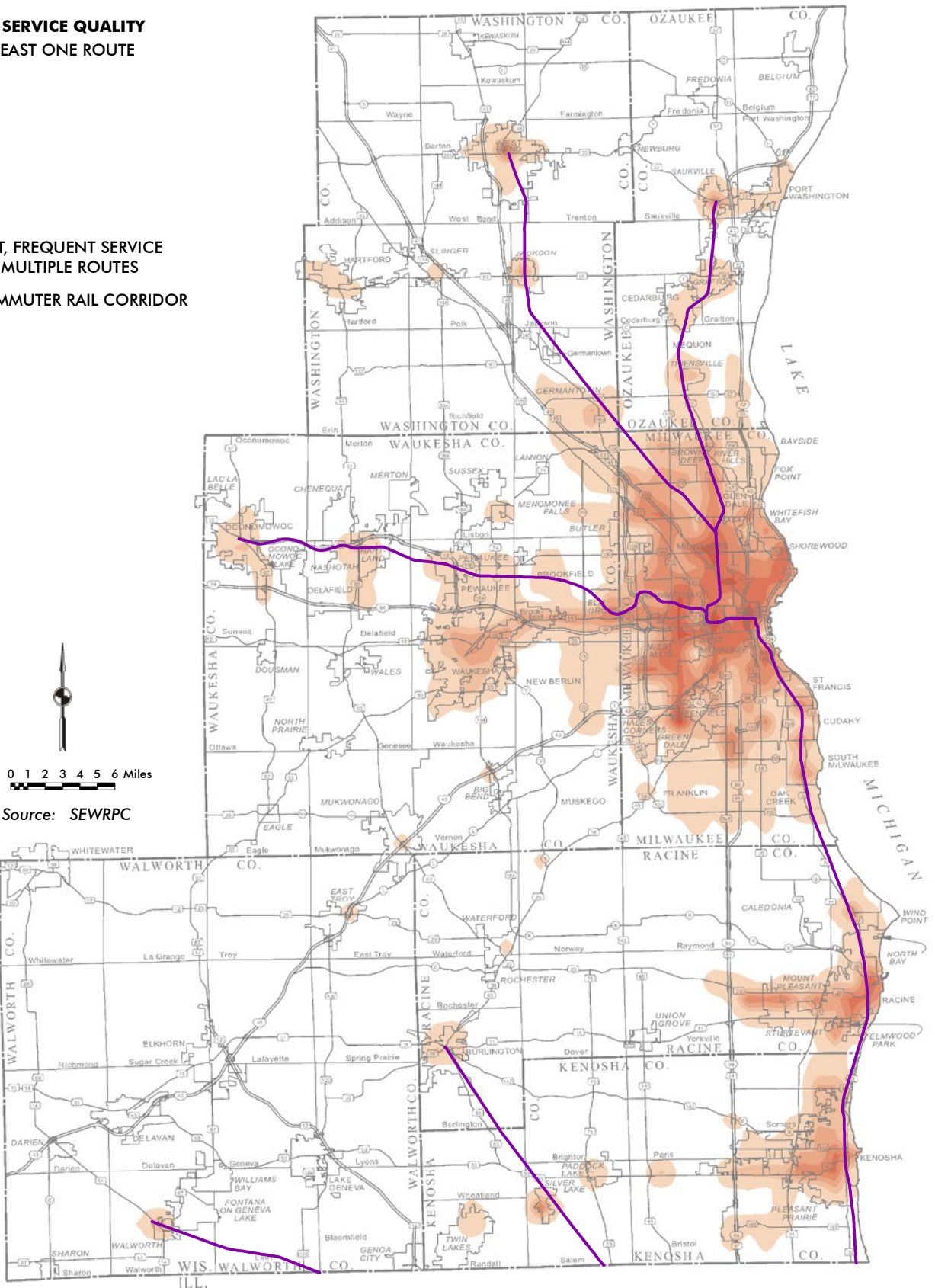


# Map 2.4D

## Scenario D: Quality of Public Transit Services in the Region by the Year 2050

### TRANSIT SERVICE QUALITY

-  AT LEAST ONE ROUTE
- 
- 
- 
- 
- 
- 
- 
- 
- 
-  FAST, FREQUENT SERVICE ON MULTIPLE ROUTES
-  COMMUTER RAIL CORRIDOR













0 1 2 3 4 5 6 Miles

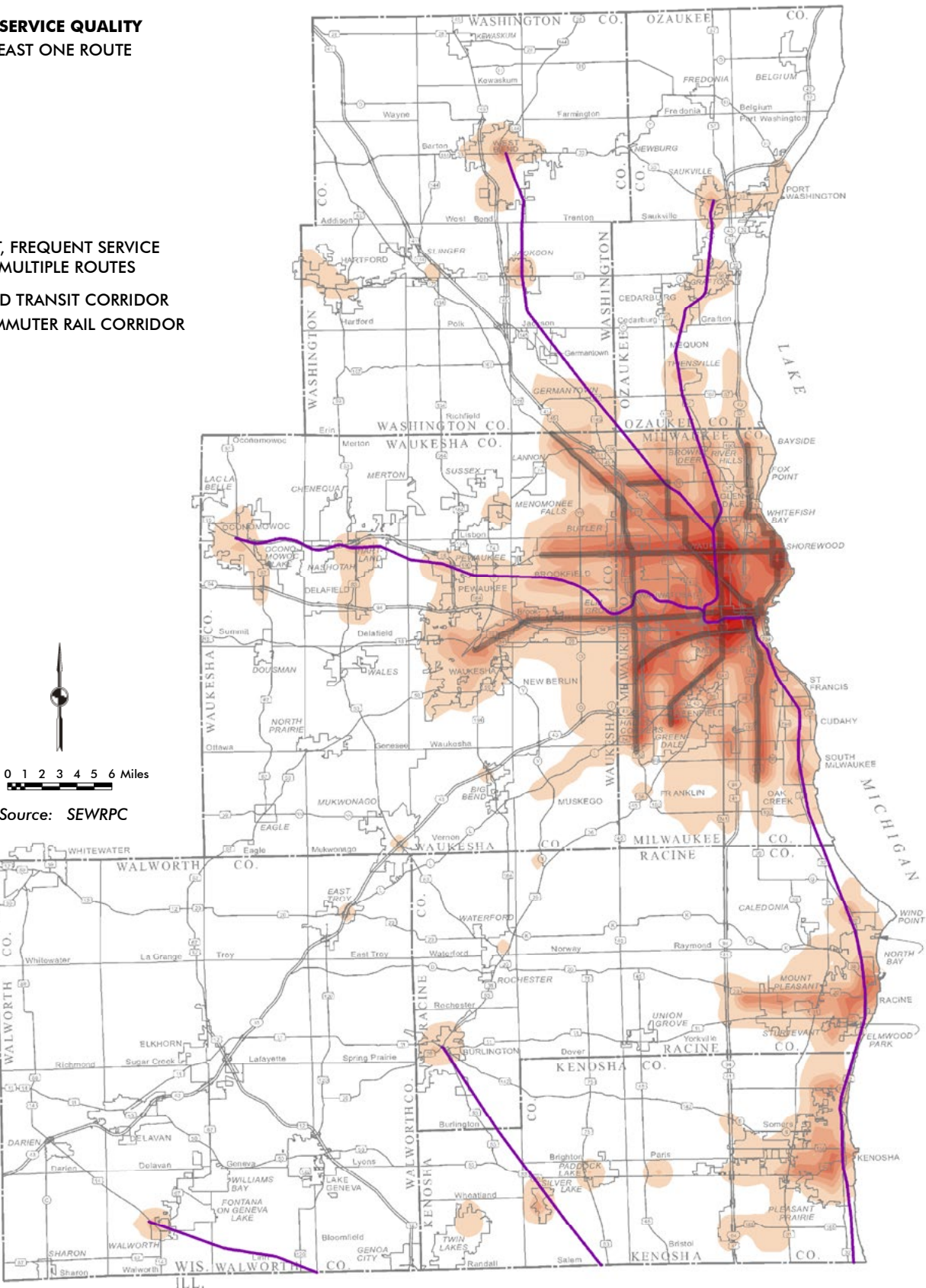
Source: SEWRPC

**Map 2.4E**

**Scenario E: Quality of Public Transit Services in the Region by the Year 2050**

**TRANSIT SERVICE QUALITY**

-  AT LEAST ONE ROUTE
- 
- 
- 
- 
- 
- 
-  FAST, FREQUENT SERVICE ON MULTIPLE ROUTES
-  RAPID TRANSIT CORRIDOR
-  COMMUTER RAIL CORRIDOR



**Figure 2.5**

**Description of Arterial Street and Highway System Concepts Under the Conceptual Scenarios**

**Arterial Streets and Highways**

Arterials are streets and highways, including freeways, intended to provide higher-speed travel through or between major urban communities. The existing network of arterial roadways comprises about 30 percent of the total roadway system and carries about 90 percent of traffic (car, truck, motorcycle, and bus) throughout Southeastern Wisconsin. The freeway system in Southeastern Wisconsin provides a vital backbone to the arterial roadway system, moving people and goods within and outside the Region. However, much of the freeway system is reaching the end of its useful life and is in need of reconstruction and modernization.

**Preservation**

All of the scenarios addressed the needed preservation, and necessary modernization, of the arterial street and highway system in Southeastern Wisconsin. At the time of reconstruction, roadways would be modernized (upgraded to current design standards) to increase safety and improve the efficiency of roadways – maximizing their through capacity.

**Additional Capacity**

Capacity expansion – included in Scenarios A and B – would address the existing and future residual traffic congestion that may not be alleviated by other forms of transportation such as transit or bicycle and pedestrian facilities. The implementation of highway improvement projects involving adding traffic lanes – with rare exception – occurs when an existing facility requires reconstruction and it is determined that additional lanes are needed. The cost of adding lanes is typically about 10 to 20 percent of the total project cost.

**Freeway Modernization**

As the freeways are being reconstructed in Southeastern Wisconsin, outdated designs are being addressed, including:

- Left side entrance/exit ramps
- Inadequate spacing between interchanges
- Scissor ramps along frontage roads



**Modernized Interchange**

*Credit: WisDOT*



**Modernization with Added Capacity**

*Credit: U.S. Department of Agriculture*

**2.4 SKETCH EVALUATION OF CONCEPTUAL SCENARIOS**

Public engagement related to the conceptual scenarios provided the first opportunity in the VISION 2050 process for residents to compare the long-term consequences of alternative futures. During each interactive workshop and through an online scenario exploration tool, residents were encouraged to consider these consequences, which were represented by sketch-level estimates for a series of evaluation criteria. Given the conceptual nature of the scenarios, the evaluation was not as in-depth as that conducted for the more detailed alternative plans presented in Chapter 3 of this volume. Rather, comparing the scenarios was intended to provide an understanding of the basic differences of alternative future development patterns and transportation system development. The evaluation did, however, capture a range of performance-related issues through 13 measurable criteria and

showed how all five scenarios would likely perform relative to one another. The evaluation and criteria are described on the following pages.

**A series of 13 measurable criteria were used to evaluate and compare the scenarios.**

### **Criteria for Scenario Evaluation**

A series of 13 measurable criteria were selected to evaluate and assist in comparing the scenarios. These criteria were designed to provide sketch-level estimates for the scenarios, in a more conceptual way than those used for evaluating the more detailed alternative plans in the subsequent stage of the VISION 2050 process. These criteria were developed by staff with guidance from the Commission’s Advisory Committees on Regional Land Use Planning and Regional Transportation Planning, and its Environmental Justice Task Force. Staff also considered the Guiding Statements in the *Guiding the Vision* booklet and public feedback received during initial visioning activities as part of the process to develop a shared long-term land use and transportation vision for the Region. The 13 criteria that were developed for evaluating and comparing the conceptual scenarios are presented in Table 2.7.

### **Scenario Evaluation Results**

Using the 13 criteria described above, the Commission staff evaluated how each scenario would perform relative to the other scenarios. Each criterion was measured for each scenario, with the results presented in a “scenario scorecard” (presented in Figure 2.6) that allowed the scenarios to be easily compared in terms of their relative benefits, costs, and impacts.<sup>3</sup> This scorecard, along with the criteria descriptions in Table 2.7, was provided to all participants at the workshops and through the online scenario exploration tool to guide their comparison of the scenarios. Evaluation results for transit service quality and traffic congestion were also provided using maps. As mentioned previously in this chapter, the quality of transit services in the Region in the year 2050 under each scenario is presented on Maps 2.4A through 2.4E. The year 2050 level of traffic congestion on the Region’s arterial streets and highways under each scenario is presented on Maps 2.5A through 2.5E, with the congestion categories defined in Table 2.8.

Evaluation results for criteria related to healthy communities showed that the scenarios that envisioned more compact, mixed-use development and investment in enhanced bicycle facilities—particularly Scenarios C, D, and E—tended to perform the best. This was reflected in the estimated number of bicycle and walking trips per day and people living in walkable areas. It was also true of annual tons of greenhouse gas emissions, although there was not substantial variation in emissions from scenario to scenario. The scenarios with more compact development, and with a focus on infill and redevelopment, also tended to preserve more farmland and undeveloped land, as less of that land would be consumed by new development.

In terms of providing equitable access for low-income and minority populations, scenarios that focused investment in transit services, particularly those serving the Region’s urban centers, tended to outperform the other scenarios. Scenarios C and E, which included rapid transit lines primarily in the Milwaukee area and TOD around those rapid transit stations, were estimated to have the most households with affordable housing and transportation costs (considered to be 45 percent or less of household

<sup>3</sup> The performance graphics in the scenario scorecard show the best performing scenario under each criterion with a filled-in blue circle, the worst performing scenario with an open circle, and the remaining scenarios with circles partially filled in blue on a proportional basis relative to the best and worst performing scenarios. This method may have overstated the performance differences between scenarios for some criteria, but allowed for easily identifying the best and worst performing scenarios at a glance.

**Table 2.7**  
**Scenario Evaluation Criteria Descriptions**

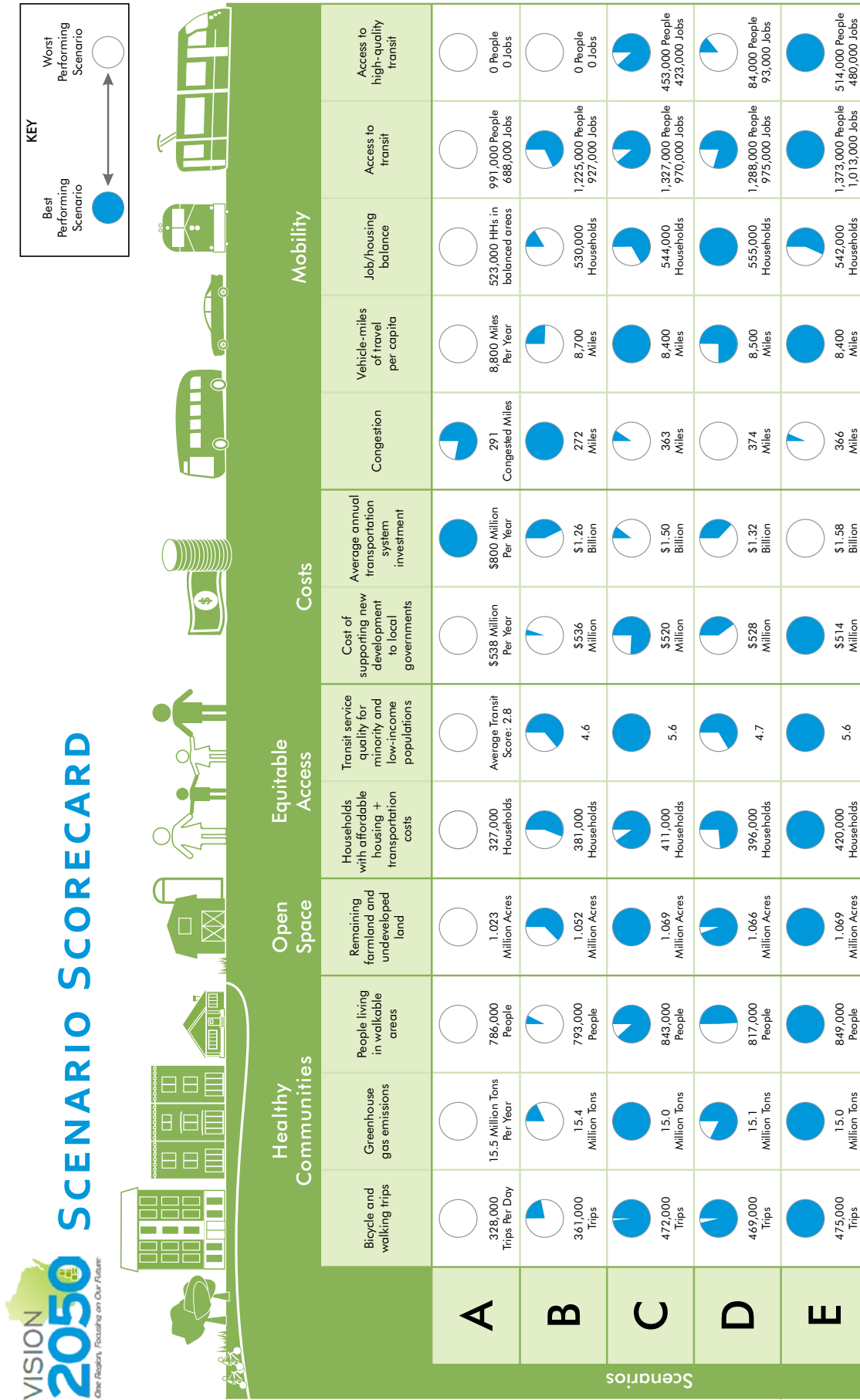
<b>Criterion</b>	<b>Description</b>
Bicycle and walking trips	An estimate of the total daily non-motorized trips for transportation purposes only (does not include recreational trips); varies between scenarios based on density and the level of bicycle accommodation.
Greenhouse gas emissions	An estimate of annual greenhouse gas emissions produced in the Region from mobile sources (cars, trucks, buses, etc.) and homes. Emissions are measured in CO <sub>2</sub> equivalency.
People living in walkable areas	An estimate of walkability (the ease by which people can walk to various destinations in an area) for residents; considers variation in household density and intersection density, with a baseline for existing walkability estimated using data from Walk Score®.
Remaining farmland and undeveloped land	An estimate of the land that would remain as farmland or undeveloped; varies between scenarios based on location and density of jobs and housing.
Households with affordable housing + transportation costs	An estimate of the number of housing units affordable at the household median income, based on combined transportation costs and housing costs (45 percent of income or less is considered affordable); varies between scenarios based on residential density and transit service quality; baseline existing data provided by the Center for Neighborhood Technology.
Transit service quality for minority and low-income populations	An estimate of transit service quality in areas with concentrations of minority and low-income populations in the Region; varies between scenarios based on amount, frequency, and speed of transit service in locations with concentrations of minority and low-income populations.
Cost of supporting new development to local governments	An estimate of select local government operating and capital costs (annualized; in year 2014 dollars; excludes education costs) for new residential development; varies between scenarios by the number of single-family and multifamily housing units; baseline existing data provided by the National Association of Home Builders.
Average annual transportation system investment	An estimate of operating, maintenance, and capital costs (annualized; in year 2014 dollars) of arterial streets/highways, transit, and bicycle facilities; varies between scenarios based on types and quantities of transportation infrastructure and services.
Congestion	An estimate of the degree of traffic congestion on arterial streets and highways, measured in centerline miles experiencing moderate, severe, or extreme congestion; congestion categories vary based on level of service, travel speed, and operating conditions.
Vehicle-miles of travel per capita	An estimate of the average annual vehicle-miles of travel in the Region per Region resident; varies between scenarios based on the predicted number and length of vehicle trips.
Job/housing balance	An estimate of the balance between the number of jobs and the number of households in communities throughout the Region; varies between scenarios based on location and density of jobs and housing.
Access to transit	An estimate of the number of residents with access to fixed-route transit and the number of jobs accessible by fixed-route transit; service area defined as being within 1/4 mile of a fixed-route transit stop.
Access to high-quality transit	An estimate of the number of residents with access to high-quality transit and the number of jobs accessible by high-quality transit; transit service is considered to be high quality if it has its own right-of-way (bus rapid transit, light rail, or commuter rail); service area defined as being within 1/2 mile of a high-quality transit stop.

Source: SEWRPC

median income) as well as the highest transit service quality for minority and low-income populations.

The costs associated with each scenario also varied. Average annual transportation system investment was affected mostly by major investments in arterial streets and highways and public transit, with the scenarios that included fixed-guideway transit having significantly higher annualized capital, and operating and maintenance costs. The cost to local governments associated with supporting new development tended to be lower for those scenarios focused on more compact development, particularly those with more multifamily housing units.

Figure 2.6  
Scenario Scorecard



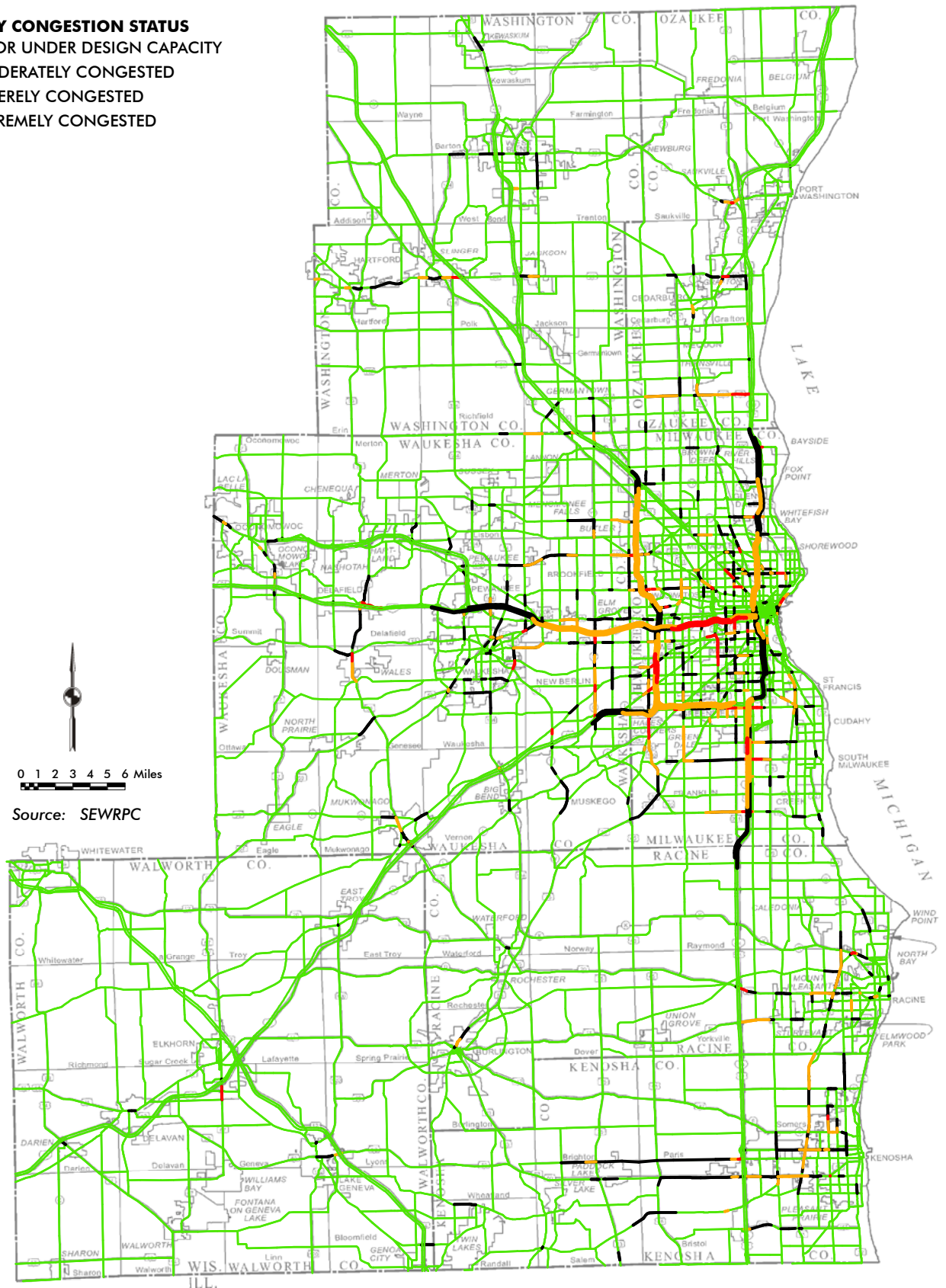
Source: SEWRPC



## Map 2.5A

### Scenario A: Year 2050 Traffic Congestion on Arterial Streets and Highways

- FACILITY CONGESTION STATUS**
- AT OR UNDER DESIGN CAPACITY
  - MODERATELY CONGESTED
  - SEVERELY CONGESTED
  - EXTREMELY CONGESTED

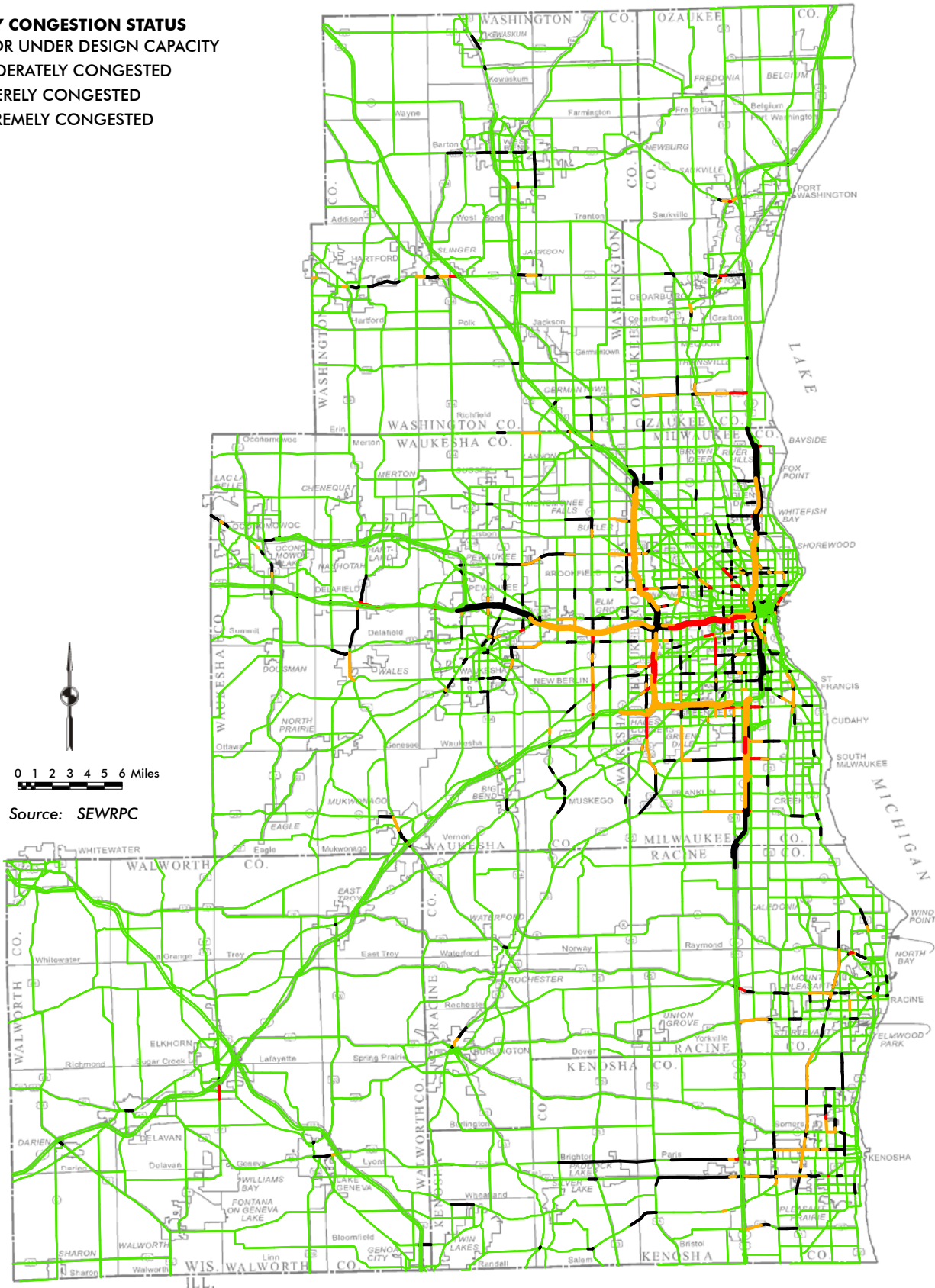


## Map 2.5B

### Scenario B: Year 2050 Traffic Congestion on Arterial Streets and Highways

#### FACILITY CONGESTION STATUS

- AT OR UNDER DESIGN CAPACITY
- MODERATELY CONGESTED
- SEVERELY CONGESTED
- EXTREMELY CONGESTED



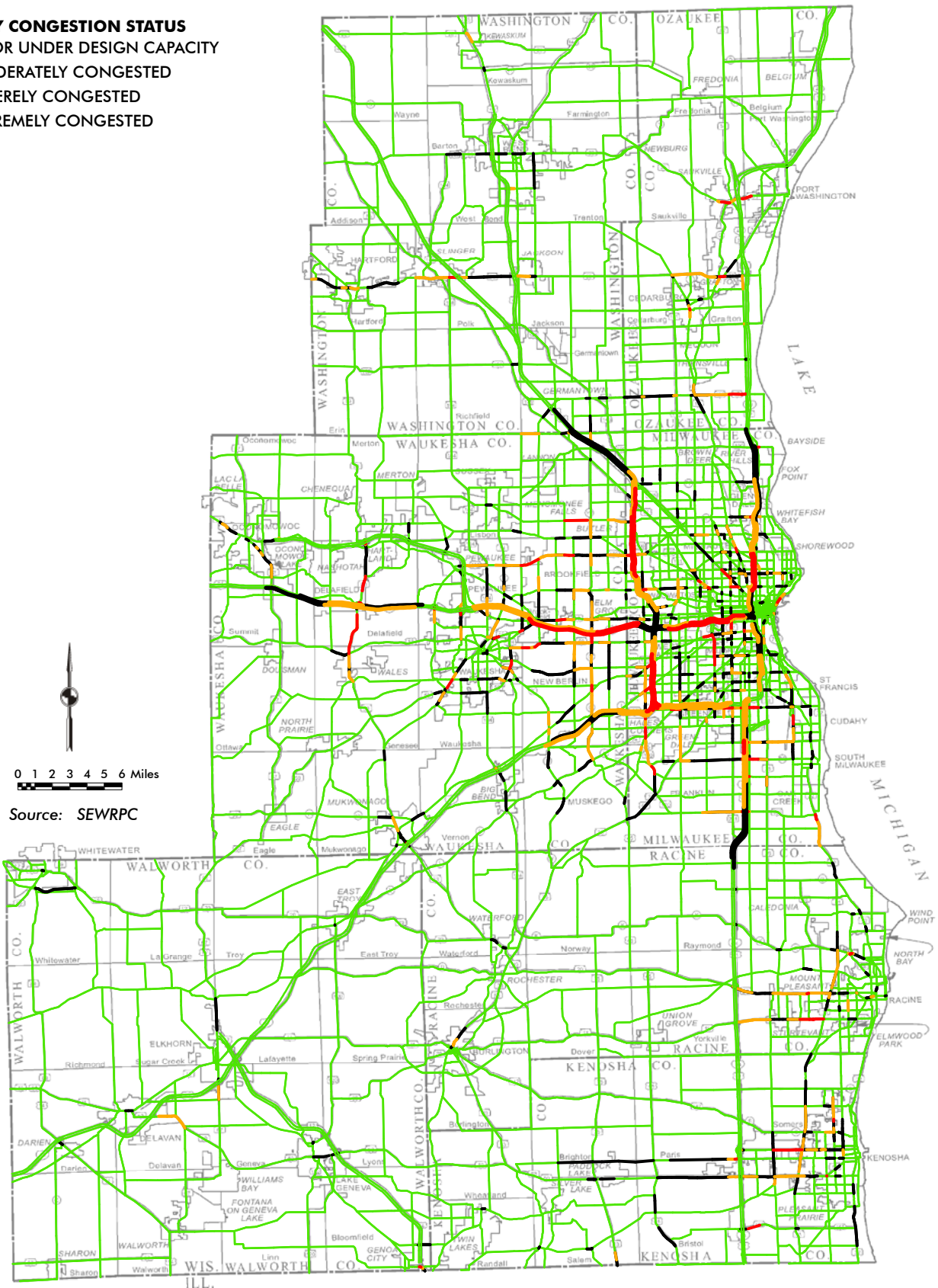


## Map 2.5D

### Scenario D: Year 2050 Traffic Congestion on Arterial Streets and Highways

#### FACILITY CONGESTION STATUS

- AT OR UNDER DESIGN CAPACITY
- MODERATELY CONGESTED
- SEVERELY CONGESTED
- EXTREMELY CONGESTED





**Table 2.8**  
**Freeway and Surface Arterial Traffic Congestion Levels**

The level of congestion on arterial streets and highways may be summarized by the following operating conditions:

<b>Freeway</b>			
Level of Traffic Congestion	Level of Service	Average Speed	Operating Conditions
None	A and B	Freeway operates at free-flow speed	No restrictions on ability to maneuver and change lanes.
None	C	Freeway operates at free-flow speed	Ability to maneuver and change lanes noticeably restricted.
Moderate	D	Freeway operates at 1 to 2 mph below free-flow speed	Ability to maneuver and change lanes more noticeably limited; reduced driver physical and psychological comfort levels.
Severe	E	Freeway operates at up to 10 mph below free-flow speed	Virtually no ability to maneuver and change lanes. Operation at maximum capacity. No usable gaps in the traffic stream to accommodate lane changing.
Extreme	F	Freeway average speeds are 20 to 30 mph or less	Breakdown in vehicular flow with stop-and-go, bumper-to-bumper traffic.

<b>Surface Arterial</b>			
Level of Traffic Congestion	Level of Service	Average Speed	Operating Conditions
None	A and B	70 to 100 percent of free-flow speed	Ability to maneuver within traffic stream is unimpeded. Control delay at signalized intersections is minimal.
None	C	50 to 100 percent of free-flow speed	Restricted ability to maneuver and change lanes at mid-block locations.
Moderate	D	40 to 50 percent of free-flow speed	Restricted ability to maneuver and change lanes. Small increases in flow lead to substantial increases in delay and decreases in travel speed.
Severe	E	33 to 40 percent of free-flow speed	Significant restrictions on lane changes. Traffic flow approaches instability.
Extreme	F	25 to 33 percent of free-flow speed	Flow at extremely low speeds. Intersection congestion with high delays, high volumes, and extensive queuing.

Source: SEWRPC

Several measures were used to illustrate the anticipated mobility of Southeastern Wisconsin residents under each scenario. Scenarios A and B, which included additional traffic lanes and new facilities on the arterial street and highway system, tended to perform better in addressing traffic congestion. However, they also had higher average vehicle-miles of travel per capita due to residents driving more and having longer trip lengths. There would also be a better balance between jobs and households within the Region under the scenarios with more mixed-use, higher-density development. Regarding transit access, Scenarios B, C, D, and E would significantly increase the number of residents with access to fixed-route transit services and the number of jobs accessible by those services. Access to “high-quality” transit services—defined as transit service having its own right-of-way—would only be provided under Scenarios C, D, and E, with far more people and jobs having access under Scenarios C and E than Scenario D. This is due to the location of rapid transit lines in areas with the highest concentrations of population and employment.

## 2.5 THIRD ROUND OF VISION 2050 WORKSHOPS

A third round of interactive workshops, open to the general public and held throughout the Region, was conducted between September 8 and 18, 2014. The workshops were the third installment of the five rounds of public workshops held across the Region during the VISION 2050 process. The five rounds of workshops were used to provide information on, and obtain input into, the development of VISION 2050. Similar to the first two rounds, the Commission hosted one workshop in each county, with the Commission's eight partner organizations holding individual workshops for their constituents between September 22 and October 6, 2014. A summary report of the eight partner organization workshops held in the fall of 2014 can be found in Appendix E-1. As in the previous two rounds of workshops, the Commission staff offered to hold individual workshops by request, and held one such requested workshop in the fall of 2014.<sup>4</sup> Staff also received input through an event held on October 23, 2014, by MetroGO!

**The third round of visioning workshops, held in fall 2014, focused on reviewing and comparing the scenarios and their evaluation.**

The focus of the third round of workshops was the review and comparison of a series of conceptual land use and transportation scenarios and their evaluation. Staff asked attendees a series of questions related to each concept covered under the scenarios. The questions were intended to determine what participants believed were the most important factors to consider when comparing scenarios. Attendees then had the opportunity to review, discuss, and provide feedback on each scenario within small groups. The feedback was used to develop and evaluate more detailed alternative land use and transportation plans, which are described in Chapter 3 of this volume. The workshops also involved a review of the results of the initial visioning activities conducted in the fall of 2013 and winter of 2013/2014 (summarized in Chapter 1 of this volume). Staff distributed the *Guiding the Vision* booklet as part of that review, which presents an initial vision for the Region's land use and transportation system based on the key values and priorities expressed through the initial visioning activities.

Nearly 450 residents attended one of the above workshops held in the fall of 2014—about 220 people participated in the public or requested workshops, about 190 people participated in the eight partner workshops, and an additional estimated 40 people participated through the MetroGO! event.

A description of the activities at the third round of VISION 2050 workshops, along with a summary of the results of those activities, follows.

### **Interactive Presentation on the Conceptual Scenarios**

The presentation at each workshop began with a brief summary of the results of the VISION 2050 process to date, referencing the *Guiding the Vision* booklet as the culmination of the initial visioning activities. Staff then described the purpose of the current scenario planning effort, introduced the five conceptual scenarios, and briefly reviewed the main scenario concepts and how each scenario was designed related to each concept. As staff reviewed each scenario concept, questions related to that concept were posed to participants aimed at determining what factors they considered most important when comparing scenarios. Participants responded to the questions using keypad polling devices, and a tally of responses to each question was graphically displayed on the screen in front of the room. The same questions were also asked to residents who participated through an online scenario exploration tool (described in the next section of this chapter). The results of the responses

**During an initial presentation at each workshop, attendees responded to questions related to the main scenario concepts using keypad polling devices.**

<sup>4</sup> The Commission staff held an individual workshop for City of Wauwatosa elected officials and staff in September 2014.

to the scenario factor questions, as well as to a series of questions concerning the characteristics of workshop attendees, can be found in Appendix E-2.

Very few respondents were supportive of low-density development outside urban centers (12 percent), while the majority preferred the Region grow more through redevelopment and infill along major transit lines (61 percent). Walworth County respondents, however, indicated a preference for encouraging redevelopment, infill, and development immediately at the edge of urban centers (50 percent).

There was a strong preference in all counties for preserving farmland, wetlands, woodlands, and wildlife habitat (85 percent) over increasing land available for development (15 percent). There was also a strong preference for locating businesses near housing and transit stops (69 percent) compared to leaving the location decision up to the business (17 percent), locating businesses near housing alone (2 percent), and locating businesses near transit stops alone (12 percent).

When asked what type of neighborhood participants would prefer, the overwhelming majority indicated one where you can walk to places like businesses, parks, and schools, with either a choice of housing types or with homes that have small private yards (88 percent), was preferable to one with homes that have large private yards (12 percent).

Respondents were also asked which bicycle or pedestrian accommodation was most important to them between sidewalks accessible to people with disabilities, off-street bicycle paths, and physically separated on-street bicycle lanes. The results were similar from county to county, with a regionwide average of 72 percent indicating that all three were important.

In terms of transportation priorities, most of the Region indicated that providing as many transportation options as possible (62 percent) was the top priority when compared to reducing congestion as much as possible (21 percent) and keeping the cost of the transportation system as low as possible (17 percent). Washington County respondents, however, indicated that reducing congestion as much as possible was more important (44 percent), compared to the other two choices (28 percent each).

The last question asked of respondents was about what was important regarding public transit. For the most part, respondents indicated that rail transit between communities of the Region in addition to improved bus service (60 percent) was more important than rail transit in the Milwaukee area in addition to improved bus service (17 percent), improved bus service alone (14 percent), and none of these (9 percent).

**Following the presentation, staff reviewed the scenario scorecard with attendees then engaged them in an interactive small group activity to obtain feedback on each scenario.**

### **Exploration of the Conceptual Scenarios**

Following the presentation, staff reviewed the scenario scorecard with attendees before leading them through an interactive small group activity focused on reviewing and providing feedback on each of the five scenarios. The small group activity drew upon the World Café Method.<sup>5</sup> Each table or cluster of tables, with the number of tables varying based on room size and expected attendance, was devoted to one of the five scenarios. Each table included large maps depicting household growth, employment growth,

<sup>5</sup> *The World Café Method* ([www.theworldcafe.com](http://www.theworldcafe.com)) is a flexible, widely accepted method for effective large group conversations. It provides a setting and format that encourages participants with different perspectives to engage in productive discussions with one another and provide meaningful input on a particular topic.



transit service quality, and traffic congestion under that scenario. There was also basic information about the scenario and a form with a few questions to facilitate the group's discussion on the scenario. Staff used the questions on the form to guide what participants considered when reviewing each scenario, and recorded the feedback from participants on the form.

The procedure for the activity involved participants gathering into small groups around each table. At their first table, staff introduced and summarized the scenario at their table, with participants then discussing the scenario for about 10 minutes. During the discussion, a staff person recorded the group's responses. These comments could be related to a specific location, something a group member liked or disliked, or suggestions for improving upon a scenario concept during the next step in the process. After each 10-minute interval was over, staff asked everyone to move to a different table devoted to a scenario they had not yet explored. This process continued until each participant had the opportunity to explore and comment on all five scenarios. The results of the input received during this activity are summarized in the next section of the chapter.

The Commission staff made available an interactive online scenario exploration tool through October 31, 2014, for those who were unable to attend one of the fall 2014 workshops. The online tool asked the same scenario concept questions posed at the workshops, allowing users to see in real-time how well each scenario would likely match their indicated preferences. The tool had an individual page for each scenario, which included a description of the scenario, a navigable map with GIS layers that could be turned on and off, and graphics depicting the performance of the scenario relative to the other scenarios. In addition, for ease in comparing the scenarios, the tool included a page with information about all five scenarios and their evaluation. That page contained descriptions of all five scenarios, navigable images of the scenario comparison table and the scenario scorecard, and side-by-side maps illustrating household growth, employment growth, transit service quality, and traffic congestion under all five scenarios.

A total of about 960 residents participated in the exploration of the conceptual scenarios, either at a workshop or online, providing a total of over 4,300 comments related to the scenarios (includes small group, individual, and online comments). The results are discussed below, and a summary of the results can be found in Appendix E-3.

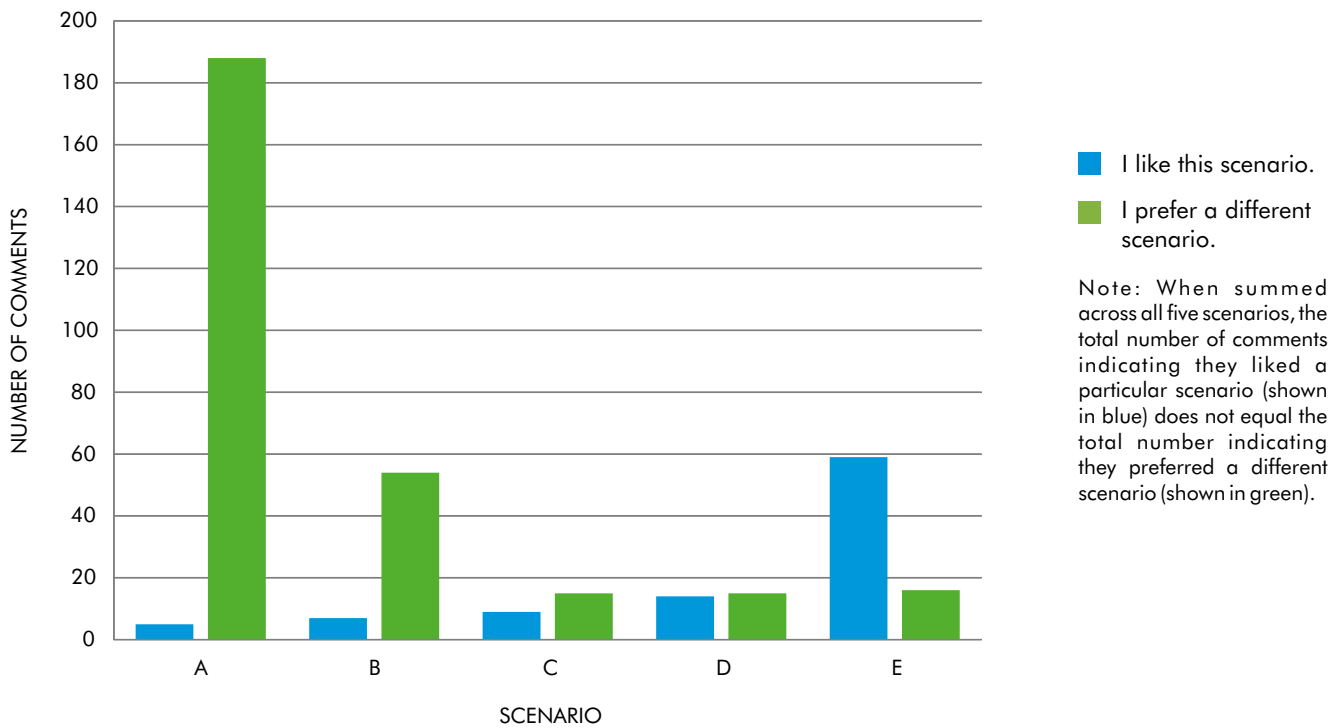
### **Feedback Related to the Conceptual Scenarios**

Overall, it was clear that most participants at the workshops and through the online tool did not want to follow the current trends in land and transportation system development, seeing room for significant improvement. Scenario A received by far the most negative comments, while Scenario E received the most positive comments, as shown in Figure 2.7. Participants cited a number of concerns with Scenario A, including the continued decline in transit service levels and additional lower-density development. Comments in general were supportive of improving transit services and encouraging more compact development, as would occur under the four scenarios that presented alternatives to a continuation of trends.

**In general, participants did not want to follow current trends as in Scenario A and were supportive of improving transit services and encouraging more compact development.**

In terms of development patterns under the scenarios, participants expressed a desire for more compact development rather than continuing the trend in lower-density development under Scenario A, particularly expressing support for the mixed-use, TOD emphasis of Scenarios C, D, and E. Some of the reasons cited for supporting a more compact development pattern

**Figure 2.7**  
**Scenario Comments Related to Scenario Preference**



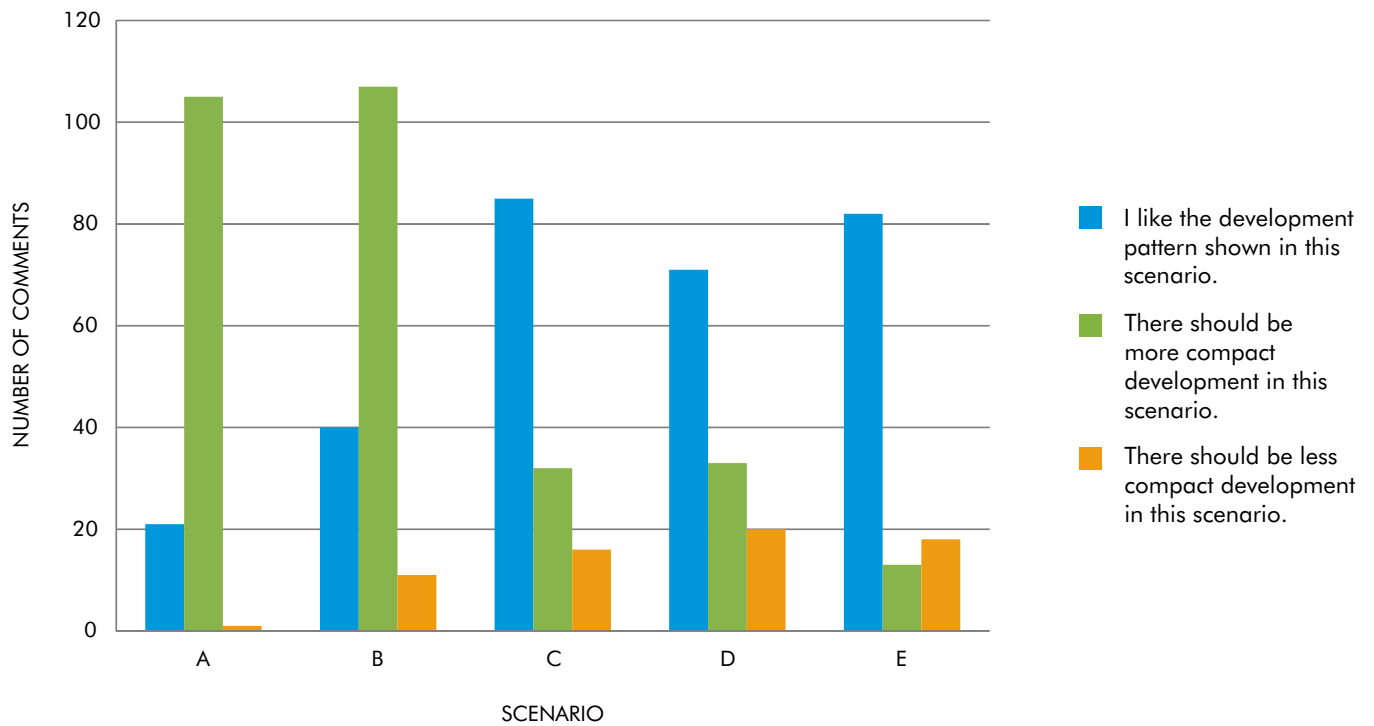
Source: SEWRPC

included the reduced consumption of farmland, open space, and natural resources; a focus on strengthening urban areas through infill development and redevelopment; and an improved ability to walk to destinations. Figure 2.8 presents a summary of comments related to development pattern preferences.

Participants were also concerned with the housing options offered under each scenario. As illustrated in Figure 2.9, they generally preferred the range of housing options included in the more compact development scenarios like Scenario E, citing a current lack of multifamily housing in the Region and indicating that an emphasis on providing affordable housing options is important. Some participants did note that measures should be pursued to prevent gentrification that could potentially result within TODs in the Region’s urban centers. Some expressed concern that Scenario A would continue segregation for low-income populations and minority populations. Other comments expressed concern that Scenarios C and E were too focused on development in urban centers, and would not provide suitable housing choices in rural areas of the Region.

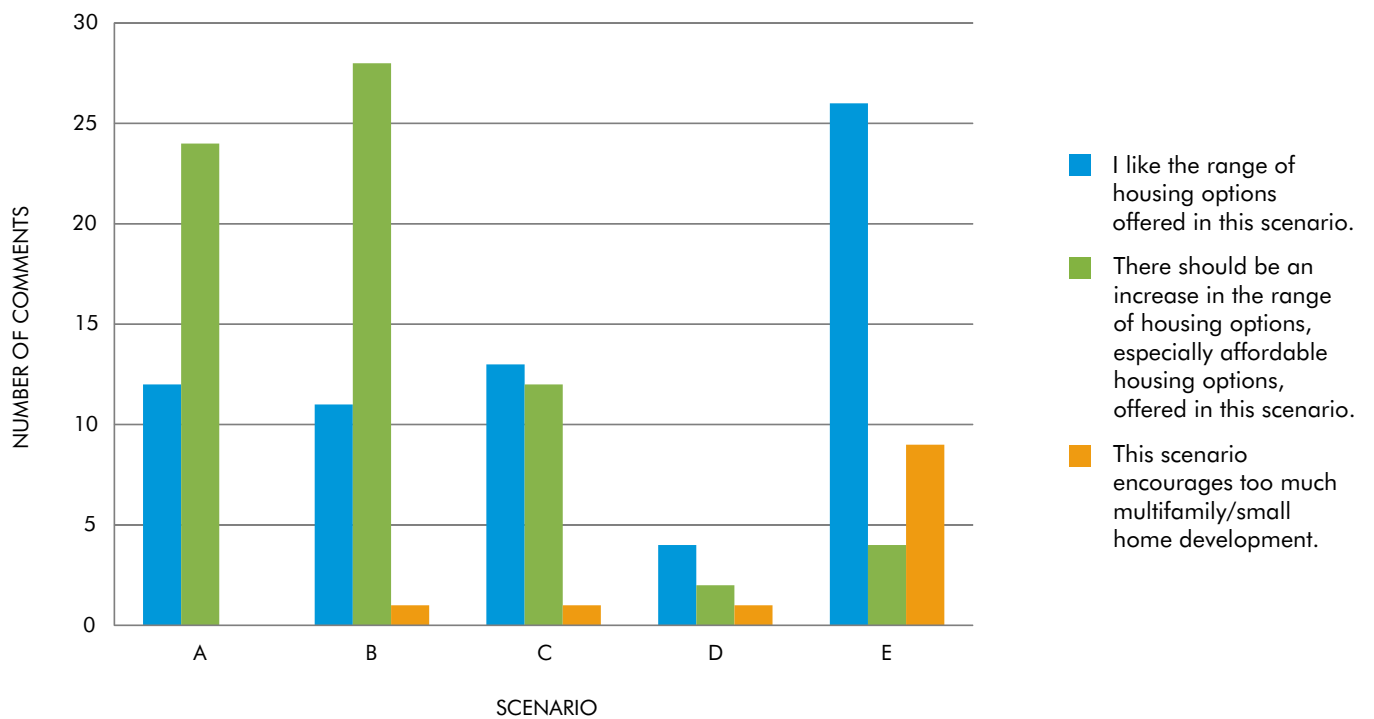
There was general agreement among participants that transit services within the Region need to be improved and expanded, with nearly all participants rejecting a future that includes a decline in transit services, as shown in Figure 2.10. Participants were particularly supportive of improving existing transit services and as well providing more transit options, and enhancing the transit system by implementing high-quality transit services like rapid transit or commuter rail. There was an acknowledgment that commuter rail services could better connect people and jobs between urban centers, citing benefits from being able to use existing freight corridors to minimize right-of-way acquisition, although some participants questioned the viability of

**Figure 2.8**  
**Scenario Comments Related to Development Patterns**



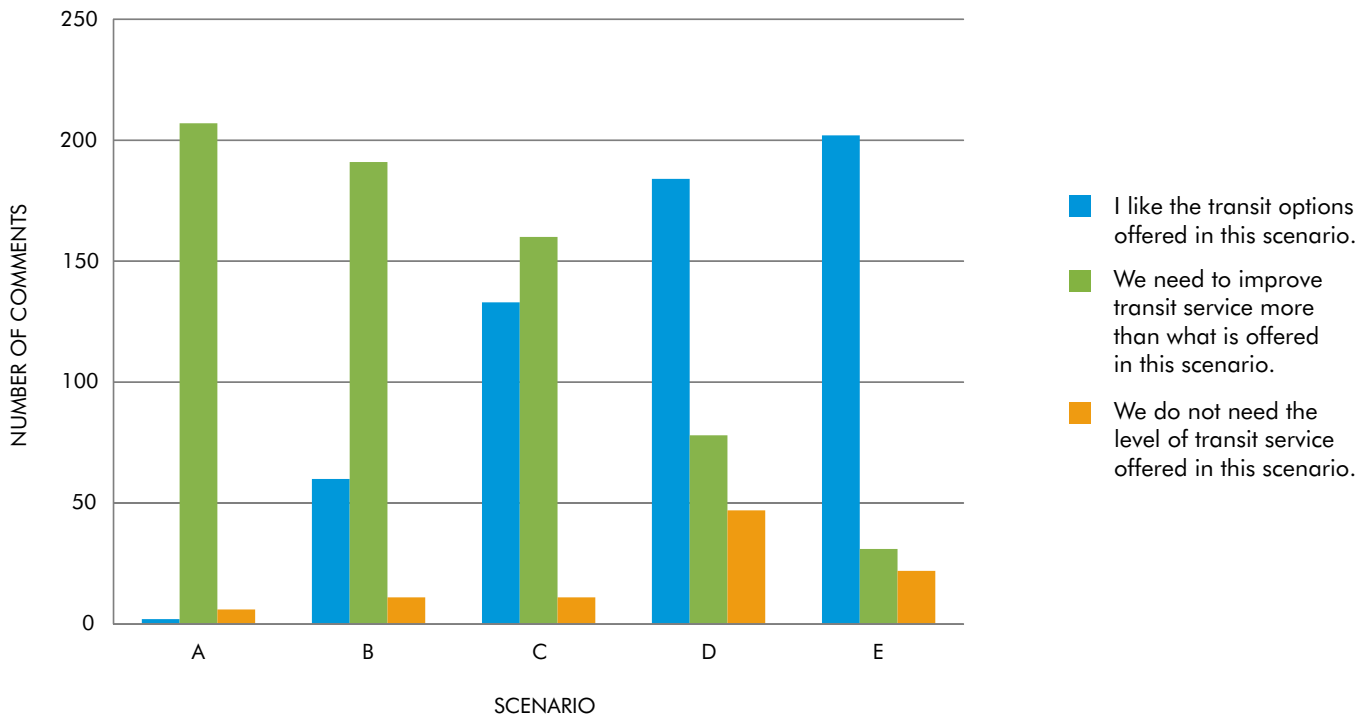
Source: SEWRPC

**Figure 2.9**  
**Scenario Comments Related to Housing Options**



Source: SEWRPC

**Figure 2.10**  
**Scenario Comments Related to Transit**



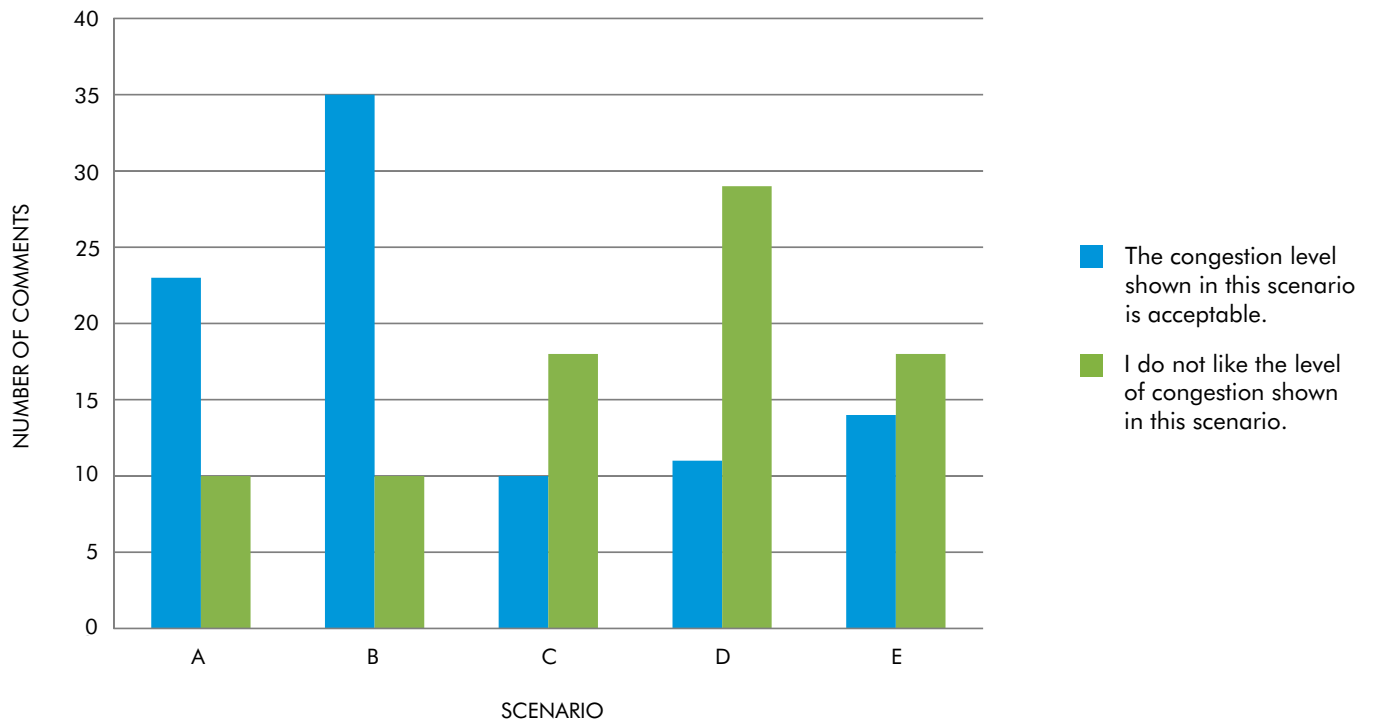
Source: SEWRPC

commuter rail in some of the corridors identified in Scenarios D and E. There were also comments urging that transit system improvements be done in a way that allows users to travel the “last mile” to their ultimate destinations.

Figure 2.11 illustrates participants’ opinions regarding traffic congestion on the arterial street and highway system under each scenario. Participants were often split when it came to whether reconstruction of the highway system should include additional traffic lanes along with new facilities (as in Scenarios A and B) or if reconstruction should be limited to modernization to achieve current safety and design standards (as in Scenarios C, D, and E). Some participants were concerned that highway expansion would encourage dependence on the personal automobile, citing that more people, particularly younger generations, would prefer options to driving to their destinations. Some comments also indicated that traffic congestion is not a significant problem in the Region. There were other participants, however, that indicated a need to limit congestion to address safety concerns related to congested roadways, and to ensure that people and goods can move efficiently within and through the Region.

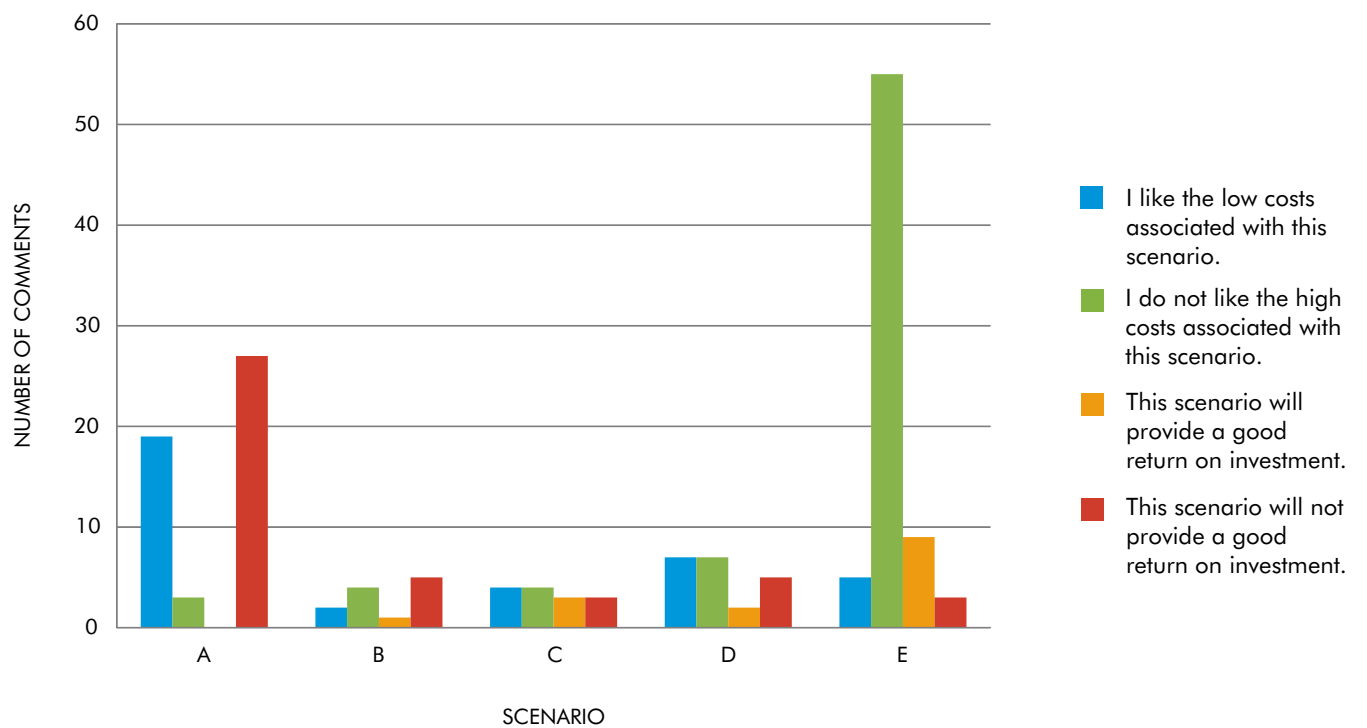
The costs under the scenarios were also a concern, as shown in Figure 2.12. Participants suggested the investments made in Scenario A would not provide as high a return as those in other scenarios, and that they would not attract as many jobs or new people to the Region. Many participants pointed out that Scenario E—although it was the most favored scenario due to its multitude of transportation options and anticipated benefits related to achieving more compact development—also had significantly higher transportation system costs. Many said, in particular, implementing all of the fixed-guideway transit investments in Scenario E may be unrealistic due to the necessary investment

**Figure 2.11**  
**Scenario Comments Related to Traffic Congestion**



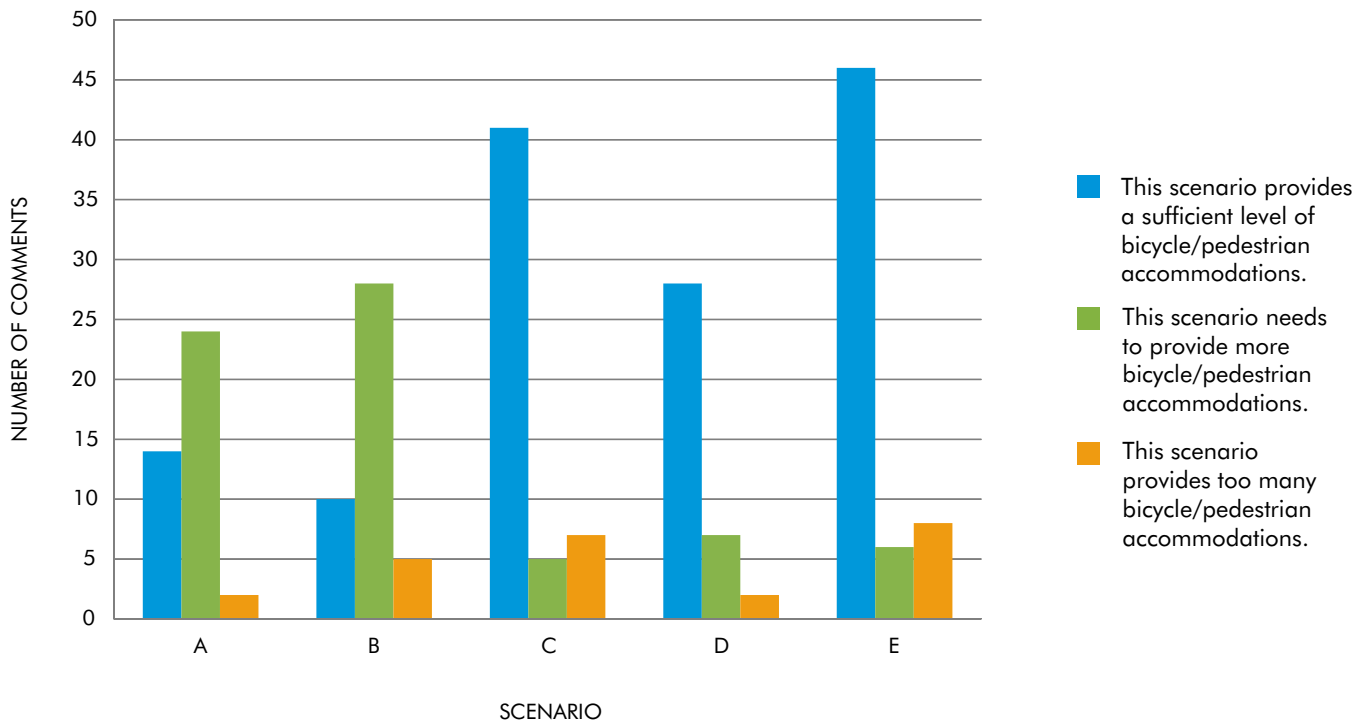
Source: SEWRPC

**Figure 2.12**  
**Scenario Comments Related to Costs**



Source: SEWRPC

**Figure 2.13**  
**Scenario Comments Related to Bicycle/Pedestrian Accommodations**



Source: SEWRPC

levels and considerable budget constraints at the local, State, and Federal levels. They suggested finding ways to achieve increased transportation options, including some high-quality transit options, while reducing the costs of providing those options so the additional funding needed would be limited. Some pointed out that higher investment in more robust transit services can reduce personal transportation costs as more participants would be able to travel without the need of a personal automobile. Participants also cited that higher-density development, focused on infill and redevelopment, would tend to reduce the costs to local governments associated with providing services and infrastructure.

In terms of bicycle and pedestrian accommodations, Figure 2.13 shows that participants were generally supportive of improving bicycle facilities and encouraging more walkable areas. Many participants cited health benefits from encouraging more bicycle use and establishing more dense, walkable neighborhoods. Several participants expressed support for the enhanced bicycle accommodations, such as protected bike lanes, included in Scenarios C, D, and E. Some participants, however, questioned the need to invest in improved and expanded bicycle facilities, noting that the Region’s climate limits use in the winter months.

The input received on the conceptual land use and transportation scenarios was used during the next step of the VISION 2050 process, as Commission staff developed and evaluated more detailed alternative land use and transportation plans. These detailed alternative plans, which are described in the next chapter, were presented at the fourth round of VISION 2050 workshops.

# APPENDICES





## INTRODUCTION

Five rounds of interactive workshops open to the general public were held across the Region during the VISION 2050 process to provide information on, and obtain input into, the development of VISION 2050. For each round, the Commission's eight partner organizations, representing minority populations, people with disabilities, and low-income individuals, held a workshop for their constituents during the same periods as the public workshops. This appendix presents the results of the visioning activities, including the first two rounds of workshops held in the fall of 2013 and winter of 2013/2014, which were part of the outreach conducted during the early stages of the VISION 2050 process. The activities and their results are summarized in Chapter 1 of Volume II.

The first round of public workshops was held throughout the Region (one workshop in each of the seven counties) between October 15 and October 30, 2013. The Commission's eight partner organizations held individual workshops for their constituents between November 7 and November 21, 2013. Staff also held two individual workshops requested by an organization and a local government. These workshops introduced residents to the planning process and contained four activities: an important places mapping exercise; a visual preference survey; a strengths, weaknesses, opportunities, and threats (SWOT) analysis; and identification of land use and transportation goals.

The second round of public workshops was held throughout the Region between December 9 and December 19, 2013. The Commission's eight partner organizations held individual workshops for their constituents between December 12, 2013, and February 9, 2014. Staff also held one individual workshop requested by a local government. These workshops involved participants providing feedback on a draft set of VISION 2050 Guiding Statements, intended to express a preliminary vision for land use and transportation system development in the Region. Attendees also had an opportunity to provide initial input into the design of the conceptual land use and transportation scenarios presented in Chapter 2 of Volume II.

Among the visioning activities, the Commission staff also held the *Portraits of the Region* photo contest between October 2013 and January 2014 and conducted a telephone and online Land Use and Transportation Preference Questionnaire.



**BEST IN SHOW**



**Soccer Beneath the 35th Street Viaduct by Daniel Adams**

**APPENDIX D-1  
WINNERS OF THE PORTRAITS OF THE REGION PHOTO CONTEST**

**WINNERS FOR EACH THEME**

***Architecture and Urban Design***



***Bank of Milwaukee Building by Daniel Adams***

***Arts and Culture***



***Barn in Richfield Heritage Park by Jenna Thurin***

**Community**



**Village from Below** by Jake Rohde

**Natural Environment**



**Growing Power** by Lisa Conley

**Transportation**



**Country Drive** by Jenna Thurin

**RUNNERS-UP FOR EACH THEME**

**Architecture and Urban Design Runner-up**



**History in Brick and Stone** by Gregory Patin

**Arts & Culture Runner-up**



**Tosa Tonight Concert Delights by Jake Rohde**

**Community Runner-up**



**If Eyes Could Speak by Lucia Lozano**

**Natural Environment Runner-up**



**Erie Plaza by Gregory Patin**

**Transportation Runner-up**



**Bikeshare Station at Discovery World by Peter McMullen**



**APPENDIX D-2  
VISION 2050 TELEPHONE SURVEY RESPONSES BY REGION AND BY COUNTY**

**INTRODUCTORY QUESTIONS**

**How long have you lived in Southeastern Wisconsin?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
5 Years or Less	5.9%	7.4%	5.8%	7.5%	5.5%	7.1%	3.0%	5.5%
6-10 Years	5.9%	6.8%	6.8%	3.0%	5.0%	9.2%	3.5%	6.5%
11-20 Years	9.8%	14.7%	9.7%	9.0%	9.5%	12.0%	7.5%	6.5%
More Than 20 Years	78.4%	71.1%	77.7%	80.5%	80.0%	71.7%	86.1%	81.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**NATURAL RESOURCES AND RECREATION**

**How important do you believe it is to preserve areas with natural features like woodlands, wetlands, prairies, wildlife habitat, and surface water and its shorelands and floodplains?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Very Important	75.2%	78.2%	72.7%	75.9%	76.8%	83.2%	73.0%	69.5%
Fairly Important	18.1%	14.9%	18.4%	18.6%	18.2%	14.1%	21.0%	20.5%
Slightly Important	5.7%	4.8%	7.3%	4.5%	5.1%	2.7%	5.5%	8.0%
Not At All Important	1.1%	2.1%	1.6%	1.0%	0.0%	0.0%	0.5%	2.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**How important do you believe it is to preserve farmland?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Very Important	74.0%	78.9%	72.3%	73.6%	71.7%	82.5%	75.0%	66.3%
Fairly Important	18.5%	13.2%	18.7%	17.3%	22.7%	12.6%	21.5%	23.0%
Slightly Important	6.3%	7.4%	7.7%	7.1%	5.6%	3.3%	2.0%	9.7%
Not At All Important	1.2%	0.5%	1.3%	2.0%	0.0%	1.6%	1.5%	1.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**How would you rate the Region's larger parks with activities like hiking, camping, golfing, and beach swimming?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	23.0%	20.1%	21.7%	23.5%	12.7%	30.3%	27.0%	27.2%
Above Average	47.0%	48.0%	47.3%	51.0%	41.3%	42.3%	48.5%	49.7%
Average	25.3%	26.8%	25.0%	23.0%	33.9%	24.6%	22.4%	22.1%
Below Average	3.3%	3.9%	4.1%	1.5%	9.5%	1.7%	1.5%	0.5%
Poor	1.3%	1.1%	1.9%	1.0%	2.6%	1.1%	0.5%	0.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**How would you rate the Region's smaller parks with activities like basketball, baseball, tennis, and playgrounds?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	16.8%	17.6%	16.2%	17.4%	8.5%	12.9%	21.9%	23.1%
Above Average	36.0%	37.5%	34.3%	39.1%	29.4%	34.5%	36.6%	41.8%
Average	39.5%	38.6%	38.7%	38.6%	45.8%	46.2%	39.3%	30.2%
Below Average	6.0%	4.5%	8.4%	4.3%	11.9%	4.7%	2.2%	3.8%
Poor	1.8%	1.7%	2.5%	0.5%	4.5%	1.8%	0.0%	1.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**How would you rate the Region's trails for biking and walking?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	23.3%	19.9%	20.8%	30.5%	13.0%	25.6%	24.0%	31.4%
Above Average	41.6%	34.1%	44.8%	48.1%	37.0%	39.3%	43.7%	40.4%
Average	28.1%	36.9%	28.2%	17.1%	36.4%	28.6%	26.8%	23.4%
Below Average	5.3%	5.1%	4.5%	3.2%	11.4%	6.0%	4.9%	3.2%
Poor	1.7%	4.0%	1.7%	1.1%	2.2%	0.6%	0.5%	1.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**HOUSING AND COMMUNITY CHARACTER**

**How important do you believe it is to have neighborhoods where you can bike or walk to parks, schools, shops, and restaurants?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Very Important	63.8%	65.6%	73.4%	63.0%	59.8%	60.6%	55.1%	60.1%
Fairly Important	23.3%	22.0%	18.5%	26.5%	24.6%	26.7%	28.3%	21.2%
Slightly Important	9.7%	7.0%	6.1%	8.0%	11.6%	10.0%	13.1%	15.2%
Not At All Important	3.2%	5.4%	2.1%	2.5%	4.0%	2.8%	3.5%	3.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**How important do you believe it is for communities where there are a large number of jobs to have housing that is affordable to the community's workforce?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Very Important	73.0%	79.4%	80.9%	66.8%	70.6%	73.8%	67.3%	65.1%
Fairly Important	17.9%	13.2%	13.8%	21.1%	18.8%	18.6%	23.6%	20.0%
Slightly Important	6.3%	4.8%	4.3%	8.5%	7.1%	4.9%	7.0%	9.2%
Not At All Important	2.8%	2.6%	1.1%	3.5%	3.6%	2.7%	2.0%	5.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Do you think the Region needs more apartments that may be affordable to lower- and moderate-income households?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	48.2%	51.1%	33.7%	43.4%	51.9%	54.0%	62.7%	55.9%
Yes	51.8%	48.9%	66.3%	56.6%	48.1%	46.0%	37.3%	44.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Do you think the Region needs more apartments that may be affordable only to higher-income households?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	89.5%	86.7%	85.7%	88.2%	92.1%	91.3%	95.7%	90.7%
Yes	10.5%	13.3%	14.3%	11.8%	7.9%	8.7%	4.3%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Do you think the Region needs more starter homes that may be affordable to moderate-income households?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	24.4%	25.3%	17.8%	17.8%	25.1%	28.6%	28.1%	34.9%
Yes	75.6%	74.7%	82.2%	82.2%	74.9%	71.4%	71.9%	65.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Do you think the Region needs more larger homes that may be affordable only to higher-income households?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	91.2%	87.1%	87.4%	94.4%	94.3%	92.9%	93.9%	91.8%
Yes	8.8%	12.9%	12.6%	5.6%	5.7%	7.1%	6.1%	8.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**LOCATION AND MIX OF NEW URBAN DEVELOPMENT**

Please indicate whether or not you agree with this statement: **New development should occur as redevelopment and infill in existing cities and villages.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Disagree	8.3%	7.4%	9.9%	5.9%	7.5%	9.9%	5.8%	10.5%
Agree	91.7%	92.6%	90.1%	94.1%	92.5%	90.1%	94.2%	89.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Please indicate whether or not you agree with this statement: **New development should occur on open land immediately along the outer edge of cities and villages.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Disagree	53.6%	48.4%	53.5%	51.6%	55.3%	50.3%	58.1%	57.3%
Agree	46.4%	51.6%	46.5%	48.4%	44.7%	49.7%	41.9%	42.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Please indicate whether or not you agree with this statement: **New development should occur away from existing cities and villages, on agricultural or other open land.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Disagree	86.7%	85.9%	81.6%	85.7%	86.5%	87.9%	93.3%	90.8%
Agree	13.3%	14.1%	18.4%	14.3%	13.5%	12.1%	6.7%	9.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Please indicate whether or not you agree with this statement: **New jobs should be located in existing business parks, industrial parks, and retail centers, through their redevelopment and expansion.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Disagree	6.2%	5.4%	7.2%	3.6%	3.5%	7.8%	7.1%	7.7%
Agree	93.8%	94.6%	92.8%	96.4%	96.5%	92.2%	92.9%	92.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Please indicate whether or not you agree with this statement: **Development of new business parks, industrial parks, and retail centers should be limited to areas adjacent to existing population centers.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Disagree	22.0%	26.8%	24.4%	19.0%	22.9%	15.4%	17.9%	25.7%
Agree	78.0%	73.2%	75.6%	81.0%	77.1%	84.6%	82.1%	74.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Please indicate whether or not you agree with this statement: **Development of new business parks, industrial parks, and retail centers should be allowed on land away from existing population centers.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Disagree	62.6%	58.0%	66.6%	61.9%	58.2%	70.2%	61.7%	58.2%
Agree	37.4%	42.0%	33.4%	38.1%	41.8%	29.8%	38.3%	41.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**STATE OF THE TRANSPORTATION SYSTEM**

**How would you rate the Region's State and Interstate Highways?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	10.5%	14.4%	9.0%	7.6%	11.0%	12.6%	8.0%	12.4%
Above Average	32.1%	37.4%	27.1%	31.5%	31.0%	36.1%	31.3%	35.8%
Average	45.3%	36.4%	47.2%	47.2%	49.0%	45.4%	51.2%	38.8%
Below Average	8.2%	6.4%	11.7%	11.2%	6.5%	3.3%	7.0%	7.5%
Poor	3.9%	5.3%	5.0%	2.5%	2.5%	2.7%	2.5%	5.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**How would you rate the Region's County Highways and Local Streets?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	5.4%	6.3%	3.4%	3.0%	6.1%	7.7%	5.0%	8.0%
Above Average	25.1%	25.9%	18.5%	31.0%	23.7%	29.5%	24.6%	29.0%
Average	49.0%	42.3%	46.7%	51.3%	51.0%	48.6%	55.8%	49.0%
Below Average	14.0%	13.2%	20.8%	10.7%	15.7%	9.8%	10.6%	10.5%
Poor	6.5%	12.2%	10.6%	4.1%	3.5%	4.4%	4.0%	3.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**How would you rate the Region's Public Transportation?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	4.5%	1.9%	8.2%	2.9%	4.2%	2.6%	3.6%	4.1%
Above Average	10.8%	11.3%	13.5%	14.5%	7.2%	5.3%	9.6%	10.5%
Average	38.2%	35.6%	46.8%	34.3%	34.7%	19.9%	47.6%	38.0%
Below Average	30.7%	26.9%	22.2%	37.2%	35.9%	45.7%	28.9%	28.1%
Poor	15.8%	24.4%	9.4%	11.0%	18.0%	26.5%	10.2%	19.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**How would you rate the Region's Bicycle Facilities and Sidewalks?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	6.7%	5.4%	6.6%	8.3%	5.4%	5.5%	6.0%	9.4%
Above Average	26.0%	19.6%	26.6%	43.8%	21.7%	19.4%	24.6%	24.5%
Average	46.7%	48.9%	48.4%	38.0%	46.2%	51.5%	49.7%	43.8%
Below Average	15.2%	17.4%	13.5%	7.3%	20.1%	18.8%	16.9%	14.6%
Poor	5.4%	8.7%	4.9%	2.6%	6.5%	4.8%	2.7%	7.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**How would you rate the Region's overall transportation system?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Excellent	4.2%	3.9%	6.3%	2.1%	5.3%	1.7%	2.7%	5.5%
Above Average	18.3%	15.0%	21.3%	22.3%	12.7%	17.7%	17.6%	18.6%
Average	54.9%	50.6%	55.5%	51.3%	57.1%	49.7%	62.6%	56.3%
Below Average	15.2%	17.8%	12.0%	17.6%	15.9%	21.1%	13.4%	12.1%
Poor	7.4%	12.8%	4.9%	6.7%	9.0%	9.7%	3.7%	7.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**PERSONAL TRAVEL PREFERENCES**

**What type of transportation do you use most often?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Drive Alone	83.6%	83.5%	76.3%	87.9%	85.0%	88.6%	82.6%	88.0%
Carpool (Passenger In An Automobile)	10.3%	10.6%	10.8%	7.5%	11.0%	8.7%	13.4%	9.0%
Public Transportation	2.3%	1.6%	7.9%	0.0%	0.5%	0.0%	0.5%	0.5%
Bicycle	0.5%	0.5%	0.8%	0.5%	0.0%	0.0%	0.5%	1.0%
Walk	1.7%	2.1%	1.6%	3.0%	2.0%	1.6%	1.0%	1.0%
Other	1.6%	1.6%	2.6%	1.0%	1.5%	1.1%	2.0%	0.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Do you commute to and from work or school on a regular basis?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	49.1%	53.2%	41.8%	44.7%	55.3%	53.0%	49.8%	53.0%
Yes	50.9%	46.8%	58.2%	55.3%	44.7%	47.0%	50.2%	47.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**If you commute on a regular basis, how long does it typically take you to get to work or school?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
0-10 Minutes	26.0%	23.9%	23.9%	28.4%	26.1%	34.1%	23.8%	25.3%
11-20 Minutes	29.7%	33.0%	34.4%	17.4%	34.1%	24.7%	33.7%	26.4%
21-30 Minutes	18.3%	12.5%	20.6%	23.9%	12.5%	14.1%	15.8%	24.2%
More Than 30 Minutes	25.9%	30.7%	21.1%	30.3%	27.3%	27.1%	26.7%	24.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**If you commute on a regular basis, how satisfied are you with how long it typically takes you to get to work or school?**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Very Satisfied	50.9%	51.1%	46.6%	54.1%	51.7%	50.6%	57.4%	49.5%
Somewhat Satisfied	30.7%	25.0%	36.5%	31.2%	27.0%	31.8%	26.7%	28.6%
Somewhat Dissatisfied	13.0%	13.6%	11.4%	11.0%	15.7%	14.1%	10.9%	17.6%
Very Dissatisfied	5.4%	10.2%	5.5%	3.7%	5.6%	3.5%	5.0%	4.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

What types of transportation would you like to use that you cannot access now? Answer all that apply...

...a personal vehicle (e.g., car or truck).

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	4.5%	4.8%	7.9%	1.0%	6.6%	2.2%	3.0%	2.5%
Don't Want Access	2.2%	2.1%	4.2%	1.0%	2.0%	1.6%	1.0%	1.5%
Already Have Access	93.4%	93.1%	87.9%	98.0%	91.4%	96.2%	96.0%	96.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...buses that run within your community.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	27.6%	31.5%	18.5%	34.9%	25.6%	37.9%	28.6%	25.5%
Don't Want Access	35.0%	25.5%	13.0%	35.4%	31.3%	56.5%	54.7%	51.0%
Already Have Access	37.5%	42.9%	68.5%	29.7%	43.1%	5.6%	16.7%	23.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...buses that run between communities.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	45.0%	52.0%	40.7%	41.5%	46.5%	59.3%	39.5%	40.8%
Don't Want Access	26.7%	23.4%	13.3%	26.9%	27.0%	37.9%	36.4%	34.0%
Already Have Access	28.3%	24.6%	46.0%	31.6%	26.5%	2.8%	24.1%	25.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...light rail or streetcars.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	39.7%	34.8%	45.4%	44.1%	50.0%	36.1%	29.1%	32.7%
Don't Want Access	55.1%	46.4%	48.4%	54.4%	43.8%	63.3%	69.4%	65.8%
Already Have Access	5.2%	18.8%	6.3%	1.5%	6.2%	0.6%	1.5%	1.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...commuter rail.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	44.9%	42.6%	50.1%	45.9%	53.9%	44.9%	32.1%	40.4%
Don't Want Access	47.8%	31.3%	43.4%	51.5%	33.0%	53.9%	64.8%	59.1%
Already Have Access	7.3%	26.1%	6.4%	2.6%	13.1%	1.1%	3.1%	0.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...bicycle lanes or bike trails.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	40.7%	35.1%	38.8%	36.7%	43.0%	49.7%	40.9%	42.4%
Don't Want Access	13.3%	11.9%	12.1%	10.2%	12.4%	18.6%	15.7%	13.6%
Already Have Access	46.0%	53.0%	49.1%	53.1%	44.6%	31.7%	43.4%	43.9%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...pedestrian walkways, walking trails, or footpaths.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Want Access	43.0%	45.7%	41.1%	40.6%	48.5%	48.4%	36.4%	42.0%
Don't Want Access	8.1%	5.9%	6.4%	5.6%	7.7%	12.6%	11.3%	9.5%
Already Have Access	48.8%	48.4%	52.5%	53.8%	43.8%	39.0%	52.3%	48.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

How often do you use public transportation such as a bus or train?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Daily	1.4%	1.1%	3.9%	0.5%	0.5%	1.1%	0.0%	0.0%
Several Times A Week	1.9%	1.6%	4.5%	0.5%	2.0%	0.5%	0.0%	1.5%
Several Times A Month	4.6%	6.3%	8.9%	3.5%	3.5%	2.2%	2.0%	1.5%
Several Times A Year	30.1%	27.4%	32.9%	34.8%	36.4%	27.5%	27.6%	21.2%
Never	62.1%	63.7%	49.7%	60.6%	57.6%	68.7%	70.4%	75.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Which of the following factors could encourage you to use a public transportation service more often? Answer all that apply...

...if public transportation service was easier to get to from your home.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	41.9%	38.7%	43.7%	36.9%	43.6%	39.9%	46.2%	42.1%
Yes	58.1%	61.3%	56.3%	63.1%	56.4%	60.1%	53.8%	57.9%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...if public transportation got you closer to your destination.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	35.9%	35.1%	33.9%	34.7%	34.3%	30.7%	42.9%	40.6%
Yes	64.1%	64.9%	66.1%	65.3%	65.7%	69.3%	57.1%	59.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...if public transportation ran more frequently.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	43.6%	43.5%	39.8%	44.4%	42.7%	38.6%	52.1%	46.9%
Yes	56.4%	56.5%	60.2%	55.6%	57.3%	61.4%	47.9%	53.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

...if public transportation was faster.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	49.3%	50.3%	44.1%	49.0%	49.2%	41.3%	62.5%	53.1%
Yes	50.7%	49.7%	55.9%	51.0%	50.8%	58.7%	37.5%	46.9%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



**...if public transportation ran for longer hours.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	50.7%	46.8%	51.6%	51.8%	48.0%	45.4%	55.4%	54.6%
Yes	49.3%	53.2%	48.4%	48.2%	52.0%	54.6%	44.6%	45.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**...if you felt safer and more secure using public transportation.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	43.6%	44.0%	35.9%	47.2%	41.3%	42.4%	51.8%	50.0%
Yes	56.4%	56.0%	64.1%	52.8%	58.7%	57.6%	48.2%	50.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**...if public transportation was more affordable.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	46.9%	45.1%	40.2%	46.6%	45.6%	39.6%	51.9%	64.4%
Yes	53.1%	54.9%	59.8%	53.4%	54.4%	60.4%	48.1%	35.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**...if you had access to rail service.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	44.4%	38.7%	42.9%	44.6%	39.1%	37.0%	53.4%	55.2%
Yes	55.6%	61.3%	57.1%	55.4%	60.9%	63.0%	46.6%	44.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**...if the cost of driving went up significantly.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	35.8%	37.4%	32.0%	34.0%	34.4%	30.5%	42.0%	43.1%
Yes	64.2%	62.6%	68.0%	66.0%	65.6%	69.5%	58.0%	56.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Which of the following improvements could encourage you to bicycle or walk more often? Answer all that apply...**

**...more bicycle lanes on roads.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	54.2%	53.6%	51.9%	54.4%	50.0%	52.8%	62.5%	55.8%
Yes	45.8%	46.4%	48.1%	45.6%	50.0%	47.2%	37.5%	44.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**...more off-street paths or other facilities separating bicycles and pedestrians from vehicle traffic.**

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	33.6%	30.1%	31.9%	32.3%	35.0%	37.6%	34.5%	35.4%
Yes	66.4%	69.9%	68.1%	67.7%	65.0%	62.4%	65.5%	64.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

...more sidewalks.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	47.9%	43.3%	45.6%	52.0%	49.2%	46.6%	52.0%	48.0%
Yes	52.1%	56.7%	54.4%	48.0%	50.8%	53.4%	48.0%	52.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

...better connections between existing bicycle lanes sidewalks, and paths.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	35.5%	31.4%	31.7%	36.6%	35.9%	38.8%	40.8%	36.5%
Yes	64.5%	68.6%	68.3%	63.4%	64.1%	61.2%	59.2%	63.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

...instituting changes that would make it easier to cross streets.

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
No	38.3%	35.7%	32.2%	39.9%	37.3%	41.2%	46.2%	41.0%
Yes	61.7%	64.3%	67.8%	60.1%	62.7%	58.8%	53.8%	59.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TRANSPORTATION INVESTMENT PRIORITIES

Do you think State and Interstate Highways should be improved and expanded or maintained as-is?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Improved And Expanded	48.1%	47.1%	53.0%	51.8%	46.7%	40.9%	41.6%	50.8%
Maintained As-Is	51.9%	52.9%	47.0%	48.2%	53.3%	59.1%	58.4%	49.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think County Highways and Local Roads should be improved and expanded or maintained as-is?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Improved And Expanded	49.2%	57.7%	61.3%	37.2%	55.6%	44.3%	34.8%	42.4%
Maintained As-Is	50.8%	42.3%	38.7%	62.8%	44.4%	55.7%	65.2%	57.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think Public Transportation Services should be improved and expanded or maintained as-is?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Improved And Expanded	62.6%	65.9%	68.1%	57.2%	65.1%	65.7%	55.2%	56.5%
Maintained As-Is	37.4%	34.1%	31.9%	42.8%	34.9%	34.3%	44.8%	43.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think Bicycle Facilities and Sidewalks should be improved and expanded or maintained as-is?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Improved And Expanded	53.9%	55.2%	56.8%	53.3%	61.0%	51.7%	47.4%	49.5%
Maintained As-Is	46.1%	44.8%	43.2%	46.7%	39.0%	48.3%	52.6%	50.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## WRAP-UP QUESTIONS

## What is the age range that best describes you?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
18-24	2.7%	2.6%	3.9%	2.0%	4.0%	2.7%	1.5%	1.0%
25-34	4.8%	4.2%	8.4%	2.0%	4.5%	4.4%	2.0%	4.5%
35-44	10.7%	7.4%	11.8%	11.5%	12.6%	6.6%	8.0%	15.5%
45-54	20.6%	20.0%	23.6%	19.0%	20.7%	18.0%	21.4%	18.5%
55-64	23.6%	23.7%	24.1%	27.0%	19.2%	26.8%	25.9%	18.5%
65 Or Older	37.6%	42.1%	28.1%	38.5%	38.9%	41.5%	41.3%	42.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## What is your racial or ethnic heritage?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Caucasian	87.5%	86.9%	70.8%	94.7%	88.0%	97.1%	97.4%	94.2%
Black Or African-American	6.9%	6.0%	20.4%	0.5%	7.1%	0.0%	0.5%	0.5%
Hispanic Or Latino	1.7%	2.2%	4.0%	0.5%	2.2%	0.0%	0.0%	1.1%
Asian Or Pacific Islander	0.7%	1.6%	0.5%	1.1%	0.5%	0.0%	0.0%	1.1%
Native American	1.1%	0.5%	1.6%	1.6%	1.1%	1.1%	0.5%	0.5%
Other	2.1%	2.7%	2.7%	1.6%	1.1%	1.7%	1.5%	2.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## How familiar are you with the Southeastern Wisconsin Regional Planning Commission?

	All Counties	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Very Familiar	9.2%	7.9%	10.0%	11.0%	7.0%	7.6%	7.5%	12.4%
Somewhat Familiar	35.3%	31.6%	42.1%	36.5%	28.1%	30.4%	34.5%	36.8%
Not Very Familiar	42.6%	42.6%	36.8%	43.0%	47.7%	45.1%	49.0%	39.3%
I have Never Heard Of It	12.9%	17.9%	11.1%	9.5%	17.1%	16.8%	9.0%	11.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: percentages in the above tables may not always sum to 100 percent.

## ANALYSIS OF TELEPHONE SURVEY RESULTS

A total of 1,557 randomly selected Southeastern Wisconsin residents responded to the telephone survey, which was conducted by the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research (CUIR) and Department of Economics. Of the 1,557 respondents, 381 were residents of Milwaukee County, with respondents from the other six counties ranging from 184 to 201 depending on the county. With these sample sizes, the survey results for the Region as a whole have a  $\pm 3\%$  margin of error (95% confidence level) and the survey results for each county have a  $\pm 5\text{-}7\%$  margin of error (95% confidence level). Note: for those questions where respondents did not provide a response, the non-responses have been removed in the results reported herein.

The distributions of respondents' race/ethnicity and age were not representative of the actual distributions of race/ethnicity and age of the Region's population as a whole. Specifically, the proportion of survey respondents that indicated they were white/non-Hispanic was greater than the actual proportion of white/non-Hispanic individuals in the Region's population, and the proportion of survey respondents that indicated they were non-white was less than the actual proportion of non-white individuals in the Region's population. Also, the proportion of survey respondents that indicated they were ages 55 or older was greater than the actual proportion of individuals ages 55 or older in the Region's population, and the proportion of survey respondents that indicated they were ages 18-44 was less than the actual proportion of individuals ages 18-44 in the Region's population. Most of the results by race/ethnicity and by age were very similar to the overall results, with the following exceptions:

- Non-white respondents and respondents in the youngest age group generally rated the Region's larger parks less favorably
  - Ages 18-44: 59% rated larger parks excellent or above average (ages 55 or older: 74%)
  - Non-white: 48% rated larger parks excellent or above average (White: 73%)
- Non-white respondents generally felt that the Region needs more affordable apartments
  - Non-white: 77% said the Region needs more apartments that may be affordable to lower- and moderate-income households (White: 48%)
- Respondents in the youngest age group generally looked more favorably on light rail or streetcar
  - Ages 18-44: 47% wanted more access to light rail or streetcar (ages 55 or older: 37%)
- Respondents in the youngest age group generally looked more favorably on commuter rail
  - Ages 18-44: 52% wanted more access to commuter rail (ages 55 or older: 42%)
- Non-white respondents and respondents in the youngest age group were generally more likely to use public transportation more often if certain conditions changed (e.g., if public transit was faster, if they felt more safe and secure using public transit, or if the cost of driving went up significantly)

- Non-white respondents and respondents in the youngest age group were generally more likely to bike or walk more often if certain conditions changed (e.g., if there were more bicycle lanes on roads, more off-street facilities, or more sidewalks)
- Non-white respondents were generally more supportive of improving and expanding all types of transportation facilities or services
  - Non-white: 64% indicated State and Interstate Highways should be improved and expanded (White: 45%)
  - Non-white: 74% indicated county highways and local streets should be improved and expanded (White: 46%)
  - Non-white: 75% indicated public transportation services should be improved and expanded (White: 61%)
  - Non-white: 62% indicated bicycle facilities and sidewalks should be improved and expanded (White: 53%)
- Respondents in the youngest age group were generally more supportive of improving and expanding bicycle facilities and sidewalks
  - Ages 18-44: 66% indicated bicycle facilities and sidewalks should be improved and expanded (ages 55 or older: 48%)



**INTRODUCTORY QUESTIONS**

**Which county do you currently reside in?**

	Response Percent
Kenosha	3.0%
Milwaukee	42.0%
Ozaukee	3.9%
Racine	5.1%
Walworth	1.8%
Washington	32.3%
Waukesha	9.4%
None Of The Above	2.4%
<b>Total</b>	<b>100.0%</b>

**How long have you lived in Southeastern Wisconsin?**

	Response Percent
5 Years Or Less	10.9%
6-10 Years	9.0%
11-20 Years	12.5%
More Than 20 Years	67.5%
<b>Total</b>	<b>100.0%</b>

**NATURAL RESOURCES AND RECREATION**

**How important do you believe it is to preserve areas with natural features like woodlands, wetlands, prairies, wildlife habitat, and surface water and its shorelands and floodplains?**

	Response Percent
Very Important	84.6%
Fairly Important	12.5%
Slightly Important	2.3%
Not At All Important	0.7%
<b>Total</b>	<b>100.0%</b>

**How important do you believe it is to preserve farmland?**

	Response Percent
Very Important	60.3%
Fairly Important	24.9%
Slightly Important	12.1%
Not At All Important	2.6%
<b>Total</b>	<b>100.0%</b>

**How would you rate the Region's larger parks with activities like hiking, camping, golfing, and beach swimming?**

	Response Percent
Excellent	17.2%
Above Average	47.4%
Average	28.1%
Below Average	6.0%
Poor	1.3%
<b>Total</b>	<b>100.0%</b>

**How would you rate the Region's smaller parks with activities like basketball, baseball, tennis, and playgrounds?**

	Response Percent
Excellent	16.9%
Above Average	34.9%
Average	39.5%
Below Average	8.0%
Poor	0.7%
<b>Total</b>	<b>100.0%</b>

**How would you rate the Region's trails for biking and walking?**

	Response Percent
Excellent	17.9%
Above Average	41.4%
Average	29.5%
Below Average	8.3%
Poor	3.0%
<b>Total</b>	<b>100.0%</b>



**HOUSING AND COMMUNITY CHARACTER**

**How important do you believe it is to have neighborhoods where you can bike or walk to parks, schools, shops, and restaurants?**

	Response Percent
Very Important	77.1%
Fairly Important	11.0%
Slightly Important	5.3%
Not At All Important	6.6%
<b>Total</b>	<b>100.0%</b>

**How important do you believe it is for communities where there are a large number of jobs to have housing that is affordable to the community's workforce?**

	Response Percent
Very Important	62.5%
Fairly Important	23.3%
Slightly Important	9.0%
Not At All Important	5.3%
<b>Total</b>	<b>100.0%</b>

**What types of housing do you think the Region needs more of? Answer all that apply.**

	Response Percent
Apartments That May Be Affordable To Lower- And Moderate-Income Households	56.8%
Apartments Or Condominiums That May Be Affordable Only To Higher-Income Households	19.5%
Starter Homes That May Be Affordable to Moderate-Income Households	80.5%
Larger Homes That May Be Affordable Only To Higher-Income Households	15.4%

**LOCATION AND MIX OF NEW URBAN DEVELOPMENT**

**Do you believe new development in Southeastern Wisconsin should occur as redevelopment or infill development in existing cities and villages?**

	Response Percent
Yes	97.0%
No	3.0%
<b>Total</b>	<b>100.0%</b>

**Do you believe new development should occur on open land immediately along the outer edge of cities and villages, effectively expanding cities and villages?**

	Response Percent
Yes	31.1%
No	68.9%
<b>Total</b>	<b>100.0%</b>

**Do you believe new development should occur scattered and separated from existing cities and villages on agricultural or other open land?**

	Response Percent
Yes	8.5%
No	91.5%
<b>Total</b>	<b>100.0%</b>

**Do you agree that new jobs should be located in existing commercial and industrial areas, like business parks, industrial parks, and retail centers, through redevelopment, infill development, and expansion of these areas?**

	Response Percent
Yes	97.5%
No	2.5%
<b>Total</b>	<b>100.0%</b>

**Do you agree with the development of new business parks, industrial parks, and retail centers to accommodate jobs, as long as they are located adjacent to existing population centers?**

	Response Percent
Yes	69.9%
No	30.1%
<b>Total</b>	<b>100.0%</b>

**Do you agree with the development of new business parks, industrial parks, and retail centers to accommodate jobs which may be located away from existing population centers?**

	Response Percent
Yes	16.4%
No	83.6%
<b>Total</b>	<b>100.0%</b>

**STATE OF THE TRANSPORTATION SYSTEM**

**How would you rate State and Interstate Highways as they exist in the Region today?**

	Response Percent
Excellent	14.1%
Above Average	37.5%
Average	39.9%
Below Average	7.8%
Poor	0.7%
<b>Total</b>	<b>100.0%</b>

**How would you rate County Highways and Local Streets as they exist in the Region today?**

	Response Percent
Excellent	4.2%
Above Average	26.8%
Average	42.6%
Below Average	18.7%
Poor	7.7%
<b>Total</b>	<b>100.0%</b>

**How would you rate Public Transportation as it exists in the Region today?**

	Response Percent
Excellent	2.6%
Above Average	4.7%
Average	23.0%
Below Average	33.2%
Poor	36.5%
<b>Total</b>	<b>100.0%</b>

**How would you rate Bicycle Facilities and Sidewalks as they exist in the Region today?**

	Response Percent
Excellent	3.2%
Above Average	13.3%
Average	36.9%
Below Average	30.1%
Poor	16.5%
<b>Total</b>	<b>100.0%</b>

**How would you rate the Region's overall transportation system?**

	Response Percent
Excellent	1.4%
Above Average	13.3%
Average	44.8%
Below Average	33.6%
Poor	7.0%
<b>Total</b>	<b>100.0%</b>

**PERSONAL TRAVEL PREFERENCES**

**What type of transportation do you use most often?**

	Response Percent
Drive Alone	65.7%
Carpool (Passenger In An Automobile)	8.4%
Public Transportation	5.6%
Bicycle	13.3%
Walk	5.2%
Other	1.7%
<b>Total</b>	<b>100.0%</b>

**Do you commute to and from work or school on a regular basis?**

	Response Percent
Yes	78.9%
No	21.1%
<b>Total</b>	<b>100.0%</b>

**If you commute on a regular basis, how long does it typically take you to get to work or school?**

	Response Percent
0-10 Minutes	28.4%
11-20 Minutes	33.3%
21-30 Minutes	21.8%
More Than 30 Minutes	16.4%
Total	100.0%

**If you commute on a regular basis, how satisfied are you with how long it typically takes you to get to work or school?**

	Response Percent
Very Satisfied	54.2%
Somewhat Satisfied	24.9%
Somewhat Dissatisfied	15.6%
Very Dissatisfied	5.3%
Total	100.0%

**What types of transportation would you like to use that you cannot access now?  
Answer all that apply.**

	Response Percent
Personal Vehicle (e.g., Car Or Truck)	2.5%
Bus Within My Community	18.7%
Bus Between Communities	32.7%
Streetcar Or Light Rail Within My Community Or Between Communities	48.2%
Commuter Rail Between Communities	59.9%
Bicycle Facilities	38.4%
Pedestrian Facilities	17.6%
None	15.5%

**How often do you use public transportation, such as a bus or train?**

	Response Percent
Daily	2.8%
Several Times A Week	6.4%
Several Times A Month	14.9%
Several Times A Year	50.2%
Never	25.6%
<b>Total</b>	<b>100.0%</b>

**Which of the following factors could encourage you to use a public transportation service more often? Answer all that apply.**

	Response Percent
If Public Transportation Service Was Easier To Get To From My Home	38.7%
If It Got Me Closer To My Destination	46.1%
If It Ran More Frequently	50.7%
If It Was Faster	38.0%
If It Ran For Longer Hours, Either Earlier Or Later In The Day	36.6%
If I Felt Safer And More Secure Using It	26.1%
If It Was More Affordable	23.2%
If I Had Access To Rail Service	53.9%
If The Cost Of Driving Went Up Significantly	26.4%

**Which of the following improvements could encourage you to bicycle or walk more often? Answer all that apply.**

	Response Percent
More Bicycle Lanes On Roads	54.2%
More Off-Street Paths Or Other Facilities Separating Bicycles And Pedestrians From Vehicle Traffic	69.7%
More Sidewalks	18.7%
Better Connections Between Existing Bicycle Lanes, Sidewalks, And Paths	59.5%
Make It Easier To Cross Streets	38.4%

**TRANSPORTATION INVESTMENT PRIORITIES**

**Which of the following statements would you most agree with regarding State and Interstate Highways investments?**

	Response Percent
They Should Be Improved And Expanded	23.0%
They Should Be Maintained As-Is	77.0%
<b>Total</b>	<b>100.0%</b>

**Which of the following statements would you most agree with regarding County Highways and Local Streets investments?**

	Response Percent
They Should Be Improved And Expanded	35.4%
They Should Be Maintained As-Is	64.6%
<b>Total</b>	<b>100.0%</b>

**Which of the following statements would you most agree with regarding Public Transportation Services investments?**

	Response Percent
They Should Be Improved And Expanded	77.7%
They Should Be Maintained As-Is	22.3%
<b>Total</b>	<b>100.0%</b>

**Which of the following statements would you most agree with regarding Bicycle Facilities and Sidewalks investments?**

	Response Percent
They Should Be Improved And Expanded	81.8%
They Should Be Maintained As-Is	18.2%
<b>Total</b>	<b>100.0%</b>

**WRAP-UP QUESTIONS**

**What is your age range?**

	Response Percent
18-24	2.9%
25-34	20.1%
35-44	17.3%
45-54	23.7%
55-64	22.7%
65 Or Older	13.3%
<b>Total</b>	<b>100.0%</b>

**What is your racial or ethnic heritage? Answer all that apply.**

	Response Percent
African American/African/Black/Caribbean	2.1%
Asian/Pacific Islander	1.1%
Caucasian	87.6%
Hispanic/Latino	1.4%
Native American	1.8%
Other	2.5%

**How familiar are you with the Southeastern Wisconsin Regional Planning Commission?**

	Response Percent
Very Familiar	28.7%
Somewhat Familiar	38.3%
Not Very Familiar	24.8%
I Have Never Heard Of It	8.2%
<b>Total</b>	<b>100.0%</b>

Note: percentages in the above tables may not always sum to 100 percent.



## SUMMARY OF PARTNER WORKSHOPS

VISION 2050 included extensive public outreach to ultimately shape a final year 2050 land use and transportation plan. This outreach included partnering with eight community organizations serving and representing minority populations, low-income populations, and people with disabilities. The eight organizations are:

- Common Ground—representing a diverse group of Southeastern Wisconsin residents with an interest in community issues, including members of numerous faith-based organizations
- Ethnically Diverse Business Coalition—representing a diverse group of small business owners, chambers of commerce, and business associations in Southeastern Wisconsin
- Hmong American Friendship Association—representing Milwaukee and Southeastern Wisconsin residents of Hmong backgrounds
- IndependenceFirst—representing Southeastern Wisconsin residents with disabilities
- Milwaukee Urban League—primarily representing African-American residents in metropolitan Milwaukee and surrounding areas
- Southside Organizing Committee—representing Near South Side Milwaukee residents, including a large concentration of Hispanic residents, many of which speak little or no English
- Urban Economic Development Association of Wisconsin—representing a diverse group of metropolitan Milwaukee residents, including those in communities traditionally underrepresented or underserved
- Urban League of Racine and Kenosha—primarily representing a diverse group of African-American and Hispanic residents and business and community leaders from Racine and Kenosha Counties

## VISION 2050 WORKSHOPS

SEWRPC conducted five sets of VISION 2050 partner workshops during the same periods as its five-part series of “public” VISION 2050 workshops (each public workshop was held in every county in the seven-county Region). Both partner and public workshops in each designated workshop period included the same presentation, materials, and activities—content that, beginning with the second set of workshops, progressively built on results analyzed from each previous set of partner and public workshops. The schedule for workshops was as follows:

- Workshop #1 October – November 2013
- Workshop #2 December 2013 – January 2014
- Workshop #3 September – October 2014
- Workshop #4 October – December 2015
- Workshop #5 April – May 2016

Contracts with the eight VISION 2050 partner organizations included the following requirements:

- Hold five VISION 2050 workshops with their constituents during the VISION 2050 process (Commission staff provide planning assistance and workshop facilitation and materials for each partner workshop).
- Attend SEWRPC’s VISION 2050 workshops for the general public.
- Promote attendance and participation at partner VISION 2050 workshops (with a goal of 20 constituents at each partner event).
- Ensure meaningful VISION 2050 results by encouraging participants to provide ideas and suggestions that can be effectively combined with the results of SEWRPC’s public workshops.
- Provide partner workshop reports conveying the process and results of each workshop.

**PARTNER WORKSHOP ATTENDANCE**

Total attendance at the first set of partner Visioning Workshops (identified as Workshop #1 throughout this report) in fall 2013 exceeded the VISION 2050 goal of 20 attendees for each partner workshop (160 total) by 37.5 percent, as illustrated in the following table:

**Table D.1**  
**Partner Visioning Workshop 1**

Organization	Workshop Attendance	Workshop Date
Common Ground	47	11/20/2013
Ethnically Diverse Business Coalition	22	11/18/2013
Hmong American Friendship Association, Inc.	23	11/14/2013
IndependenceFirst	21	11/7/2013
Milwaukee Urban League	33	11/13/2013
Southside Organizing Committee	25	11/21/2013
Urban Economic Development Association of Wisconsin	22	11/14/2013
Urban League of Racine and Kenosha	27	11/12/2013
Partner Workshop #1 Attendance	220	

**WORKSHOP #1 ACTIVITIES**

The presentation, materials, and activities for the first set of VISION 2050 partner workshops were consistent with the fall 2013 SEWRPC public workshops and included:

**Important Places Mapping**—Workshop participants applied stickers to large maps of the Region and provided descriptions of the places in the Region of importance to them.

**Visual Preference Survey**—Participants scored 45 land use and transportation images, including buildings, homes, outdoor spaces, transit options, and roads, using real-time keypad, or “iClicker” polling devices. The results were displayed as they were tallied. Total survey results will be presented at the second set of Visioning Workshops in December 2013 and January 2014.

**Visioning SWOT Analysis**—Participants met in small groups to discuss and share their views about the kind of community and Region they want to live in. Each group identified strengths, weaknesses, opportunities, and threats related to land use and transportation in the Region.

**Land Use and Transportation Goals**—After considering the results of their group’s SWOT Analysis, workshop attendees wrote individual goals for 2050 relating to land use and transportation.

Combined results from the first set of partner and public workshops can be found at <http://vision2050sewis.com/Vision2050/The-Process/Initial-Visioning>.

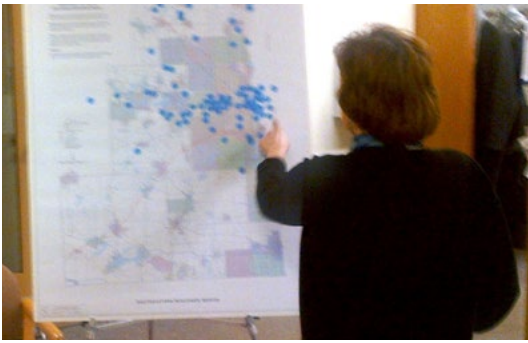
## **WORKSHOP #1 PARTNER REPORTS**

Leaders and participants from the partner organizations consistently reported positive experiences regarding the VISION 2050 Workshop #1 content, process, planning, communication, and responsiveness of Commission staff. Suggestions for improving the process included the following recommendations:

- Additional promotion of VISION 2050
- The provision of additional information about the planning process and how SEWRPC will use the VISION 2050 results going forward
- Advance SEWRPC distribution of VISION 2050 workshop materials to partners
- Ample time and space for visioning activities
- Additional partner-provided language facilitation for non-English speakers
- Additional time for participants to publicly comment during the workshops

SEWRPC and the partner organizations subsequently implemented VISION 2050 improvements in the form of more detailed information and lead time for partners to promote their second set of workshops, additional materials that further explain and define the VISION 2050 approach and content, prompt postings on the VISION 2050 website ([www.vision2050sewis.org](http://www.vision2050sewis.org)), and advance distribution of materials and links to partners. Additional enhancements included shortening workshops from two hours to 90 minutes and tailoring activities accordingly, accommodating space needs, and encouraging participation, comments, and questions before, during, and after the workshops.

Excerpts from the Workshop #1 reports submitted by VISION 2050 community partners follow:



**Common Ground**

*“A general impression from CG members was that they felt good about being involved in the process, appreciated the table interaction with others they didn’t know, were interested and positively challenged by the exercises and may be likely to attend the next VISION 2050 workshops. Also, participants obtained a better idea about who SEWRPC is and [what it] does on our behalf.”*

*“Our observation was that this was a confirming experience that CG can turn out people to participate in the public arena on a community process. An internal question now is can we maintain or reach even more potential community participants for the upcoming January workshop? The positive experience seems to have created an intention to attend the next workshop. And, there may be a good probability that [participants] would recruit others to attend.”*

*“In preparation for this event SEWRPC did a good job communicating requirements and were flexible in the design of the session. A good experience overall.”*



**Ethnically Diverse Business Coalition**

*“The SEWRPC team engaged the attendees in several activities to obtain their feedback. First, they voted on different styles of housing, public transit systems, transit modes, street layouts that accommodate bikes, pedestrian, cars, public transit systems, etc. The attendees met in small groups to discuss what is needed to enhance life within their community.”*

*“The participants were engaging, attentive and welcomed the opportunity to assist in the planning for the Region. The attendees represent businesses owned by ethnically diverse individuals, so their participation provided SEWRPC with opinions of an individual that wears different hats (resident, employer, vendor, parent, community leader, taxpayer)...Our group looks forward to working with SEWRPC staff during our next session.”*



**Hmong American Friendship Association**

*“The presenters, the images on the screen, the iClicker keypad, and participants all interact to create a great learning environment. This exercise helps bridge any cultural and language barriers. Many of the Hmong participants really enjoy it.”*

*“Overall, it was a great positive workshop. The directions in all of the exercises were clear and easy to follow, very [user friendly]. The SEWRPC [staff was] great. Everyone expressed lots of positive energy.”*

### **IndependenceFirst**

*“Our organization’s involvement in the VISION 2050 process is significant for people with disabilities, our organization, and to the overall VISION 2050 process. People with disabilities in our community provide vital insight into how transportation and land use can affect the independence, productivity, and integration of people with disabilities.”*

*“Hosting workshops at our location and offering reimbursement for transportation helped to alleviate the barrier of transportation for many. Our location also allowed consumers to participate in the workshop in an accessible environment they were comfortable in and familiar with.”*

*“Overall, IndependenceFirst was extremely satisfied with the November VISION 2050 workshop. It was a great collaboration. We look forward to our continued partnership.”*



### **Milwaukee Urban League**

*“Based on feedback from our participants, the majority enjoyed the session, found it very interesting and were pleased to have an opportunity to participate in this regional process. The participants also thought the technology used in the workshop was great.”*

*“Again, I want to commend SEWRPC for reaching out to various sectors of our community that usually do not have an opportunity to participate in these kinds of important planning processes. Most of our participants had never participated previously and many said they have little knowledge about SEWRPC and what it does. Therefore, participating in the workshops had a dual benefit: 1) It helped inform some of our community residents about SEWRPC and 2) It let community residents have a voice and input on a planning process so they can hopefully help shape the future of our region.”*



### **Southside Organizing Committee**

*“The response from SOC participants in the first session was overwhelmingly positive. Residents were pleased to have their views invited, considered and taken seriously by the Planning Council [SEWRPC]. The interactive quality to the whole session was excellent, and helped surface community values. Residents particularly liked using the clickers and seeing the results immediately; the sharing at the tables and the plotting on the maps were also excellent ways to bring out critical input from the community.”*

*“SEWRPC’s effort to involve local groups in the planning process is brilliant as it will certainly bring new voices and previously unheard perspectives into the regional planning process. This can only be good for the Region as a whole. At our session, there were at least six individuals with limited English capacity who were able to fully participate in the process in their native language. ... Just as important were the other Near South Side residents who offered their comments in English. Without SOC’s involvement, none of these individuals would have participated; and the planning process would be missing a key perspective from this the most densely populated area of the region.”*



**Urban Economic Development Association of Wisconsin**

*"[The Visual Preference Survey] was highly interactive giving participants an opportunity to use an iClicker to rate 45 images of different types of land use and transportation. The participants were highly engaged and seemed to enjoy viewing their real-time results."*

*"[The SWOT analysis] initiated interesting and robust discussions and allowed participants an opportunity to dig deeper into their ideas about transportation and land use."*

*"This session was very informative for participants and allowed a space for them to share their insights about transportation and land use. Many conversations continued after the workshop ended and participants seemed to be extremely open and transparent with their ideas."*

**Urban League of Racine and Kenosha**

*"Our staff sent over 100 emails, made telephone calls and reminder calls, and also faxed the invitation to Racine and Kenosha's Black churches, Hispanic churches and community organizations. Members of organizations that participated included the NAACP Racine Branch, United Latin American Citizens Councils 320 and 225, the Racine Interfaith Coalition, the Racine Community Health Center and the Urban League."*

**Copies of the partner Workshop #1 reports follow:**



SEWRPC Vision 2050 Workshop  
11/20/13  
Hosted by UUCW-Common Ground  
Session Summary and Observations

The 11/20/13 SEWRPC Vision 2050 workshop held at Unitarian Universalist Church West, 13001 W. North Avenue, Brookfield was hosted by Common Ground. Forty-seven participants from across the region attended. 19 participants were from UUCW, 22 from other CG organizations and 6 from organizations not associated with CG. An estimate of participant's county is: 3 from Ozaukee County, 10 from Milwaukee County, 3 from Washington County, 20 from Waukesha County and 11 unknown.

A general impression from CG members was that they felt good about being involved in the process, appreciated the table interaction with others they didn't know, were interested and positively challenged by the exercises and may be likely to attend the next Vision 2050 workshops. Also, participants obtained a better idea about who SEWRPC is and does on our behalf. It would be good to emphasize is how these plans might be used in the future at some point in the presentation. We're curious about the results of this session and hope to get a copy of those.

The workshop agenda seemed to be appropriate, although trying to fit an agenda designed for two hours into an hour and a half didn't work that well. Starting late didn't help and there were some questions in the beginning that caused a delay. We find a 1-1/2 is the sweet spot for an evening meeting, however, a two-hour agenda on this topic at the next January workshop might be a possibility. Might be good to think too about what can be cut or thinned for next time if you're following a similar format and agenda.

It would be good to consider building publicity and media coverage into the process by building off the workshop experience stories and pictures. If anyone took pictures of this event, you should display those on your website. It might be a good idea to use the feedback you have from all your workshops regarding the participant's experience to help promote the process. You might even consider interviewing some participants after to obtain a direct personal story.

Our observation is that this was a confirming experience that CG can turn out people to participate in the public arena on a community process. An internal question for CG now is can we maintain or reach even more potential community participants for the upcoming January workshop? The positive experience seems to have created an intention to attend the next workshop. And, there may be a good probably that they would recruit others to attend.

In preparation for this event SEWRPC did a good job communicating requirements and were flexible in the design of the session. A good experience overall.

# Ethnically Diverse Business Coalition

## VISION 2050 Planning Session November 18, 2013

The event was attended by approximately 20 small business owners, chamber of commerce and business association executives. The attendees participated in activities to gauge their opinions about housing, transportation modes, land development, etc.

The SEWRPC team engaged the attendees in several activities to obtain their feedback. First, they voted on different styles of housing, public transit systems, transit modes (bikes, buses, streetcars, rail, etc.), street layouts that accommodate bikes, pedestrian, cars, public transit systems, etc. The attendees met in small groups to discuss what is needed to enhance life within their community.

The participants were engaging, attentive and welcomed the opportunity to assist in the planning for the region. The attendees represent businesses owned by ethnically diverse individuals, so their participation provided SEWRPC with opinions of an individual that wears different hats (resident, employer, vendor, parent, community leader, taxpayer).

Our group looks forward to working with the SEWRPC staff during our next session on January 8, 2014.



Hmong American Friendship Association, Inc.  
SEWRPC  
Workshop  
November 14, 2013 Report

The models used in this workshop were very good. It allows the participants to participate at different levels.

In activity 1-Important places mapping. This allows participants to show us the places that are most important to them. Many of them enjoyed this exercise. Few complain that the Map is too small. Perhaps in the future, need a larger/more detail map for this exercise.

Many of them really enjoyed Activity #3-Visual preference survey. Technology plays an important part in this exercise. The presenters, the images on the screen, the iclicker keypad, and participants all interact to create a great learning environment. This exercise helps bridge any cultural and language barriers. Many of the Hmong participants really enjoy it. They don't have to say much, just use their eyes and fingers.

The group exercise. The SEWRPC staffs were wonderful and the materials presented were also wonderful. I notice that some participant were a little hesitant to participate in the discussion. I talked to a few clan leaders and they indicated to me that when you have a non-Hmong speaker leading the group in English, it is a bit hard to follow and participate. Would be great to have Hmong speaking individuals to lead the group in this exercise.

Over all, it was a great positive workshop. The directions in all of the exercises were clear and easy to follow, very friendly users. The SEWRPC staffs were great. Everyone expressed lots of positive energy.

IndependenceFirst held their first Vision 2050 workshop on November 7<sup>th</sup>, 2013 from 1:00 – 3:00 pm. The workshop was a success with twenty one participants. All of the participants were engaged by the format of the workshop and provided positive feedback. We were able to accommodate those participants who requested accommodations.

SEWRPC was extremely helpful during the entire process. It was beneficial to meet and have a conference call before our workshop. SEWRPC staff ran the workshop which freed our staff to help individuals if they needed assistance.

One problem we encountered was we had requested the PowerPoints be printed ahead of time for individuals with low vision. We identified the problem before the workshop, and IndependenceFirst staff was able to print the PowerPoints in time. It is important that we make sure that accommodations are met so that all can participate. If we had not asked specifically, we would have not known until the time the presentations were given which would have been too late. In the future, it would be helpful if SEWRPC informed us of unfinished business a day ahead of time or as soon as possible.

Our organization's involvement in the Vision 2050 workshops is significant for people with disabilities, our organization, and to the overall Vision 2050 process. People with disabilities in our community provide vital insight into how transportation and land use can affect the independence, productivity, and integration of people with disabilities. Without their input, it is impossible to address the barriers faced by this population. IndependenceFirst's vision is for full inclusion of people with disabilities in our community so it is essential for people with disabilities to be part of the Vision 2050 process to ensure we are making progress in achieving our vision.

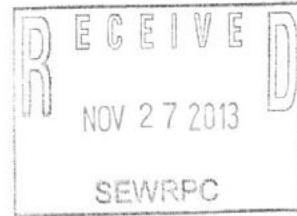
We were able to collaborate with SEWRPC to ensure accessibility of the workshop to all people with disabilities. Since we serve people with varying disabilities, it is important that we anticipate the possible barriers. We were able to offer assistance with writing for those with physical and learning disabilities, large print, copies of the PowerPoints, and printouts of the boards for people with visual impairments, and a sign language interpreter for those who are deaf. SEWRPC providing key information prior to the workshop allowed our staff to accommodate all interested participants.

Transportation can be a barrier for people with disabilities. Hosting workshops at our location and offering reimbursement for transportation helped to alleviate the barrier of transportation for many. Our location also allowed consumers to participate in the workshop in an accessible environment they were comfortable in and familiar with. These factors are important in ensuring the participation of people with disabilities.

Overall, IndependenceFirst was extremely satisfied with the November Vision 2050 workshop. It was a great collaboration. We look forward to our continued partnership.



435 West North Avenue  
Milwaukee, WI 53212-3146  
414-374-5850 414-562-8620 fax  
www.tmul.org



November 25, 2013

Mr. Eric Lynde  
Vision 2050 Project Manager  
SEWRPC P.O. Box 1607  
W239 N1812 Rockwood Drive  
Waukesha, WI 53187-1607

Re: Vision 2050 Workshop Report & Invoice

Dear Mr. Lynde:

On November 13, 2013, the Milwaukee Urban League held its first Vision 2050 workshop. Thirty-three (33) people participated in the workshop.

Based on feedback from our participants; the majority enjoyed the session, found it very interesting and were pleased to have an opportunity to participate in this regional process. The participants also thought the technology used in the workshop was great.

In terms of future workshops, participants said it would be helpful if more information could be provided in advance about the workshop format and procedures (small group discussions) that will be used. Also, a number of participants said that dinner time was not a good time to hold the workshop while others said a larger room would have worked better for interactive discussions. NOTE: for future workshops, if we have a large number of RSVP's, the Urban League will look at different locations with larger rooms.

Again, I want to commend SEWRPC for reaching out to various sectors of our community that usually do not have an opportunity to participate in these kinds of important planning processes. Most of our participants had never participated previously and many said they had little knowledge about SEWRPC and what it does. Therefore, participating in the workshop had a dual benefit:

1. It helped inform some of our community residents about SEWRPC and
2. It let community residents have a voice and input on a planning process so they can hopefully help shape the future of our region.

Please see the following attachments:

- November 13, 2013 Attendance Sheets

APPENDIX D-4

- November 13, 2013 Evaluation Sheets
- November 13, 2013 “Important Places in Your Community and Region” sheets
- November 13, 2013 Invoice

Sincerely,



Ralph E. Hollmon  
President and CEO

cc: Steve Adams

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An Affiliate of the National Urban League • A United Way Funded Agency  
Empowering Communities • Changing Lives



Established 1990

**Southside Organizing Committee**

 1300 South Layton Boulevard  
 Milwaukee, Wisconsin 53215  
 414-672-8090

SUMMARY REPORT

Near South Side Vision 2050

Session I

November 21, 2013

SOC was pleased to be asked to take part in SEWRPC's VISION 2050 planning process. For years we have been successful bringing Near South Side Milwaukee residents together to identify and address the most pressing concerns as felt by the community of the Near South Side. While these concerns have been mostly local concerns, and these historic concerns have been usually resolved locally, both the organization and the residents who were involved in this first session were pleased to have their concerns and their insights shared with a broader audience, an audience that may appropriately account for and plan accordingly for this perspective.

The response from SOC participants in the first session for VISION 2050 was overwhelmingly positive. Residents were pleased to have their views invited, considered and taken seriously by the Planning Council. The interactive quality to the whole session was excellent, and helped surface community values. Residents particularly liked using the clickers and seeing the results immediately; the sharing at the tables and the plotting on the maps were also excellent ways to bring out critical input from the community. In the mapping portion, perhaps more public sharing of individual answers to the important places would have been interesting and enlightening for the group and the organization. Nearly everyone expressed interest in the attending the next session and excitement about seeing the outcome.

SEWRPC's effort to involve local groups in the planning process is brilliant as it will certainly bring new voices and previously unheard perspectives into the regional planning process. This can only be good for the region as a whole. At our session on November 21, there were at least six individuals with limited English capacity who were able to fully participate in the process in their native language. These particular individuals have lived in the region and worked in the region for at least one decade. Just as important were the other Near South Side residents who came and offered their perspectives in English. Without SOC's involvement, none of these individuals would have participated; and the planning process would be missing a key perspective from this the most densely populated area of the region. SOC's stature in the community is enhanced by SEWRPC's recognition of our ability to bring this community together and our capacity has been enhanced by your financial support. Ultimately, we believe the community and the region as a whole will be better served by what seems to be a more aggressively inclusive planning process for the region.

**UEDA Visioning Workshop Facilitation Summary**  
Southeastern Wisconsin Regional Planning Commission (SEWRPC) Vision 2050

**Workshop Date:** November 14, 2013  
**Workshop Location:** Manpower  
**Time:** 4:00- 6:00pm

**Summary**

The Visioning Workshop for land use and transportation began with an informal process of participants identifying important places in the identified region. Participants placed numbered stickers on a regional map and identified why those places were important to them. Many of the participants were engaged in this process, as evident by the number of stickers on the map.

After a welcome and introduction by Bill Johnson, the SEWRPC facilitator provided an overview of the Vision 2050 and their commitment to engage the community in the regional land use and transportation plan for Southeastern Wisconsin. The participants were then taken through a Visual Preference Survey. This survey was highly interactive giving participants an opportunity to use an iClicker to rate 45 images of different types of land use and transportation. The participants were highly engaged and seemed to enjoy viewing their real-time results.

Lastly, participants were asked to participate in a strengths, weaknesses, opportunities, and threats (SWOT) analysis. Initially participants were asked to record their individual SWOT's and were then facilitated through a small group process of categorizing, synthesizing and prioritizing. This process initiated interesting and robust discussions and allowed participants an opportunity to dig deeper into their ideas about transportation and land use. As each group reported out how they prioritized their ideas from the SWOT, several themes arose around transportation. For example, a major theme was the need for transportation that connects county to county how that might affect individuals having increased job opportunities. Participants were then asked to create goal sheets and complete workshop evaluation forms.

This session was very informative for participants and allowed a space for them to share their insight about transportation and land use. Many conversations continued after the workshop ended and participants seemed to be extremely open and transparent with their ideas.

SEWRPC VISION 2050 – Urban League of Racine and Kenosha, Inc.

November 13, 2013

## Urban League Outreach Efforts – SEWRPC VISION 2050 PROCESS

The first meeting was hosted by Yolanda Adams, the CEO of the Urban League on Tuesday, November 12, 2013 from 5:00pm to 7:00 p.m. at 718 N Memorial Drive, Racine WI 53404.

Facilitate meetings at underrepresented populations: Ms. Adams opened the meeting/workshop with welcoming remarks and a brief explanation on the purpose of the meeting. She was prepared to serve as a facilitator and interpreter for the discussion and SWOT analysis. Throughout the meeting, she “floated” around the room and assisted, where needed. The meeting concluded at approximately 7:05 p.m.

Attend Commission-facilitated meetings/workshops: Yolanda Adams attended the October 30, 2013 meeting at 5:00 pm at the Kenosha Civil War Museum to see how the general public meeting was conducted. Ms. Adams is also a member of the SEWRPC Environmental Justice Task Force (EJTF) and attended the EJTF meeting at 4:30 pm on November 5, 2013 in Milwaukee.

Promote attendance and participation at targeted meetings: Our responsibility was to ensure at least 20 of our constituents (English and Spanish speakers) attended the first targeted meeting/workshop. To accomplish this, we received assistance from Ann D. Allen of SEWRPC in creating both an electronic invitation for emailing, and a second invitation for faxing. Our staff sent over 100 emails, made telephone calls and reminder calls, and also faxed the invitation to Racine and Kenosha’s Black churches, Hispanic churches and community organizations.

Members of organizations that participated included the NAACP Racine Branch, the League of United Latin American Citizens (LULAC) Councils 320 and 325, the Racine Interfaith Coalition, the Racine Community Health Center and the Urban League. Also present was a representative from Guardian Credit Union who sponsored water, cookies and donuts. Three members of the Urban League’s board of directors were in attendance.

The demographics of participants (not including the CEO and 3 SEWRPC staff): 27 attendees (13 African Americans, 7 Hispanics, 7 European-Americans) (16 males; 11 females).

Ensure meaningful results: Yolanda Adams, agency CEO, assumed the responsibility to assist in engaging the meeting attendees so they would provide ideas and suggestions in a way that could be effectively combined with the results of the general public meetings conducted by SEWRPC staff. As this was our first meeting, Ann Dee Allen, Ben McKay and C.T. Anderson of SEWRPC assisted with both technical assistance, the presentation and soliciting input.

Provide results of meetings to Commission staff: This document serves as our written report conveying the process and results of the targeted meeting/workshop.

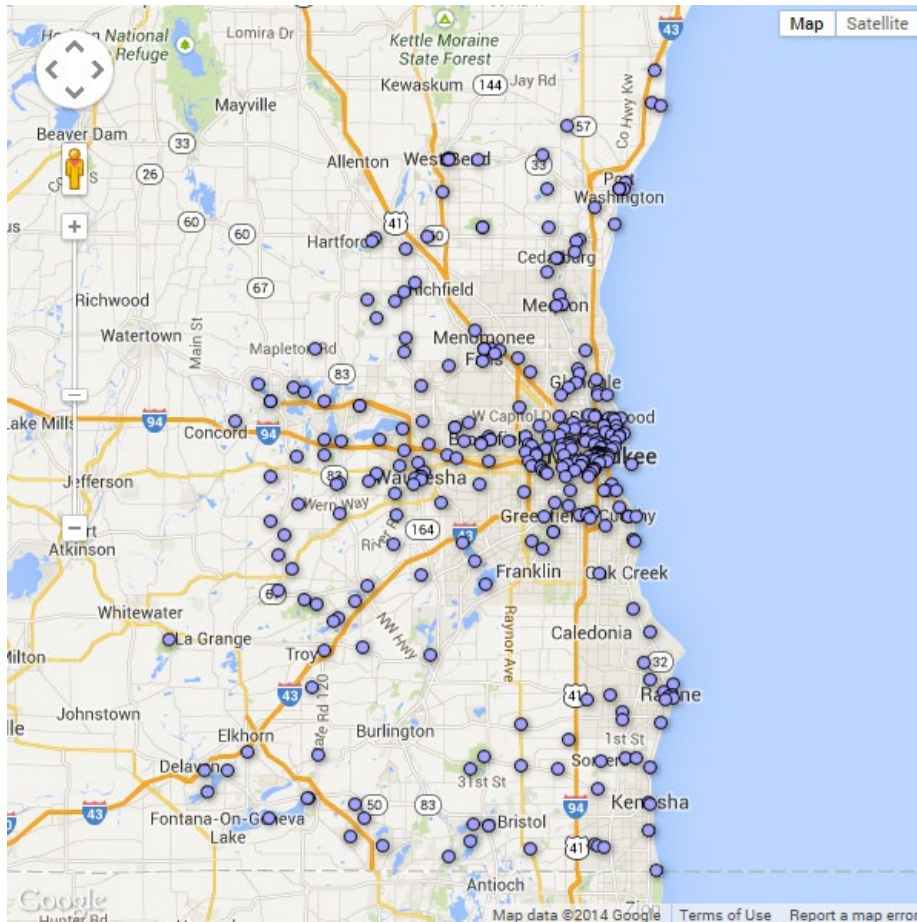
Budget: The Outreach Grant is \$5,000; \$1,000 per successfully completed targeted meeting. Attached is invoice number #2013999 for \$1,000.00 for November 12, 2013. The check should be made payable to the Urban League of Racine and Kenosha Inc. and mailed to 718 N Memorial Drive, Racine WI 53404.





## IMPORTANT PLACES MAPPING

As participants arrived at each fall 2013 visioning workshop, they were asked to identify their favorite places on maps of their county and of the whole seven-county Region. They placed numbered stickers on the maps to mark those important places, and wrote the name of each place and why it was important to them on an Important Places form. Important places that were identified included homes, places of employment, churches, universities, museums, libraries, parks, open spaces, shopping malls, neighborhoods, streets, highways, intersections, airports, bus depots, and train stations. Those places are mapped below and were included in an embedded Google map on the VISION 2050 website so that website visitors could explore the map and see what places their fellow neighbors in the Region think are important. Where possible, clicking on a particular place also brought up a link to images of that place.



**Important Places in Kenosha County**

<b># of References</b>	<b>Important Place</b>
1	Heritage Farm
1	Petrified Springs
1	Farm at HWY K-R
4	Kenosha Metra Station
7	Downtown Kenosha/Lakefront
1	Camp Lake
1	Silver Lake Park
1	Brighton Dale Links
1	Landmark Services Cooperative
1	Westosha Central High School
1	Town of Paris, WI
1	Union Grove, WI
1	Village of Pleasant Prairie RecPlex
2	Lake Andrea
2	Chiwaukee Prairie
4	Bong State Recreation Area
1	88th Avenue & CTH S - Development Opportunity
1	Pleasant Prairie Industrial Park
1	Salem
2	University of Wisconsin-Parkside
1	Pike River - Kenosha
1	George Lake, Bristol
1	Kenosha County Fairgrounds
1	Town of Somers
1	Kenosha County Aging & Disability Resource Center
1	Pleasant Prairie Premium Outlets

**Important Places in Milwaukee County**

<b># of References</b>	<b>Important Place</b>
27	Lake Michigan
19	Lakefront Milwaukee/Summerfest
7	Third Ward - shopping, restaurants, entertainment
6	Milwaukee Public Museum
3	Miller Park
17	Downtown Entertainment Area/Bradley Center
19	General Mitchell International Airport
5	Milwaukee - Theatre/Dining
14	Milwaukee Art Museum
1	Milwaukee Hamilton High School
6	Menomonee River Valley
2	I-94 North/South
12	Bay Shore Towne Center
3	Downtown Greendale
3	Froedtert Hospital
1	Northwest Side Community Development Corporation
3	Hoyt Park & Pool, Wauwatosa
1	Milwaukee River
3	Washington Park Urban Ecology Center
6	Oak Leaf Trail (C&NW Railroad) Bike Path
2	Historic Downer Avenue Shopping District
4	South Shore Park Area
5	Whitnall Park, Franklin
13	Downtown Milwaukee
2	Humboldt Park

1	Walker's Point
2	Riverwest
10	Bay View
3	Grant Park, South Milwaukee
1	Atwater Beach and Park (Lake Michigan)
1	Sheridan Park, Cudahy
1	Washington Heights
2	Wisconsin State Fair Park
1	Pettit National Ice Center
4	Hank Aaron State Trail
4	Port of Milwaukee
2	North Avenue Economic District - BID #32
1	Brady Street Economic District - BID #11
2	Walkers Point Economic District
1	Walnut Way Conservation Corp
6	University of Wisconsin-Milwaukee Neighborhood
1	Milwaukee Riverwalk
2	Veteran's Park Lagoon
1	The Lynden House
1	Turner Hall
1	Powerhouse Theatre/Milwaukee Repertory Theatre
1	Alice's Garden
3	Zoo Interchange (I-94 & USH 45)
1	Growing Power
7	Milwaukee Intermodal Station (Amtrak)
1	Kilbourn Reservoir Park
4	Riverside Park Urban Ecology Center
1	Hephatha Lutheran Church
1	Milwaukee Inner-City Congregations Allied for Hope (MICAH)
1	Milwaukee Regional Medical Center (MRMC)
1	West Allis, WI
1	Cass Street & State Street, Milwaukee
1	Locust Street & Weil Street, Milwaukee
1	Village of Shorewood
1	43rd Street & Howard Avenue (Cherokee Point Subdivision)
5	Milwaukee County Zoo
1	Kops Park
1	Innovation Campus/County Institution Grounds
1	Riverworks Redevelopment Neighborhood
6	Village of Wauwatosa (Downtown)
1	MCTS Green Line - Oakland Avenue/Water Street/ Kinnickinnic Avenue
1	Howell Avenue Corridor
1	City of Cudahy
1	Havenwoods State Forest, Milwaukee, WI
1	St. Francis, WI
6	Mayfair Mall
1	99th Street & Good Hope Road
2	Milwaukee Area Technical College (MATC)
1	Southridge Shopping Mall, Greendale
4	Discovery World Museum
1	Milwaukee Athletic Club
1	City of Cudahy
1	Grand Avenue Club, Milwaukee
1	Christ Temple Church, Milwaukee

2	I-94 to General Mitchell International Airport
2	USH 41/Lisbon Avenue
4	North 76th Street/STH 181
1	I-94 East/West, Milwaukee
2	Intersection of Fond du Lac Avenue, 35th Street, and Burleigh Street
1	Intersection of Lisbon Avenue and Appleton Avenue
1	Mill Road and Teutonia Avenue
1	N. 24th Street, Milwaukee
1	N. 36th Street, Milwaukee
1	Hmong American Friendship Association (HAFA)
1	The Home Depot, Milwaukee
1	The Rock Sports Complex, Franklin
1	16th Street and Greenfield Avenue
1	16th Street and Cesar Chavez Drive
1	College Avenue and Lake Drive, South Milwaukee
1	STH 100 and National Avenue, Milwaukee
2	Lake Drive, Milwaukee
1	Milwaukee Central Library
2	Jackson Park, Milwaukee
5	Marquette University
1	Walker Square Park
6	Lake Park
1	United Community Center
1	Messmer High School
1	L and J Groceries
1	Riverwalk, Milwaukee
1	Wheaton Franciscan Healthcare of Wisconsin
1	Downer Theatre
2	Oriental Theatre
1	Dretzka Disk Golf Course
1	Wheaton Franciscan Healthcare of Wisconsin
1	McKinley Marina
1	Menomonee River Parkway
1	Trader Joes (BayShore)
1	Shorewood Library
1	Rufus King High School
1	Metropolitan Milwaukee Sewerage District
1	Mitchell Park
1	Interfaith Conference of Greater Milwaukee
1	Village of West Milwaukee
1	Milwaukee/Greenfield Border
1	Aurora Advanced Healthcare (Good Hope Road)
1	35th Street and National Avenue
1	Planet Fitness, Milwaukee
1	Brown Deer Park
1	Midtown Center, Milwaukee
1	Bronzeville District
1	Pabst Theatre
1	Nicolet High School
1	Milwaukee Winter Farmers Market
1	Washington Park
1	Monarch Sanctuary/Milwaukee County Grounds
1	Marquette Interchange (I-94 and I-43)
1	Betty Brinn Children's Museum
1	Canal Street Development

1	S. 13th Street, Milwaukee, WI
1	Mitchell Interchange (I-94 and I-894)
1	I-94 and 84th Street

### Important Places in Ozaukee County

# of References	Important Place
3	Ozaukee County Interurban Trail
5	Lion's Den Gorge Nature Preserve
1	Downtown Cedarburg - Shopping District
1	Downtown Port Washington and Lakefront
1	Bragg's Woods
1	Grafton Dog Park (Muttland Meadows)
1	Oak Leaf Trail
1	Bike Trail/Upper Lake Park
4	Riveredge Nature Center
1	Harrington State Park
1	Port Washington
1	Covered Bridge Park
1	Town of Cedarburg Recycling Center
1	Jackson Marsh State Wildlife Area
1	Cedarburg Public Library
1	Waubedonia Park/Mesic Woods
1	Milwaukee River (Cedarburg south to Milwaukee)
1	Highland Woods Nature Park
1	UW Field Station/Cedarburg Bog Natural Area
1	Thiensville
1	Nieman Apple Orchards, Cedarburg
1	Grafton
1	Lake Church - Lake Michigan
1	Mequon
2	Port Washington

### Important Places in Racine County

# of References	Important Place
1	Quarry Lake Park
5	North Beach Park - Lakefront
3	Downtown Racine
1	Gateway Technical College - Racine
1	Racine City Hall
2	Corinne Reid Owens Transit Center (Racine Train Station)
1	MRK Bike Trail (WE Energies)
1	Sheridan Woods Parkway
1	Caledonia - Conservation subdivision
1	STH 11
1	Oakes Road
1	CTH V
1	Olympia Brown Unitarian Universalist Church
1	Armstrong Park
1	Safe Haven of Racine, Inc.
1	Mount Pleasant

### Important Places in Walworth County

# of References	Important Place
1	Mukwonago River, Lullu Lake, Lake Beulah
1	East Troy Square
1	Wetland Mitigation Sites

1	Pell Lake
1	Nippersink Lake
1	Lake Ivanhoe
1	Bloomfield Refuge
3	White River Park - Bike Trail
1	Geneva Lake Museum
2	Geneva Lake
4	Kettle Moraine State Forest (Southern Unit)
2	Lake Geneva (City)
1	Lake Delavan
1	Intersection of I-43 and STH 67
1	Intersection of I-43 and STH 50
1	Delavan Lake
1	Waterford and Fox River
1	Alpine Valley Ski Hill
1	Eagle Spring Lake
1	Lake Beulah

### Important Places in Washington County

# of References	Important Place
1	Wisconsin Museum of Art (West Bend)
1	Intersection of USH 45 and CTH NN
1	STH 60
1	Eisenbaun State Trail
1	Jackson Marsh State Wildlife Area
1	Intersection of STH 164 and CTH Q
1	Lake Five Area
1	Friess Lake Area
1	Pleasant Hill Road
1	Ackerville Historic Community
1	Friess Lake School
1	West Bend Airport
1	Pike Lake State Park
1	USH 41 to Fond du Lac
1	I-43 to Sheboygan
1	City of West Bend
1	Loew Lake
1	West Bend
1	Town of Polk
1	Holy Hill

### Important Places in Waukesha County

# of References	Important Place
5	Pebble Creek Park, Waukesha
7	Retzer Nature Center, Waukesha
6	Vernon Marsh Wildlife Refuge, Genesee
2	Fox River Sanctuary, Waukesha
2	Kettle Moraine Low Prairie State Natural Area, Eagle
5	Minooka Park (Dog Park), Waukesha
6	Downtown Waukesha
1	Mill Valley Elementary School, Muskego
1	Muskego Recreation Trail (Bike Trail), New Berlin
2	Glacial Drumlin Bike Trail, Waukesha
2	I-94
2	Tamarack Swamp & Wildlife Preserve
1	Naga-Waukee Park and Golf Course

1	Lake Region of Waukesha County
1	Sussex Village Park
1	Pewaukee Lake
1	University of Wisconsin-Milwaukee
2	Downtown Oconomowoc
1	Center Court Sports Complex
3	Scuppernong Trails & Springs
1	Town of Brookfield
1	Downtown Menomonee Falls - Shopping District
1	Intersection of Highways 41 and 45, Menomonee Falls
3	Brookfield Square Mall
7	Lapham Peak State Park
1	Pretty Lake
1	Fox Brook County Park
1	Ten Chimneys, Genesee Depot
2	Old World Wisconsin, Eagle
2	New Berlin Industrial Park
2	Bark River
1	Muskego Lake
2	Village of Menomonee Falls
1	City of Brookfield
1	Wirth Park (Brookfield)
1	Brookfield Academy
1	I-94 West to Madison
1	I-894 to Airport
1	Waukesha County Administration Center
1	Shopping - Pewaukee Area
2	Brookfield Public Library
2	Fox River Park
3	Unitarian Universalist Church West
1	Waukesha Memorial Hospital
2	Delafield
1	Hartland
3	South Kettle Moraine, Waukesha County
1	Menomonee Falls Senior Center
1	Johnson Bus Company, Menomonee Falls
1	Fox Brook Bike Trail
1	Brookfield Civic Plaza
1	Goerkes Corners
1	University of Wisconsin-Waukesha
1	Songbird Hills Golf Club
2	Oconomowoc, WI
1	Hartland, WI
1	Donna Lexa Art Center
2	Pewaukee
1	Pewaukee High School
1	Majestic Theater
1	Phantom Lake
2	Mukwonago River Watershed
1	Kettle Moraine State Forest - Southern Unit
2	Oconomowoc River
2	Village of Wales
3	Nashotah Park
1	Lac La Belle
1	Oconomowoc Farmer's Market
1	Three Brothers Farm, LLC

1	Okauchee Lake
1	Menomonee Park
1	Rainbow Springs Lake
1	Martin's Woods
1	Ottawa Wildlife Preserve
2	Frame Park, City of Waukesha





The purpose of this visual preference survey was to understand visually what different land use and transportation elements the residents of Southeastern Wisconsin would prefer to see.

There were a total of 45 images in the survey, organized by topic. As participants viewed each image, they were asked to think about these two factors:

1. Do you like the concept that is focused on in the image?
2. Do you think that concept is appropriate for the Region?

The following slides show the average score that workshop and online participants from each County and the Region gave the content of the image, with a score of 5 indicating they strongly liked the image, and a score of 1 indicating they strongly disliked the image. Scores are color-coded, with ratings below the midpoint (1.0 – 2.7) shown in red, ratings around the midpoint (2.8 – 3.2) shown in yellow, and ratings above the midpoint (3.3 – 5.0) shown in green.

VISION 2050  
*One Region, Focusing on Our Future*

Description of Process

598 individuals participated in the Visual Preference Survey, either at one of 17 workshops held across the Region or through vision2050sewis.org.

The number of responses per image varies, as not all individuals provided a rating on every image while using the keypad polling devices at the visioning workshops. The number of responses for each County and the Region as a whole are shown below.

Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
543-579	38-41	280-298	17-19	45-54	11-13	60-62	87-94



## Description of Process



## Housing and Community Character – Preview of Images 1-11



Results by County

Kenosha	3.1
Milwaukee	3.1
Ozaukee	3.7
Racine	3.5
Walworth	3.2
Washington	3.6
Waukesha	2.9

**Regional Average 3.2**



**Housing and Community Character – Single-Family Home**

1



Results by County

Kenosha	3.4
Milwaukee	3.4
Ozaukee	4.1
Racine	3.7
Walworth	3.8
Washington	3.2
Waukesha	3.7

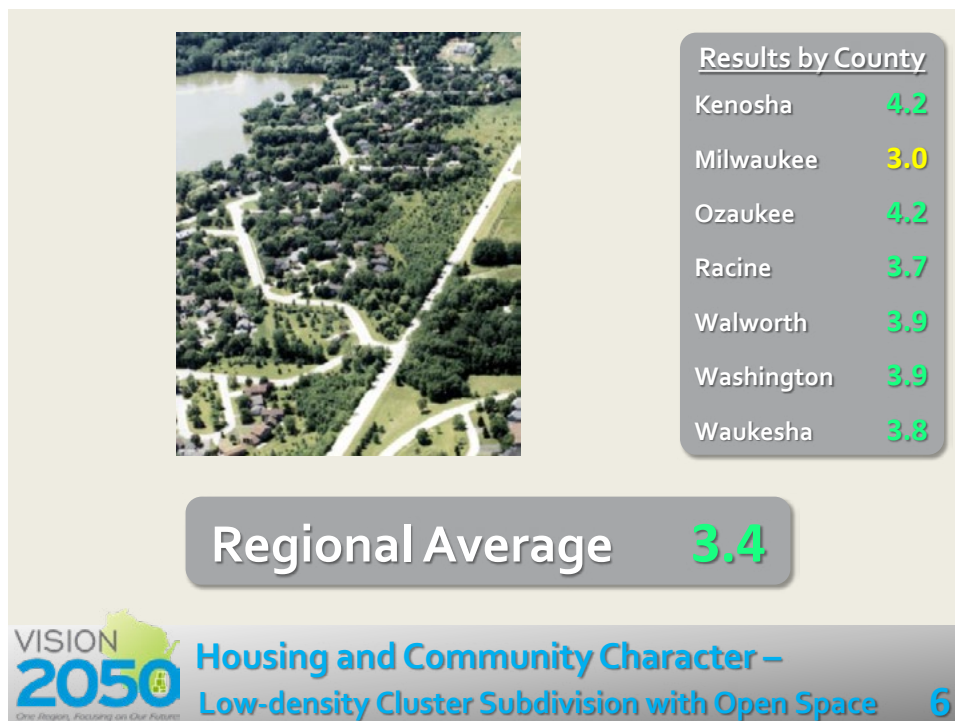
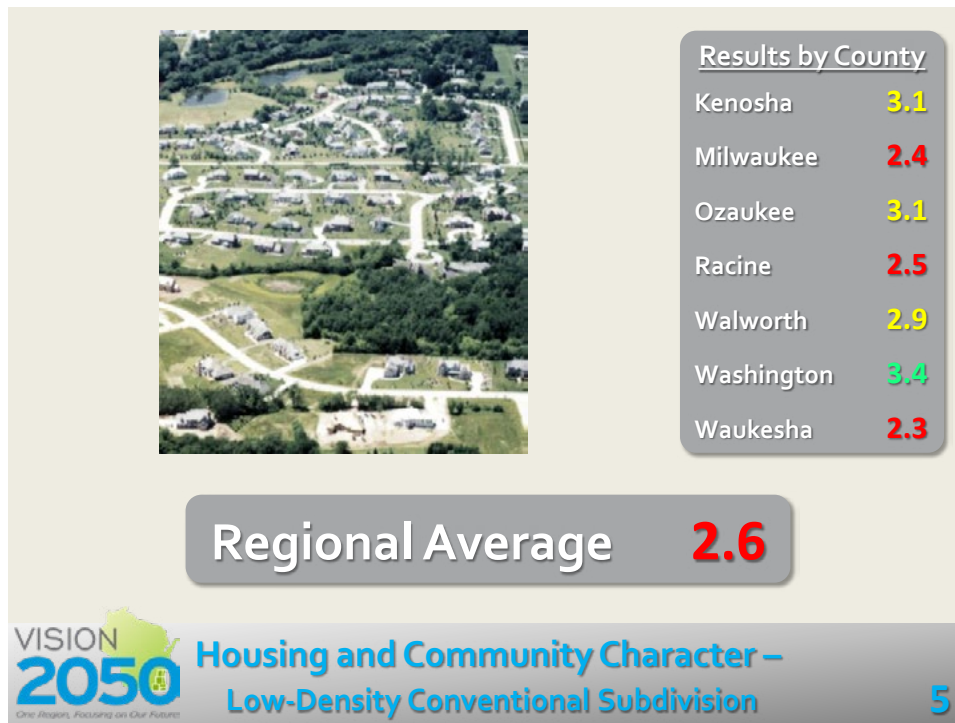
**Regional Average 3.5**

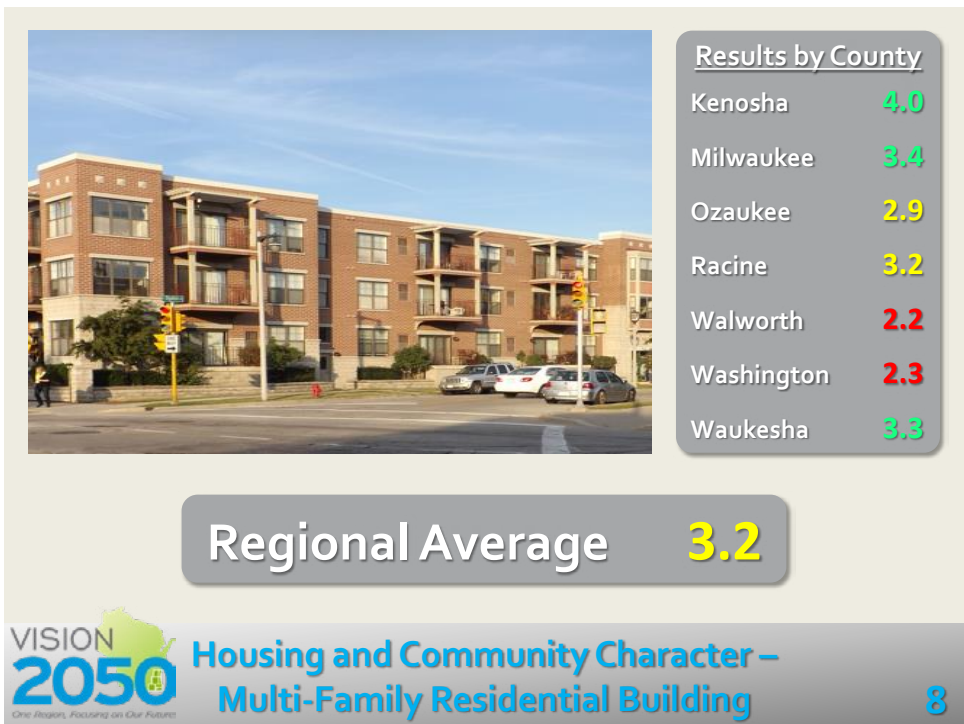


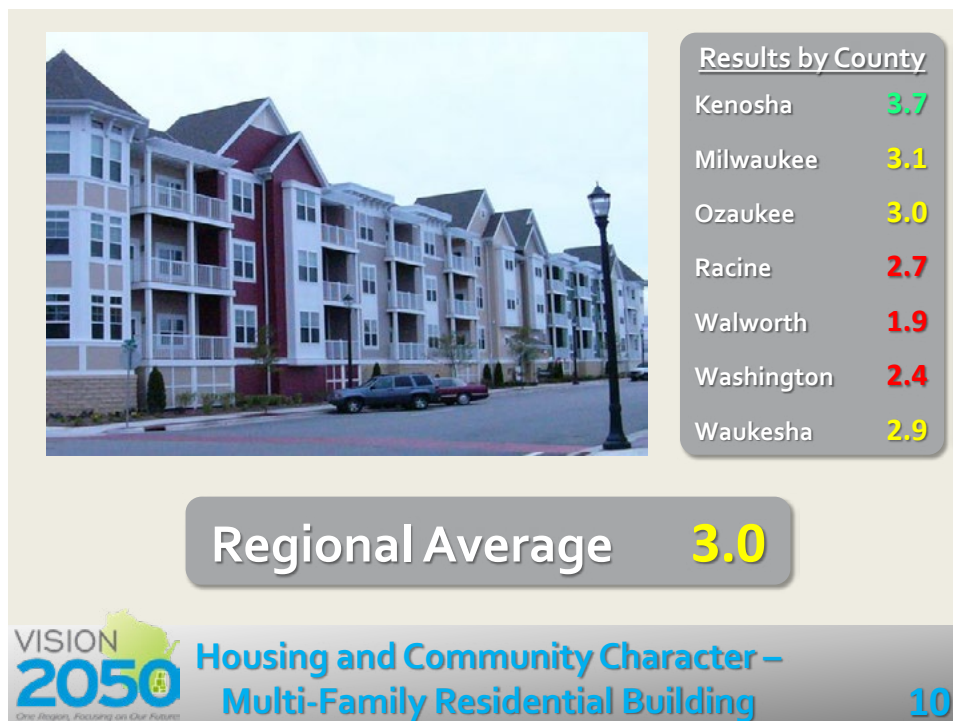
**Housing and Community Character – Single-Family Home**

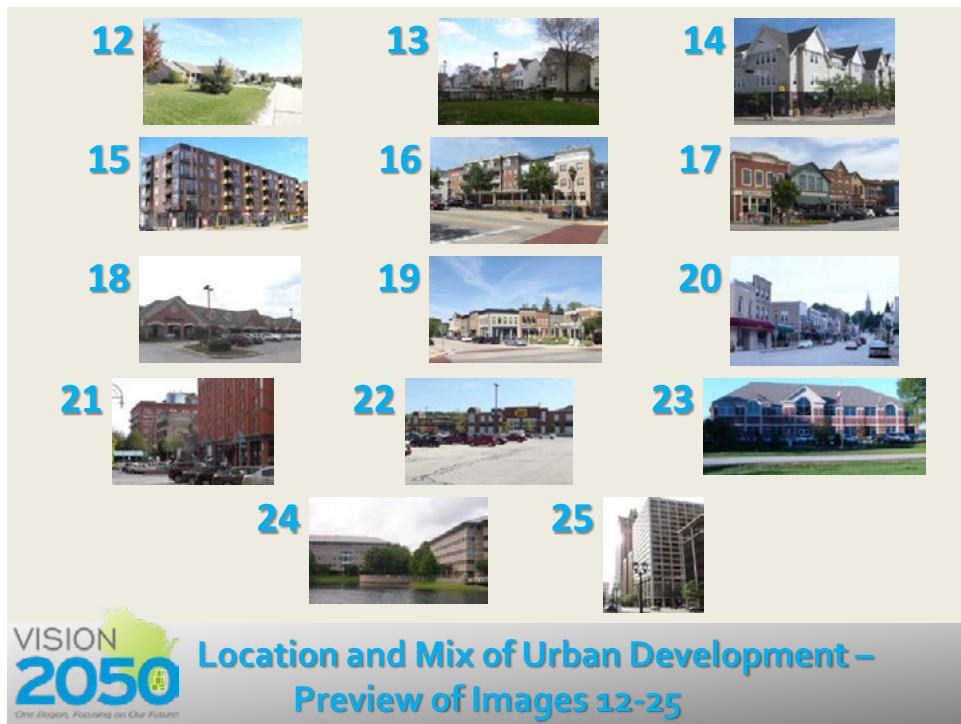
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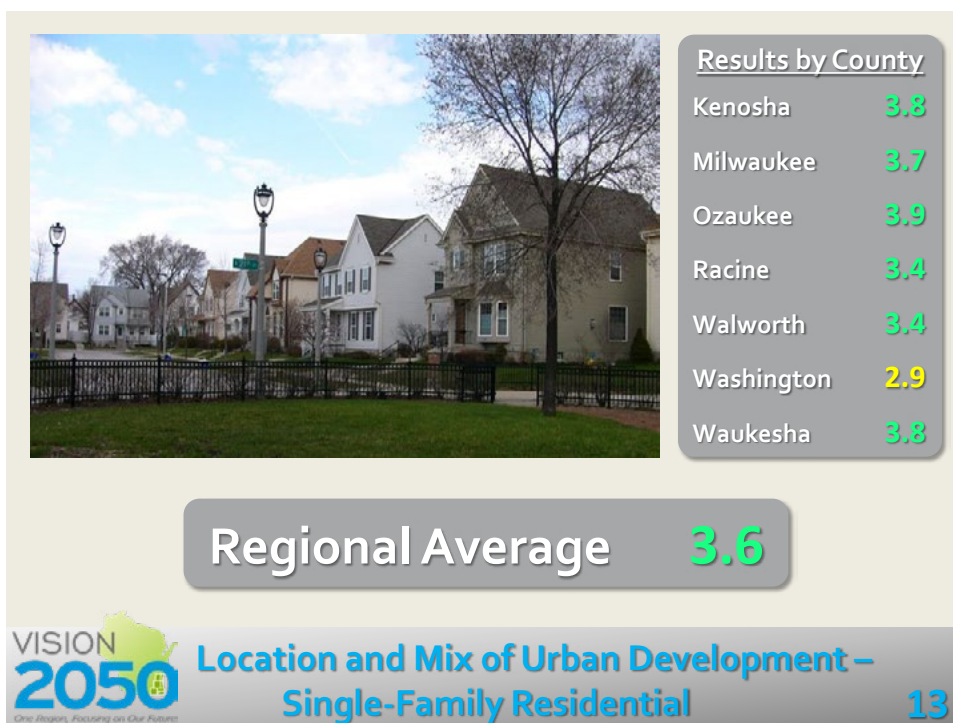
















Results by County

Kenosha	3.7
Milwaukee	3.3
Ozaukee	3.3
Racine	3.5
Walworth	2.6
Washington	2.8
Waukesha	3.3

**Regional Average 3.3**



**Location and Mix of Urban Development – Mixed Use Building**

16



Results by County

Kenosha	4.3
Milwaukee	3.9
Ozaukee	4.4
Racine	3.6
Walworth	3.8
Washington	3.8
Waukesha	4.0

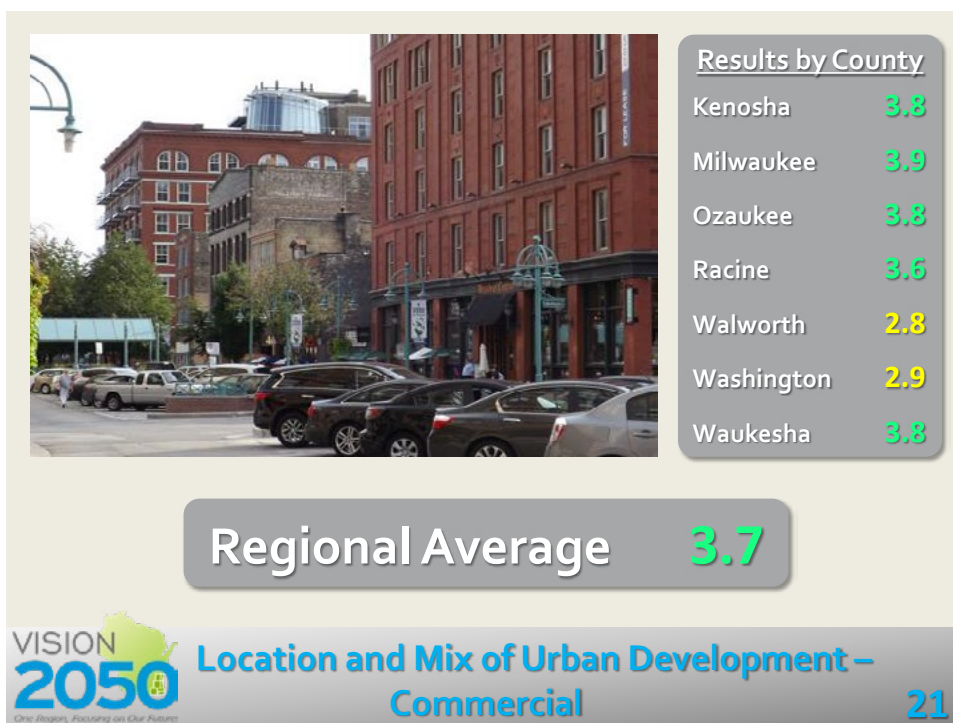
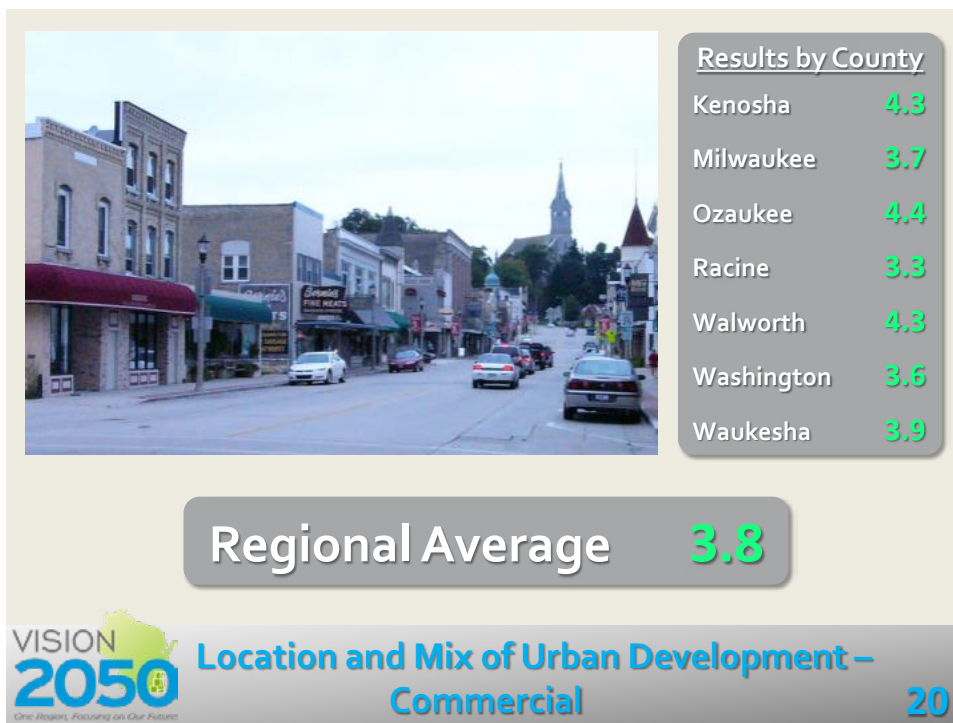
**Regional Average 3.9**



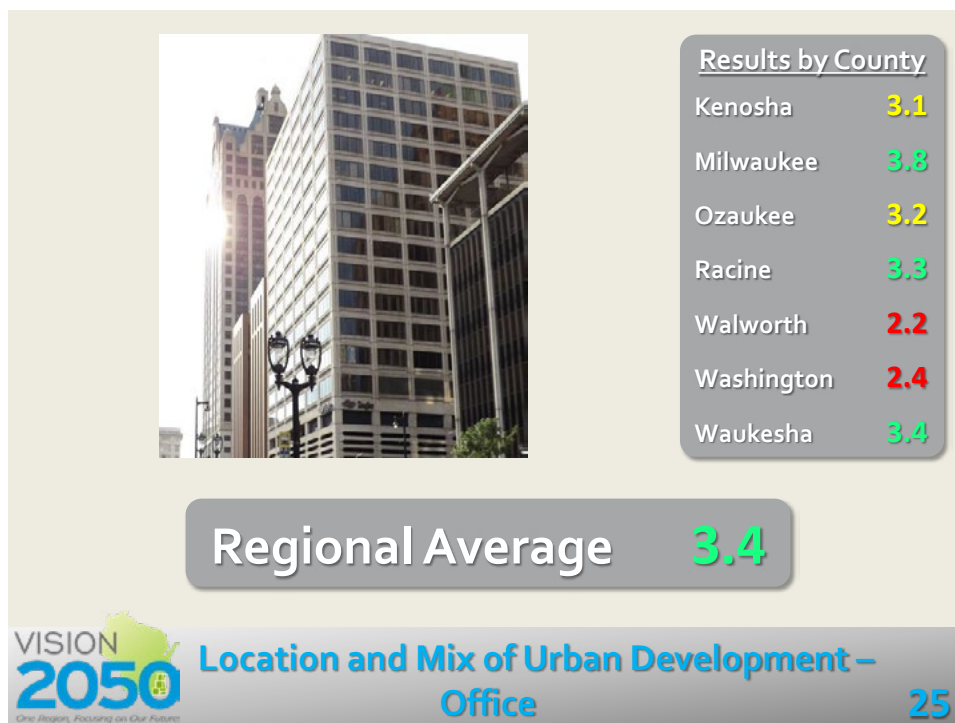
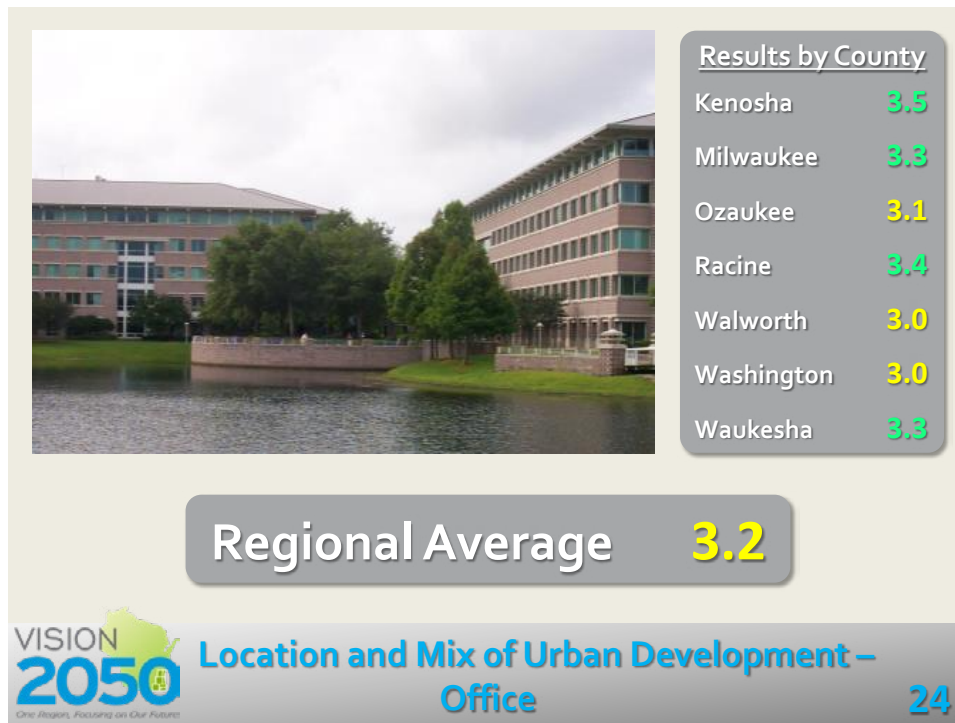
**Location and Mix of Urban Development – Commercial**

17









26



27



**Natural Resources and Recreation –  
Preview of Images 26-27**



Results by County

Kenosha	4.6
Milwaukee	4.4
Ozaukee	4.3
Racine	4.1
Walworth	4.4
Washington	4.3
Waukesha	4.7

**Regional Average 4.4**



**Natural Resources and Recreation –  
Neighborhood Park**

26





Results by County

Kenosha	4.8
Milwaukee	4.6
Ozaukee	4.5
Racine	4.2
Walworth	4.7
Washington	4.7
Waukesha	4.8

**Regional Average 4.6**



**Natural Resources and Recreation –  
Resource-Oriented Recreation**

**27**

**28**



**29**



**Pedestrian Accommodations –  
Preview of Images 28-29**





**Bicycle Facilities –  
Preview of Images 30-33**



Results by County

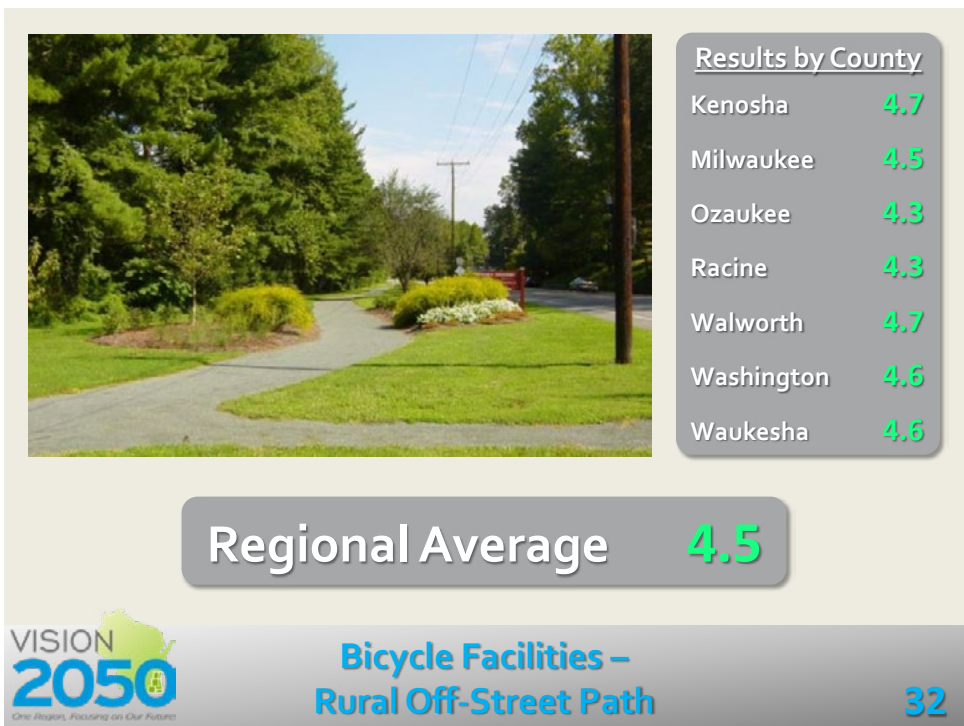
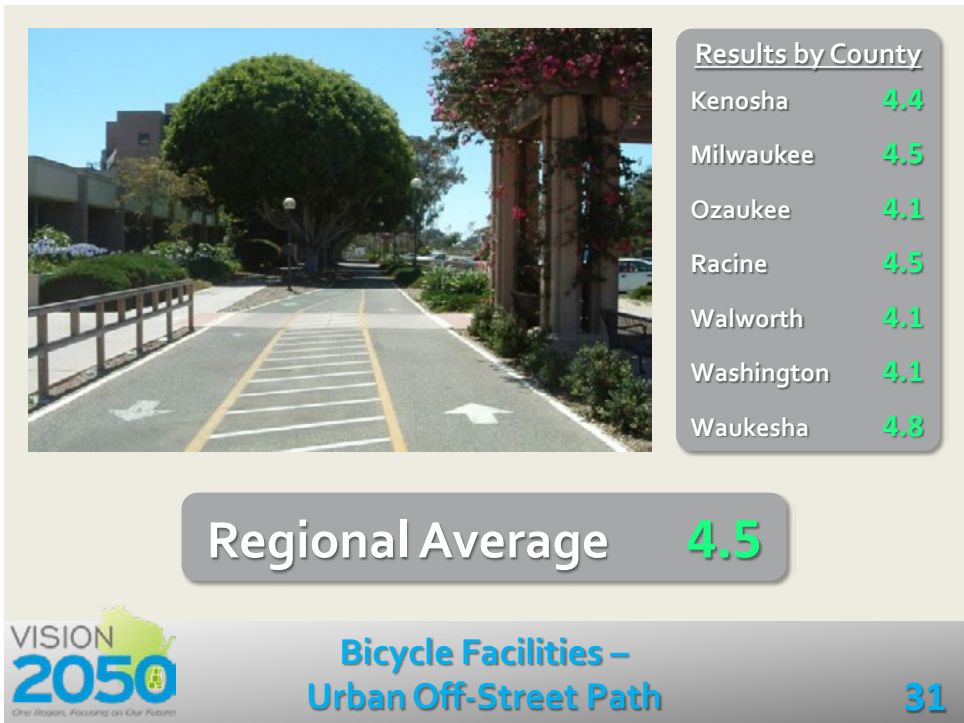
Kenosha	<b>3.6</b>
Milwaukee	<b>3.6</b>
Ozaukee	<b>3.4</b>
Racine	<b>3.8</b>
Walworth	<b>3.4</b>
Washington	<b>3.2</b>
Waukesha	<b>3.7</b>

**Regional Average 3.6**



**Bicycle Facilities –  
Bicycle Lanes on Roadway**

**30**





**Results by County**

Kenosha	4.3
Milwaukee	4.4
Ozaukee	4.4
Racine	4.4
Walworth	3.6
Washington	3.2
Waukesha	4.5

**Regional Average 4.3**



**Bicycle Facilities –  
Bicycle Share Station**

**33**

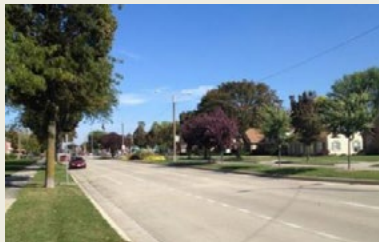
**34**



**35**



**36**



**Arterial Street Design –  
Preview of Images 34-36**





Results by County

Kenosha	4.3
Milwaukee	3.9
Ozaukee	3.5
Racine	3.7
Walworth	3.8
Washington	3.4
Waukesha	3.7

**Regional Average 3.8**



**Arterial Street Design –  
Urban**

**36**

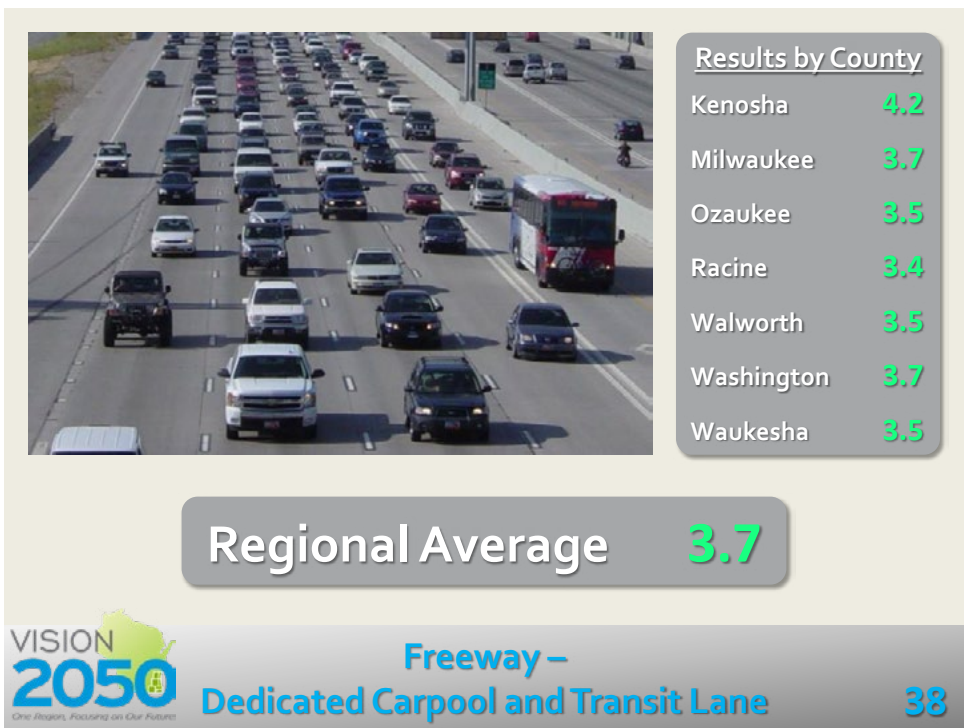
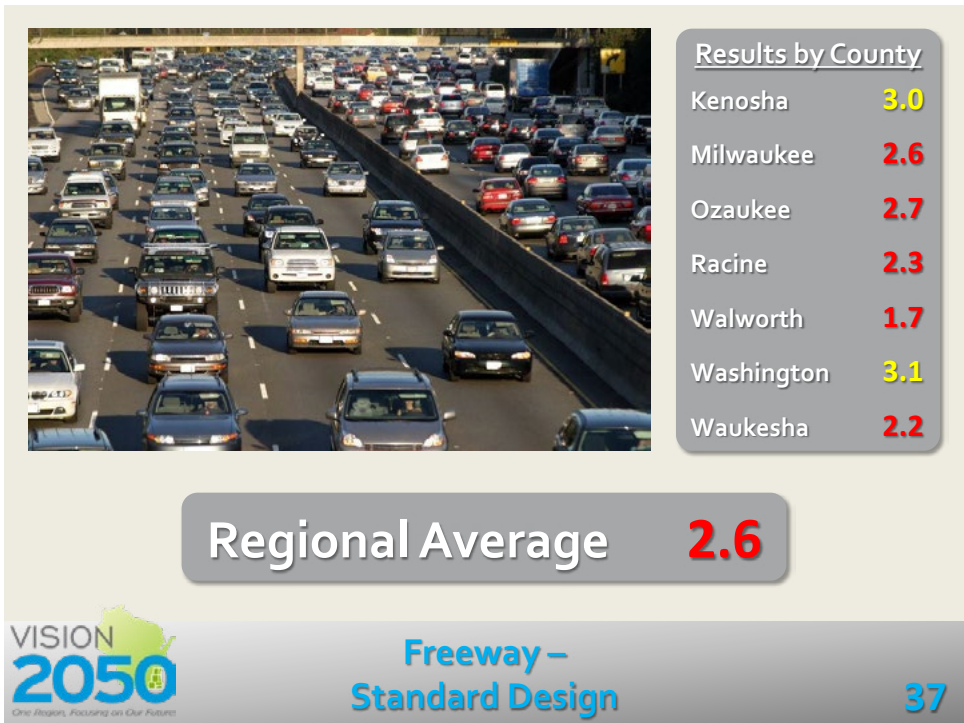
**37**



**38**



**Freeway –  
Preview of Images 37-38**





**39** **40** **41**

**42** **43**

**44** **45**

**VISION 2050**  
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**Transit Services –  
Preview of Images 39-45**

**Results by County**

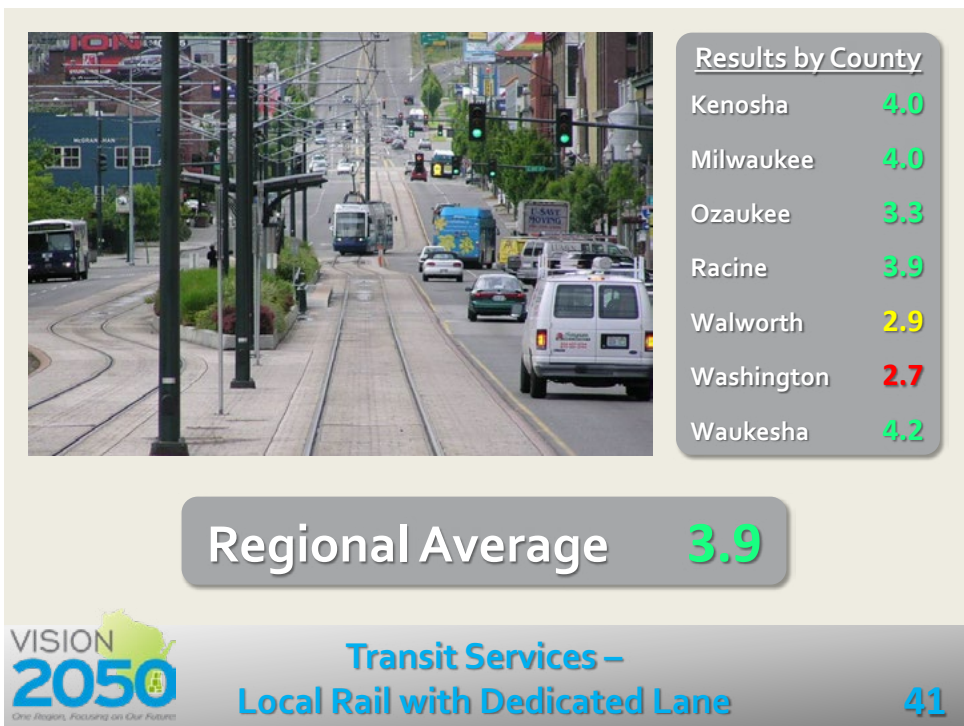
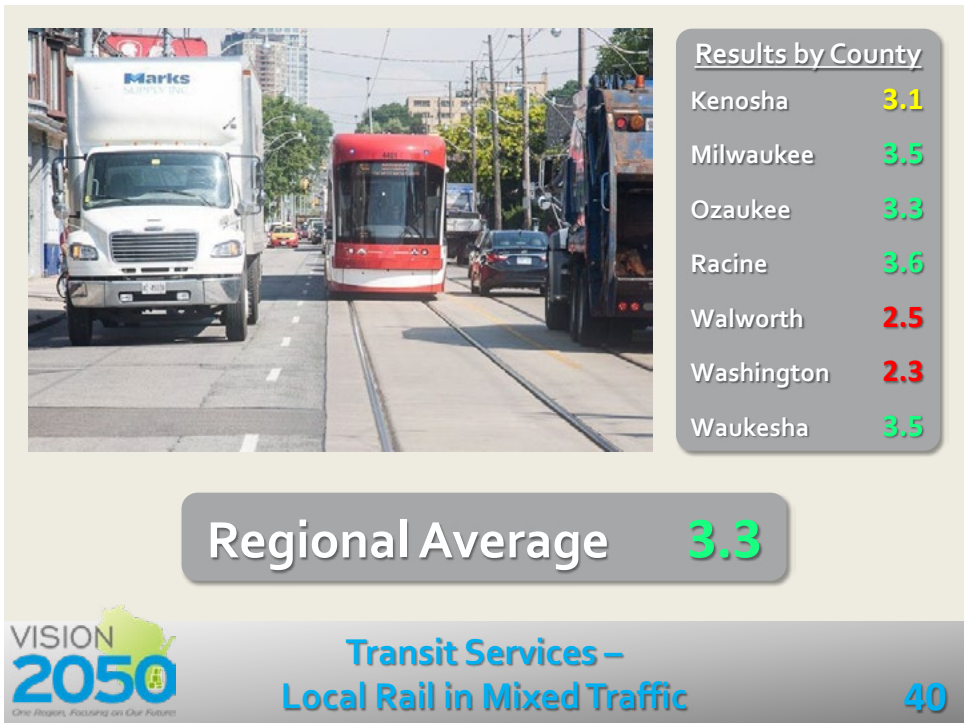
Kenosha	<b>4.0</b>
Milwaukee	<b>3.8</b>
Ozaukee	<b>3.6</b>
Racine	<b>4.1</b>
Walworth	<b>3.8</b>
Washington	<b>3.5</b>
Waukesha	<b>3.7</b>

**Regional Average 3.8**

**VISION 2050**  
One Region, Focusing on Our Future

**Transit Services –  
Local Bus in Mixed Traffic**

**39**





Results by County

Kenosha	4.4
Milwaukee	4.5
Ozaukee	3.7
Racine	4.2
Walworth	3.5
Washington	3.4
Waukesha	4.4

**Regional Average 4.3**



**Transit Services –  
Local Rail in Median**

**42**



Results by County

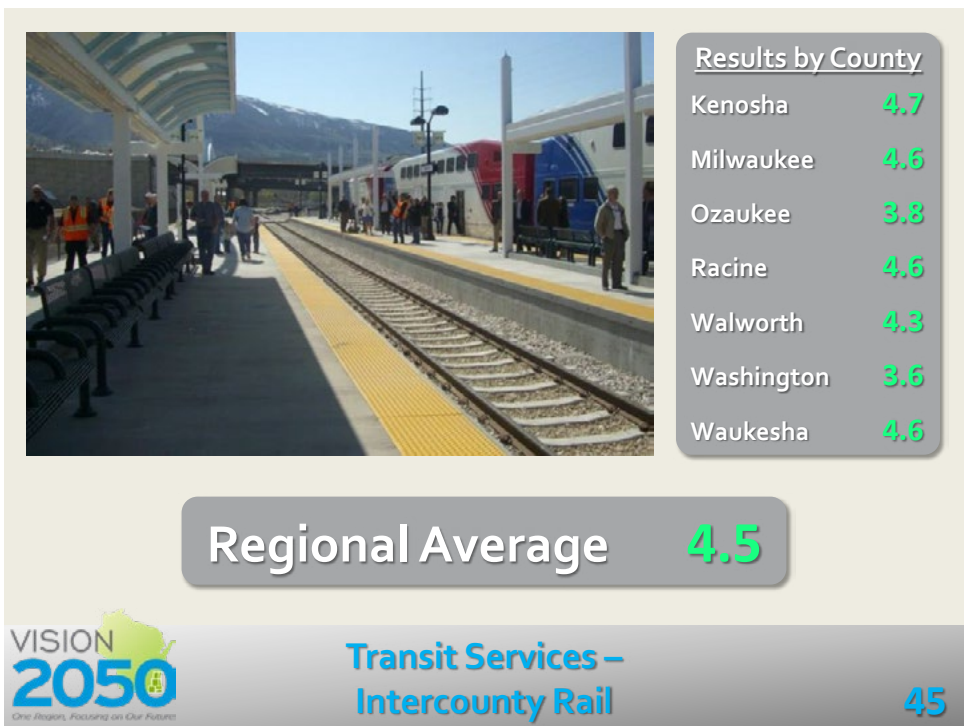
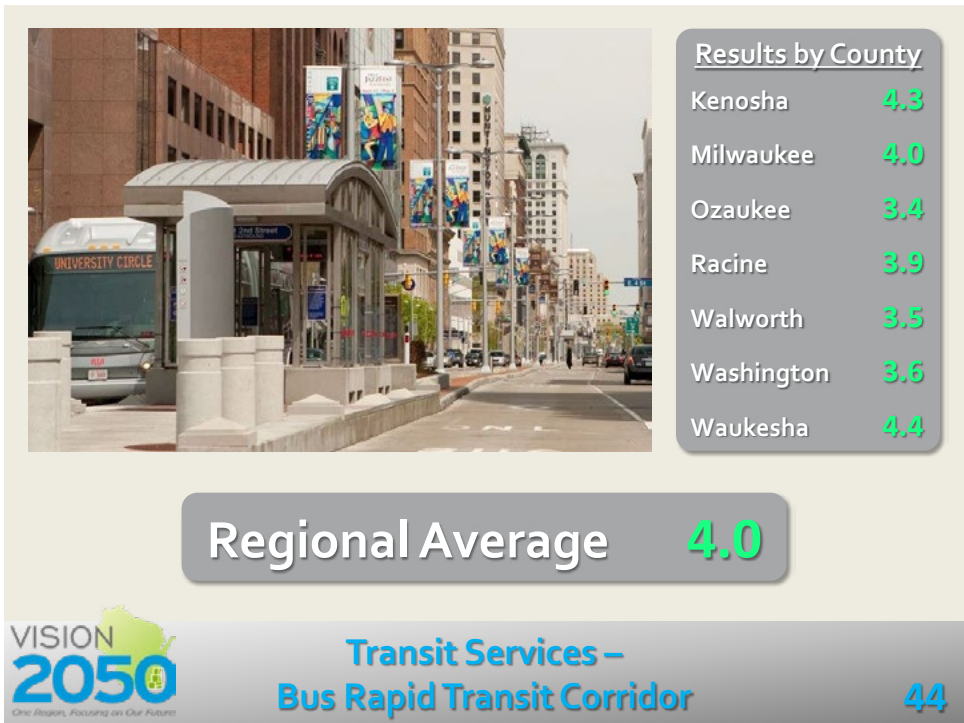
Kenosha	4.0
Milwaukee	4.3
Ozaukee	3.5
Racine	3.9
Walworth	2.9
Washington	3.5
Waukesha	4.4

**Regional Average 4.1**



**Transit Services –  
Fixed Guideway Corridor**

**43**



## **SWOT ANALYSIS**

Nearly 500 residents identified over 3,100 individual Strengths, Weaknesses, Opportunities, and Threats related to land use and transportation in the Region during the SWOT Analysis activity at the first set of VISION 2050 visioning workshops. Each Strength, Weakness, Opportunity, and Threat developed by a participant was shared with the other participants at their small group table, and then each table worked together to prioritize the most important concepts under each category. In the regionwide figure on the following page, the green box contains SWOTs that were prioritized by more than 10 small groups. The blue box contains the remaining top 20 SWOTs according to the small groups' priorities. The remaining pages show how the SWOT priorities differ by county.

### REGIONAL SWOT PRIORITIES



**KENOSHA COUNTY SWOT PRIORITIES**



**MILWAUKEE COUNTY SWOT PRIORITIES**





### OZAUKEE COUNTY SWOT PRIORITIES



**RACINE COUNTY SWOT PRIORITIES**



**WALWORTH COUNTY SWOT PRIORITIES**



**WASHINGTON COUNTY SWOT PRIORITIES**



**WAUKESHA COUNTY SWOT PRIORITIES**





## LAND USE AND TRANSPORTATION GOALS

In total, 1,236 individual land use and transportation goals for 2050 were recorded by 351 residents during the first set of VISION 2050 visioning workshops. These goals were recorded by participants as they reflected on their own values and priorities for developing the Region. All the goals that were received were synthesized and categorized under common goal themes to identify the most common and important goals. The goal themes with five or more individual goals are presented below under different land use and transportation topics. The number of individual goals under a particular theme is in parentheses immediately after that theme. A graphic was also created to visualize the goals and show that many of the goals are “intertwined” with one another. This graphic was on display at the second set of VISION 2050 workshops and was also posted to the VISION 2050 website. It is also provided below following the lists of goal themes. The abbreviations after each goal theme indicate the topics to which that goal theme is connected in the graphic (e.g., PT=Public Transit).

### Public Transit

- Improve public transit in general (74)(PT)
- Increase access to jobs (42)(PT)(SH)(BP)
- Improve inter-county and inter-regional transit connections. (40)(PT)
- Make public transit more user-friendly (21)(PT)
- Develop a light rail system (20)(PT)
- Develop a commuter rail system (19)(PT)
- Create dedicated funding for public transit (19)(PT)
- Improve and expand passenger rail service (17)(PT)
- Improve local transit (16)(PT)
- Connect to other regions using high-speed rail (15)(PT)
- Reduce dependency on automobiles (13)(PT)(SH)(BP)
- Create a Regional Transit Authority (11) (PT)
- Create a rapid transit system (5)(PT)
- Create/expand streetcar service (5)(PT)

### Streets and Highways

- Develop a well-connected, multimodal transportation system (39)(PT)(SH)(BP)
- Improve the maintenance of the existing transportation system (21)(SH)(BP)(PT)
- Improve/expand the regional highway system (16) (SH)
- Reduce or stop freeway expansion (10)(SH)

- Create more low cost parking (6)(SH)
- Expand transportation options for people with disabilities (5)(SH)(PT)(BP)

### **Bicycle and Pedestrian Facilities**

- Expand bicycle/pedestrian facilities in general (24)(BP)
- Expand off-street bicycle facilities (24)(BP)
- Expand on-street bicycle facilities (10)(BP)
- Expand pedestrian facilities (9)(BP)

### **Intergovernmental Cooperation**

- Work together toward common goals (28)(IC)(PT)(SH)(BP)(ENV)(RA)(UD)
- Make sound investments in infrastructure improvements (14)(UD)(SH)(BP)(PT)(IC)

### **Rural Areas**

- Preserve farmland and open spaces (63)(RA)
- Preserve character of rural areas (6)(RA)

### **Environment**

- Expand and preserve parks and recreation areas (48)(ENV)(UD)(BP)(RA)
- Protect our water resources (40)(ENV)
- Conserve and enhance our natural resources (36)(ENV)
- Use more alternative energy sources and green technologies (14)(ENV)
- Reduce environmental impact of transportation and land development (12)(ENV)(ALL)
- Improve recycling (8)(ENV)
- Reduce air pollution (7)(ENV)(PT)(SH)(BP)
- Adapt to climate change (6)(ENV)(ALL)

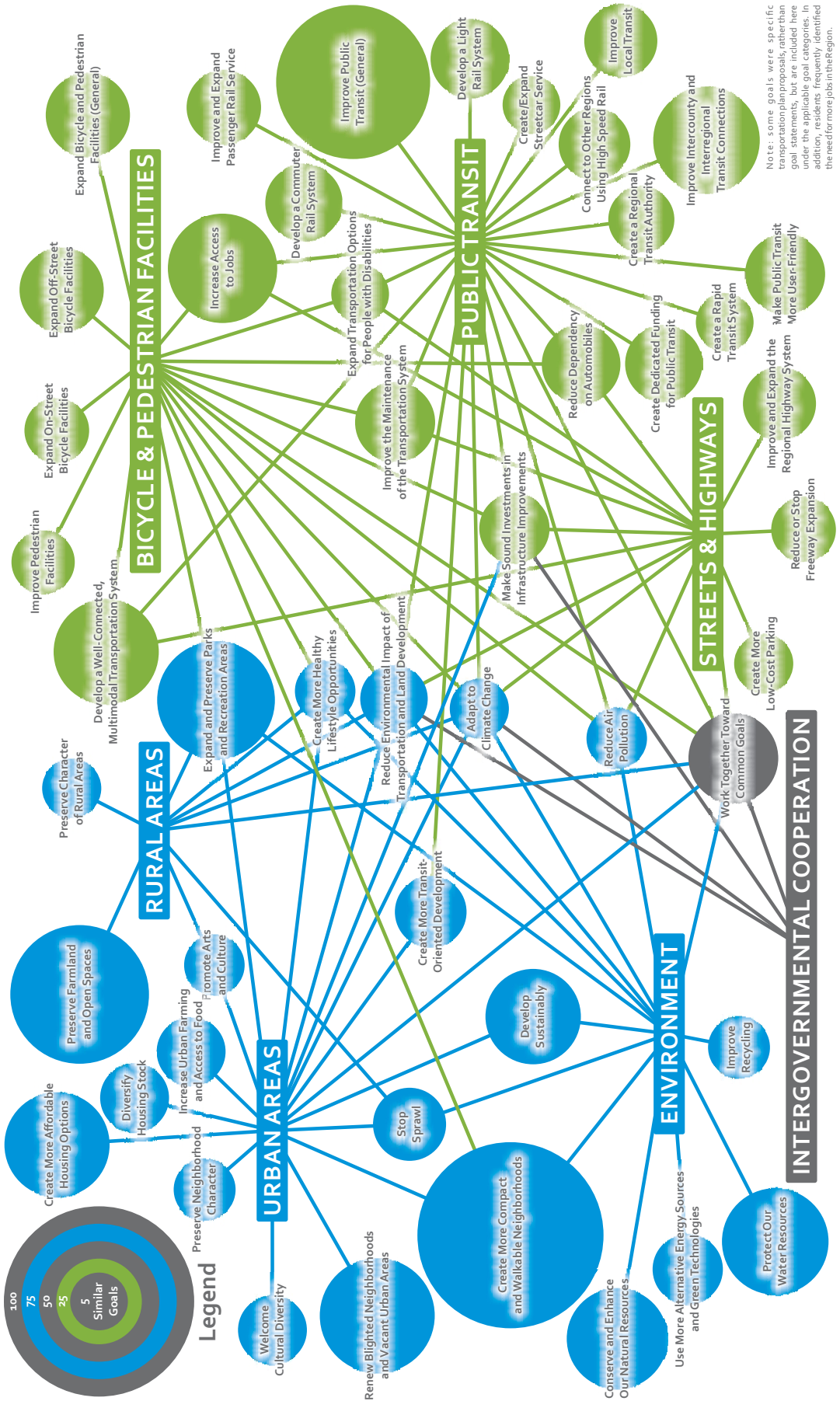
### **Urban Development**

- Create more compact and walkable neighborhoods (97)(UD)(BP)(ENV)
- Renew blighted neighborhoods and vacant urban areas (46)(UD)
- Create more affordable housing options (39)(UD)
- Develop sustainably (32)(UD)(ENV)
- Stop urban sprawl (16)(UD)(ENV)(RA)
- Create more transit-oriented development (15)(UD)(PT)
- Welcome cultural diversity (13)(UD)
- Increase urban farming and access to food (13)(UD)(RA)
- Diversify housing stock (13)(UD)
- Preserve neighborhood character (8)(UD)
- Create more healthy lifestyle opportunities (7)(UD)(ENV)(BP)(RA)
- Promote arts and culture (7)(UD)(RA)



# LAND USE AND TRANSPORTATION GOALS

More than 1,200 land use and transportation goals for the future of the Region were developed by over 350 residents at the Visioning Workshops. Goals were categorized and summarized by Commission staff, and any category with five or more similar goals is shown here.





## SUMMARY OF PARTNER WORKSHOPS

VISION 2050 included extensive public outreach to ultimately shape a final year 2050 land use and transportation plan. This outreach included partnering with eight community organizations serving and representing minority populations, low-income populations, and people with disabilities. The eight organizations are: Common Ground, Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, the Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association of Wisconsin, and the Urban League of Racine and Kenosha.

The second set of VISION 2050 partner workshops was conducted concurrently with SEWRPC's VISION 2050 workshops for the general public, held in each of the seven counties in the Southeastern Wisconsin Region. Partner and public workshops during the period included the same presentation, materials, and activities. The schedule for Visioning Workshops was as follows:

- Workshop #1 October – November 2013
- Workshop #2 December 2013 – January 2014
- Workshop #3 September – October 2014
- Workshop #4 October – December 2015
- Workshop #5 April – May 2016

## PARTNER WORKSHOP ATTENDANCE

Attendance for the second set of partner Visioning Workshops (identified as Workshop #2 throughout this report) in winter 2013-2014 totaled 209 participants, as indicated in the following table:

**Table D.2**  
**Partner Visioning Workshops 1 and 2**

Organization	Workshop Attendance			Workshop Date	
	#1	#2	Total	#1	#2
Common Ground	47	33	80	11/20/13	1/23/14
Ethnically Diverse Business Coalition	22	15	37	11/18/13	1/8/14
Hmong American Friendship Association	23	55	78	11/14/13	1/16/14
IndependenceFirst	21	23	44	11/7/13	12/12/13
Milwaukee Urban League	33	23	56	11/13/13	2/10/14*
Southside Organizing Committee	25	30	55	11/21/13	1/14/14
Urban Economic Development Association of Wisconsin	22	17	39	11/14/13	1/9/13
Urban League of Racine and Kenosha	27	13	40	11/12/13	12/16/13
<b>Total Attendance</b>	<b>220</b>	<b>209</b>	<b>429</b>		

\* This workshop was held later due to inclement weather

## WORKSHOP #2 ACTIVITIES

**Guiding Statements are compiled from key values and priorities for the Region, guide how the Region wants to move forward, and provide a framework for developing scenarios and alternative and final recommended plans.**

The presentation, materials, and activities for the second set of VISION 2050 partner workshops were consistent with the winter 2013-2014 SEWRPC public workshops and included:

- **Review preliminary visioning results**—Participants reviewed the results from fall 2013 VISION 2050 surveys and Workshop #1 feedback.
- **Rate and revise the draft Guiding Statements**—Participants rated draft VISION 2050 Guiding Statements using keypad polling devices and provided individual feedback on the statements.
- **Provide input into the design of year 2050 scenarios for land use and transportation**—Participants provided initial input into the development of a series of conceptual land use and transportation scenarios, which will be the focus of the third set of workshops.

Combined results from the second set of partner and public workshops can be found at <http://vision2050sewis.com/Vision2050/The-Process/Initial-Visioning>.

## WORKSHOP #2 PARTNER RESULTS

Throughout the VISION 2050 process, input from participants at all partner workshops is being incorporated with the input provided by the participants at public workshops, as well as the input provided by the public through the VISION 2050 website, SEWRPC surveys, U.S. mail, and email. At the partner workshops, SEWRPC made additional efforts to obtain feedback from workshop participants specifically in answer to the question: “*What are your transportation needs?*” Partner Workshop #2 participant responses to this question were generally along the following themes.\*\*

### Public Transit

- Expand and integrate public and private transportation modes.
- Better connect public transit to employment, housing, education, and recreation. In particular, provide improved public transit services from urban centers to jobs in outlying areas.
- Better link urban and suburban areas with regional transit services.
- Make transit affordable, safe, convenient, and accessible.
- Increase transit options and services for seniors and people with disabilities.
- Balance public transit improvements and highway expansion.
- Diversify funding sources.
- Increase opportunities for ride and car sharing, and other flexible transit needs.
- Expand bus routes and hours of service.
- Increase express bus routes that have fewer bus stops and shorter travel times.
- Increase shuttle buses.
- Extend and expand rail service.
- Connect rail service within the Region to rail service outside the Region.

- Add streetcar service.
- Add commuter/light rail service.
- Add high-speed rail service.

### **Streets and Highways**

- Add dedicated bus/HOV/carpool lanes on freeways.
- Improve road maintenance.
- Improve roadway lighting.
- Expand technology to communicate traffic and construction information.

### **Bicycle and Pedestrian**

- Emphasize pedestrian and bicycle modes of transportation in developing the Region.
- Add bicycle facilities separated from roadways.
- Make bike lanes on roadways safer.
- Increase opportunities for bike sharing.
- Add dedicated streets for biking and/or walking.
- Better connect bike paths and improve access to them.
- Improve methods for bicyclists to use trains.

Participants were also asked to identify land use preferences and needs. Their responses are grouped in the following themes.\*\*

### **General**

- Increase cooperation on public policy issues throughout the Region.
- Create jobs near affordable housing, and provide affordable housing near jobs.
- Focus development on previously developed areas.
- Discourage urban sprawl and “leapfrog” development.
- Preserve green space.
- Preserve historical and cultural infrastructure.
- Encourage sustainable and green building practices.

### **Urban Areas**

- Focus on housing development near commercial areas and jobs that is affordable, mixed-income, higher-density, multifamily, walkable, transportation-accessible, and well-integrated.
- Create more mixed-income housing options near services for seniors.
- Construct smaller, single-family homes on vacant lots.
- Expand incentives to redevelop previously developed areas.
- Increase financial assistance for affordable housing.
- Allow for co-housing and cooperative housing developments.

**Small Towns**

- Preserve and restore small-town features.
- Balance growth.
- Improve and expand transportation options in small town areas.

**Suburban Areas**

- Balance growth.
- Improve and expand transportation options in suburban areas.
- Reduce environmental impacts of development.

**Farmland and Rural Areas**

- Preserve family farms and farmland.
- Encourage sustainable farming practices.
- Provide for sustainable urban farming.

**Natural Areas**

- Preserve land and water natural resources and wildlife.
- Preserve and improve urban and suburban parks.

*\*\*The themes outlined above have been consolidated, condensed, and rewritten to make this document more accessible to readers. The order of themes is not based on priority.*

**WORKSHOP #2 PARTNER REPORTS**

Leaders and participants from the partner organizations consistently reported positive experiences regarding the VISION 2050 Workshop #2 content, process, planning, communication, and responsiveness of Commission staff. Some suggestions for improving subsequent workshops included the following:

- Allow time for introductions among the participants.
- Reduce the amount of time reviewing prior workshop results.
- Try to start the workshops on time.
- Use more graphics and photos to convey information.
- Adjust small-group discussion time. (Several participants suggested allowing more time for small-group discussions, although some thought the small-group discussions took too much time.)
- Consider limiting the number of questions to be discussed in the small-group discussions. The questions could be prioritized and discussion time limits imposed.
- For future Hmong American Friendship Association workshops, consider providing a Lao translator in addition to a Hmong translator.

SEWRPC staff and the partner organizations worked together to incorporate these suggestions for subsequent workshops.

Excerpts from the Workshop #2 reports submitted by VISION 2050 community partners follow:

### **Common Ground**

*“Overall, the interaction between people from different areas of the Region was good. It was good to meet new people though we should have done more introductions, been more relational.”*

*“Interactions between people from across the Region brought an added perspective.”*

*“There was a lot of piggybacking and additional thoughts that came out as people reacted to each other’s ideas.”*

*“Participants seemed to be able to develop their own thoughts better after hearing others’ comments.”*



### **Ethnically Diverse Business Coalition**

*“The participants were engaging, attentive and welcomed the opportunity to assist in the planning for the Region. The attendees represent businesses owned by ethnically diverse individuals, so their participation provided SEWRPC with opinions of an individual that wears different hats (resident, employer, vendor, parent, community leader, taxpayer).”*



### **Hmong American Friendship Association**

*“It would help to have a picture detailing the characteristic of what is a “small town character.” Many of the attendees have never lived in a small town setting before; therefore it is hard for them to understand this concept.”*

*“As always the SEWRPC staff [members] were very knowledgeable on the subject.”*



### **IndependenceFirst**

*“The participants enjoyed the ability to provide input through the real-time keypad polling device and view the results. The boards were informative and most participants stayed to discuss topics further with SEWRPC staff. We were able to accommodate those participants who requested accommodations.”*

*“SEWRPC has continued to be helpful during the entire process. SEWRPC staff led the workshop which freed our staff to help individuals if they needed assistance.”*





### **Milwaukee Urban League**

*“Most of the 23 people in attendance were at the first workshop. This shows that we have a core group who are engaged in the planning process.”*

*“MUL attendee responses to questions/concerns have been consistent with those of other people in the Region. This was somewhat of a surprise to me because I would have thought that residents outside of the central city of Milwaukee would view problems/concerns differently.”*

*“Again, I would like to thank all of the people at SEWRPC for giving MUL the opportunity to participate in this important project.”*



### **Southside Organizing Committee**

*“... Near South Side residents, even limited English speakers, will welcome the opportunity to participate in meaningful discussions about their community. Land use and transportation issues are important to this community, and the community wants to be involved in the decision making process.”*

*“In the small group discussion portion of the event, the SOC facilitated discussions at one English table and one Spanish language table highlighted the inadequacy of current public transit—1) that it doesn’t connect Near South Side residents to the places where residents want to go (for work, mostly), and 2) that what does exist is too expensive; the additional barriers to housing and jobs faced by members of the community with criminal records; and the need to reduce the transit risks (driving without recognized state license or insurance) that immigrants are willing to make because of the failures of the current transportation system and infrastructure.”*

### **Urban Economic Development Association of Wisconsin**

*“The facilitators asked seven specific questions that allowed participants to give their individual input and additional ideas related to the Guiding Statements. Trends that came up included:*

- *The need for a high speed rail system across Region*
- *Expanded scheduling and hours of the transit system (MCTS)*
- *One participant was extremely interested in expanding bike routes, providing a map that displayed where bike trails could be connected*
- *That planned development should be leveraged in areas of higher density (to reduce sprawl and preserve rural/environmental spaces)*
- *Connections between jobs and transportation should also be enhance[d] in higher density areas (i.e., encourage companies to locate in areas that are already connected to a variety of transportation options)”*

*“Attendees represented a variety of sectors that are active in UEDA’s community and economic development network, including community-based housing organizations, local government, developers, faith-based and other nonprofit organizations and individuals active with the Coalition for Advancing Transit. While attendance was not as high as the first session, participants were engaged and eager to share ideas.”*



**Urban League of Racine and Kenosha**

*“Throughout the session, several persons asked meaningful questions that the SEWRPC staff were able to answer. Some questions were about affordable housing; others about bus routes.”*

*As this was [the] second meeting, ... SEWRPC staff provided technical assistance and materials that included easels with maps, a 2-part power point overhead presentation and copies of the VISION 2050 Brochure #2. Comments and remarks made by participants after the workshop were that [SEWRPC] did an excellent job of presenting the proposed Guiding Statements and encouraging additional input regarding the land use and transportation plan for the future.”*



**Copies of the partner Workshop #2 reports follow:**



SEWRPC Vision 2050 Workshop  
1/23/14  
Hosted by UUCW-Common Ground  
Session Summary and Observations

The attendance at the January 23, 2014 SEWRPC Vision 2050 Workshop #2 held at UUCW was 29 people. 17 had attended the November Workshop #1, 7 new attendees had pre registered and we had 5 new attendees that did not pre register. 16 of the 29 were from UUCW, 6 from the CG S/R Caucus, 6 from CG organizations not part of the S/R Caucus and 1 other. Ten people were registered who did not show up.

Overall, the interaction between people from different areas of the region was good. It was good to meet new people though we should have done more introductions, been more relational. That would have required more time, though that could have been found in agenda. A lot of time was spent in review and could have been shortened. 15 statements seemed like a lot too and we wondered if there could have been fewer.

Six discussion groups were held as part of the program. Here are the leader's observations:

- Interactions between people from across the region brought an added perspective.
- The discussion exercise did not add much value. It would have been better to just have attendees fill out the responses individually.
- I felt there were too many discussion items to cover in any depth. We really didn't have sufficient time to discuss any beyond #3. Perhaps the planners could prioritize the items and expect the discussion groups to spend 10 minutes per question.
- I felt my group went well. There was a lot of "piggybacking" and additional thoughts that came out as people reacted to each other's ideas.
- Participants seemed to be able to develop their own thoughts better after hearing other's comments.
- Ours did not bring much more to the discussion. We spent much of the time discussing how to make the process better by clarifying what we were ranking, the meaning or wording of the statements. Also we discussed that ranking all 15 statements against each other could have produced a valuable prioritization of importance.

# Ethnically Diverse Business Coalition

## Vision 2050 Planning Session January 8, 2014

The event was attended by approximately 15 small business owners, chamber of commerce and business association executives. The attendees participated in activities to gauge consensus about statements generated to describe opinions expressed during the first planning sessions.

The SEWRPC team presented various statements and the group voted whether that statement captured opinions expressed during our first planning session. The participants did provide feedback if an opinion expressed at the first sessions was missed or a statement did not capture opinions provided. The participants were engaging, attentive and welcomed the opportunity to assist in the planning for the region. The attendees represent businesses owned by ethnically diverse individuals, so their participation provided SEWRPC with opinions of an individual that wears different hats (resident, employer, vendor, parent, community leader, taxpayer).

Our group looks forward to working with the SEWRPC staff during our the next session which will be in April 2014.

**Hmong American Friendship Association, Inc.,  
SEWRPC  
Summary Workshop #2  
January 16, 2014**

55 individuals attended this workshop. It was a very tough workshop compared to the first one.

Even though the **DRAFT Vision 2050 Guiding Statements** were translated into Hmong, it was still hard for the attendees to understand the 15 Guiding Statements. The group leaders talked last week and thought that for each Guiding Statement perhaps there could be an example or/and a picture illustrated the point trying to get across.

For example: **“#2. Maintain Small Town Character”**, it would help to have a picture detailing the characteristic of what is a “small town character”(s). Many of the attendees have never lived in a small town setting before; therefore it is hard for them to understand this concept. Many of them have drove passed small towns outside of Milwaukee, therefore perhaps if we have a picture of a small town, detailing the “small town character”, thus will allow them to understand this concept better.

The meeting went on kind of long, towards the end, people started to leave. In the future, maybe we can do something fun to get people’s attention.

As always the SEWRPC staffs were very knowledgeable on the subject.

We have 5 attendees who are Laotian. It was hard to communicate with them. Doing a workshop in three languages is very difficult and time consuming. Next time, we will be better prepared to assist the Laotian attendees.

Display Boards: It seems like our spaces are a little crowded, next time we will make sure we moved out any furniture that we don’t need to create more spaces for the display boards.

We have more people turn out then anticipated. We will do a better job setting up the room to accommodate the attendees.

Independence*First* held their second Vision 2050 workshop on December 12<sup>th</sup>, 2013 from 1:00 – 2:30 pm. The workshop was a success with twenty three participants. The participants enjoyed the ability to provide input through the real-time keypad polling device and view the results. The boards were informative and most participants stayed to discuss topics further with SEWRPC staff. We were able to accommodate those participants who requested accommodations.

SEWRPC has continued to be helpful during the entire process. SEWRPC staff led the workshop which freed our staff to help individuals if they needed assistance.

Our organization's involvement in the Vision 2050 workshops is significant for people with disabilities, our organization, and to the overall Vision 2050 process. People with disabilities in our community provide vital insight into how transportation and land use can affect the independence, productivity, and integration of people with disabilities. Without the input of people with disabilities, it is impossible to address the barriers faced by this population. Independence*First's* vision is for full inclusion of people with disabilities in our community so it is essential for people with disabilities to be part of the Vision 2050 process to ensure we are making progress in achieving our vision.

We were able to collaborate with SEWRPC to ensure accessibility of the workshop to all people with disabilities. Since we serve people with varying disabilities, it is important that we anticipate the possible barriers. We were able to offer assistance with writing for those with physical and learning disabilities, large print, copies of the PowerPoints, and printouts of the boards for people with visual impairments, and a sign language interpreter for those who are deaf. SEWRPC providing key information prior to the workshop allowed our staff to accommodate all interested participants.

Transportation can be a barrier for people with disabilities. Hosting workshops at our location and offering reimbursement for transportation helped to alleviate the barrier of transportation for many. Our location also allowed consumers to participate in the workshop in an accessible environment they were comfortable in and familiar with. These factors are important in ensuring the participation of people with disabilities.

Overall, Independence*First* was impressed with the December Vision 2050 workshop. It was a great collaboration. We look forward to our continued partnership.



435 West North Avenue  
Milwaukee, WI 53212-3146  
414-374-5850 414-562-8620 fax  
www.tmul.org

Mr. Eric Lynde  
Vision 2050 Project Manager  
SEWRPC P.O. Box 1607  
W239 N1812 Rockwood Drive  
Waukesha, WI 53187-1607

February 12, 2014

Re: 2<sup>nd</sup> Session - Vision 2050 Workshop Report & Invoice

Dear Mr. Lynde:

On February 10, 2014, the Milwaukee Urban League (MUL) held its second Vision 2050 workshop. Twenty-three (23) people participated in the workshop. It should also be noted that due to the exceptionally cold weather this winter, we were behind schedule with our second workshop. Originally the workshop was scheduled to be held in January.

Below are a couple of observations from our second workshop:

- Most of the 23 people in attendance were at the first workshop. This shows that we have a core group who are engaged in the planning process.
- MUL attendee responses to questions/concerns have been consistent with those of other people in the region. This was somewhat of a surprise to me because I would have thought that residents outside of the central city of Milwaukee would view problems/concerns differently.

In terms of future workshops, hopefully the weather will be better which will help our schedule and meeting attendance.

Again, I would like to thank all of the people at SEWRPC for giving MUL the opportunity to participate in this important project.

Please let me know if you have questions or need more information about our second workshop.  
NOTE: You should have the evaluation sheets and flipchart notes.

Please see the following attachments:

- Copy of Attendance Sheets
- February 10, 2014 Invoice

Sincerely,

A handwritten signature in black ink, appearing to read 'Ralph E. Hoffmon'.

Ralph E. Hoffmon  
President & CEO

Cc: Steve Adams

---

An Affiliate of the National Urban League • A United Way Funded Agency  
Empowering Communities • Changing Lives



Established 1990

## Southside Organizing Committee

1300 South Layton Boulevard  
Milwaukee, Wisconsin 53215  
414-672-8090



### SUMMARY REPORT

Near South Side Vision 2050

Session II

January 14, 2014

For the second VISION 2050 session, SOC was able to conduct considerably more advance outreach than we were able to do before the first session. Then, with a winter storm approaching and hyped for the two days before the scheduled session, we feared our efforts might have gone for naught. We were very pleased to have 30 residents join us demonstrating residents strong commitment to engage on public issues and possibly one of the advantages of urban living and its short commutes to community activity! Twenty-six of the participants had not attended the first session, and seven of these new participants were limited English speakers and utilized the translation equipment. All of the 25 residents from the first session received reminder calls prior to the second session. Of those that we were able to reach, about one half mentioned weather concerns and the other half mentioned other commitments. We have no evidence to suggest dissatisfaction with the planning process as all who were contacted remained positive about the first session. What it all means, we believe, is that given the opportunity, Near South Side residents, even limited English speakers, will welcome the opportunity to participate in meaningful discussions about their community. Land use and transportation issues are important to this community, and the community wants to be involved in the decision making process.

The response from participants in the second session for VISION 2050 was again very positive. We do think meetings should be kept to an hour and one half maximum and felt a little rushed at the end to keep within our time frame. We understand there was a lot of material to go through at the beginning, however, in hindsight, it may have been too much. Like the first session, residents enjoyed the interactive preference portion of the event, and the group discussion at the end was very passionate. Reporting back on what happened in the prior sessions on the Near South Side and throughout the region is important, however for future events, we want to ensure we provide enough time for new feedback, even if it is not “new” feedback for SEWRPC. People want to be heard, they want to have their voice acknowledged, and they take more ownership of problems and their solutions when they begin to articulate them.

In the small group discussion portion of the event, the SOC facilitated discussions at one English table and one Spanish language table highlighted the inadequacy of current public transit—1) that it doesn’t connect Near South Side residents to the places where residents want to go (for work, mostly), and 2) that what does exist is too expensive; the additional barriers to housing and jobs faced by members of the community with criminal records; and the need to reduce the transit risks (driving without recognized state license or insurance) that immigrants are willing to make because of the failures of the current transportation system and infrastructure. We are not as certain how discussions went at the other two small group discussions and how responsive folks are being with the individual written feedback that is turned in. We may want to consider options for better capturing resident feedback at future discussions.

We look forward to seeing the latest results from the sessions held throughout the region and working on the Session III, probably in June.

## UEDA Visioning Workshop Results Summary

Southeastern Wisconsin Regional Planning Commission (SEWRPC) Vision 2050

**Workshop Date:** January 9, 2014

**Workshop Location:** Manpower

**Time:** 3:30- 5:30pm

### Summary

The Visioning Results Workshop began with participants reviewing the visual boards which displayed the results from the initial visioning workshop. The visual boards displayed information from the following categories; land use and transportation questionnaire, land use and transportation goals, SWOT analysis, visual preference survey, and preliminary visioning results. After a welcome and introductions by Bill Johnson, Kevin Muhs, Senior Transportation Planner for SEWRPC provided a brief overview of the Vision 2050 process for participants who had attended the initial visioning process. Then Kevin presented the results through a power point presentation. The participants seemed very interested in the results, especially those who participated in the first workshop.

The second part of the session allowed participants to actively participate in rating the 15 guiding statements that were drafted by SEWRPC. These guiding statements express a preliminary vision for land use and transportation based on the key values and priorities expressed through the initial visioning activity. Participants used iclickers to rate each of the guiding statements. At the end of this activity, one participant had questions related to the political implications of getting some of these ideas implemented.

Lastly, the UEDA and SEWRPC facilitators initiated table discussions in small groups. The facilitators asked seven specific questions that allowed participants to give their individual input and additional ideas related to the guiding statements. Trends that came up included:

- The need for a high speed rail system across region.
- Expanded scheduling and hours of the transit system (MCTS).
- One participant was extremely interested in expanding bike routes, providing a map that displayed where bike trails could be connected.
- That planned development should be leveraged in areas of higher density (to reduce sprawl and preserve rural/environmental spaces).
- Connections between jobs and transportation should also be enhance in higher density areas (i.e. encourage companies to locate in areas that are already connected to a variety of transportation options).

Attendees represented a variety of sectors that are active in UEDA's community and economic development network, including community-based housing organizations, local government, developers, faith-based and other nonprofit organizations and individuals active with the *Coalition for Advancing Transit*. While attendance was not as high as the first session, participants were engaged and eager to share ideas.

*Prepared by Gayle Peay & Kristi Luzar*

*Urban Economic Development Association of Wisconsin, Inc. (UEDA)*



SEWRPC VISION 2050 – Urban League of Racine and Kenosha, Inc.

December 16, 2013

## Urban League Outreach Efforts – SEWRPC VISION 2050 PROCESS

The second meeting was hosted by Yolanda Adams, the CEO of the Urban League on Monday, December 16, 2013 from 5:00 p.m. to 7:30 p.m. at the Boys and Girls Club of Kenosha, 1330-52<sup>nd</sup> Street, Kenosha WI 53140.

Facilitate meetings at underrepresented populations: Ms. Adams opened the meeting/workshop with welcoming remarks and a brief explanation on the purpose of this second workshop. Benjamin McKay of SEWRPC facilitated a power-point presentation giving the results of the first series of workshops held throughout Southeastern Wisconsin. He informed attendees that following the December workshops, the Commission staff will be working to refine the Guiding Statements based on the feedback received from meeting participants. He was assisted by Ann Dee Allen, and another staff person. The meeting concluded at approximately 7:00 p.m.

Attend Commission-facilitated meetings/workshops: At 2:00 p.m. on December 6, 2013, Ms. Adams met with Ann Dee Allen and Ben McKay at the Racine office of the Urban League to plan the December 16<sup>th</sup> event in Kenosha. Ms. Adams reported she was able to get the fee for the community room waived for this session; however, we would be responsible for setting up the table and chairs. It was decided we would need 5 stations/tables, a screen and clipboards for the extra chairs.

Due to other commitments, Ms. Adams was not able to attend the December 12 meeting at the Civil War Museum in Kenosha or the December 18 meeting at the Festival Hall in Racine; however, she took responsibility for faxing the December 2013 Workshop list to Kenosha and Racine churches, nonprofit organizations and elected officials.

Promote attendance and participation at targeted meetings: Our responsibility was to ensure at least 20 of our constituents attended our second targeted meeting/workshop. To accomplish this, Ann Dee Allen of SEWRPC created a new flier for the December 16<sup>th</sup> event at the Boys and Girls Club. That flier was emailed and faxed to all of the Urban League's contacts. In addition, Urban League staff made telephone calls and reminder calls to Racine and Kenosha's minority-owned businesses, the Black churches, the Hispanic churches and community organizations. New this month were phone calls informing our contacts they could visit the website ([www.vision2050sewis.org](http://www.vision2050sewis.org)) to view results of the first round of workshops. Further, that they could sign up to receive the Vision 2050 Newsletter.

The 13 attendees at our December 16 workshop included: Tony Garcia, a member of LULAC Council 320 and a former County Board Supervisor; Dayvin Hollmon, a Kenosha County Board Supervisor; Ana Ortiz from UMOS; a community resident; and eight (8) participants from Urban League programs. Tom White, a member of the Urban League board of directors, also attended. There were eight (8) persons who had planned to attend; however, contacted Ms. Adams and cancelled because of the extreme cold and the snow emergency predicted for Racine and Kenosha counties.

The demographics of the 13 participants (not including the CEO and 3 SEWRPC staff): 6 African Americans, 4 Hispanics, 3 European-Americans) (10 males; 3 females).

SEWRPC VISION 2050 – Urban League of Racine and Kenosha, Inc.

December 16, 2013

Ensure meaningful results: Yolanda Adams, agency CEO, assumed the responsibility to assist in engaging the meeting attendees so they would provide ideas and suggestions in a way that could be effectively combined with the results of the general public meetings conducted by SEWRPC staff. Throughout the session, several persons asked meaningful questions that the SEWRPC staff were able to answer. Some questions were about affordable housing; others about bus routes.

As this was second meeting, Ann Dee Allen, Ben McKay and another SEWRPC staff provided technical assistance and materials that included easels with maps, a 2-part power point overhead presentation and copies of the VISION 2050 Brochure #2 . Comments and remarks made by participants after the workshop were that Ben McKay did an excellent job of presenting the proposed Guiding Statements and encouraging additional input regarding the land use and transportation plan for the future.

Provide results of meetings to Commission staff: This document serves as our written report conveying the process and results of the second targeted meeting/workshop.

Budget: The Outreach Grant is \$5,000; \$1,000 per successfully completed targeted meeting. Attached is invoice number #201342 dated 12/27/13 for \$1,000.00 for the December 16, 2013 workshop. The check should be made payable to the Urban League of Racine and Kenosha Inc. and mailed to 718 N Memorial Drive, Racine WI 53404.

**APPENDIX D-10  
COMMENTS FROM METROGO! COMMUNITY CONVERSATIONS ON TRANSPORTATION**

## Regional Transit Initiative

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### Memo

**Date:** February 17, 2014

**To:** Eric Lynde, SEWRPC

**Re:** VISION 2050 Comments from *Community Conversation on Transportation*

**From:** Kerry Thomas, on behalf of the Regional Transit Initiative Steering Committee and Vision Task Force

On February 6<sup>th</sup>, 2014, the Regional Transit Initiative (also known as MetroGO) hosted *Community Conversation on Transportation: A Vision for Metro Milwaukee*, for the purpose of: 1.) Engaging a younger audience that was thus far, missing in the VISION 2050 process, and 2.) Beginning to provide some important context and information that is important to informed decisionmaking about creating a transportation system for a future that is very different from our past.

During the event, comments were collected from the participants, for the purpose of submitting to SEWRPC for inclusion into the VISION 2050 documentation, development of the guiding principles and sketch scenario plans. This comments are included on pages 2-10 of this document.

We wish to thank SEWRPC staff for their assistance in preparing a large regional map and a hand out, providing draft guiding principles, comment forms and display boards, and attending the event.

Below, please find:

1. Themes and priorities summarized from the small group break out sessions and comment cards. Participants were asked to answer the questions:
  - “In 2050, Metro Milwaukee is a great place to live, work and play because...” (alluding to what our goals should be for our transportation and land use plans—what are we trying to achieve?)
  - “In order to have this great community, we created a transportation system to meet everyone’s needs including: “
2. Verbatim transcription of comments collected

A brief summary of the event:

- About 120 people attended the event hosted at Manpower in Milwaukee
- The event included several very brief talks by community leaders, and small group break out sessions, guided by experienced volunteer facilitators.
- The following speakers provided brief insights about how transportation impacts their destiny, and the entire community: *Bob Monnat, Mandel Group, Inc.; Magda Peck, dean, UWM Joseph J. Zilber School of Public Health; Carl Quindel, ACTS Housing; Jerry Roberts, Helen Bader Foundation; and Alex Runner, transit rider. Jeramey Jannene, Urban Milwaukee was the master of ceremonies and Eric Lynde, SEWRPC, summarized the VISION 2050 process.*
- A video of the program was prepared by MATC student team and can be seen at: <http://bit.ly/1e1h0hl>
- 88Nine Radio Milwaukee is running a *Community Story* piece from the event the week of Feb. 17<sup>th</sup>, and is posting an article on their web site.

### Steering Committee

*Earl Buford*  
Wisconsin Regional  
Training Partnership/Big Step

*Dr. Michael Burke*  
Milwaukee Area Technical College

*Lafayette Crump*  
African American Chamber of  
Commerce, Prism Technical

*Mike Fabishak*  
Associated General Contractors-  
Greater Milwaukee

*Paula Penebaker*  
YWCA SE Wisconsin

*Jeramey Jannene*  
Urban Milwaukee

*Dr. Carmel Ruffolo*  
UW Milwaukee and UW Parkside

*Brian Schupper*  
Greater Milwaukee Committee

*Marcus White*  
Greater Milwaukee Foundation

*Kerry Thomas*  
Transit NOW

- Event promotion was provided by co-sponsors and speakers through social media and email
- The event was promoted as a transportation vision event (not specifically focused on transit.)
- Co-sponsors include: Urban Milwaukee, FUEL, NEWaukee, Milwaukee Area Technical College, Greater Milwaukee Committee, LISC Milwaukee, Milwaukee Downtown, Associated General Contractors-Greater Milwaukee, Regional Transit Initiative, Wisconsin Regional Training Partnership, Dewitt, Ross & Stevens. HNTB and URS Corp. supported refreshments and in-kind facilitation design and printing.
- Organizing staffing was provided by Transit NOW

## COMMENTS FOR VISION 2050

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### **Themes and priorities in response to the question:**

***“In 2050, metro Milwaukee is a Great place to live, work and play because...?”***

(What are our goals? What should our transportation system and land use policies accomplish?)

- It is vibrant and competitive metropolis with abundant, well-connected: clean water resources, arts, culture, entertainment, jobs, education, natural/green spaces and parks, medical, restaurants, festivals, libraries, night life, and active outdoor recreation that are easily accessible to people from all walks of life throughout the region. We have the most vibrant, walkable lakefront in the world.
- A lower cost of living, reasonable tax rate, very affordable
- Great neighborhoods are growing the economy. Great neighborhoods and great downtowns makes 22 year old grads want to come here
- Robust integrated system of many options for safe and healthy (active) ways to move in and throughout the communities and the region on foot, bike, transit, water, trains, roads, buses for everyone. This system serves everyone: pedestrians, bikers, dog walkers, runners, people with disabilities, families, the elderly, residents, visitors, employees, employers and businesses, students, the poor and the wealthy.
- We are now one of the nation’s healthiest and most active cities, average commute is 20 minutes. Walking and biking trails are safe and abundant, well integrated with other transportation. Kids walk and bike to school.
- I am not limited to where I can live or work due to lack of transportation options. I can quickly and effortlessly travel without a car,
- Jobs in the region are easily, affordably, and reliably accessible, even across county lines. There is appropriate housing near where I would like to work and jobs near where I want to live.
- Ample employment opportunities for all levels of skills, and a growing economy that is racially and socioeconomically integrated, with diversity and equity across the region.
- Our economy builds on preserving our natural resources, especially our freshwater system, which is one of the cleanest and healthiest in the world.
- People can move easily around the city and region on an interconnected system with many choices that are safe, healthy, convenient, affordable, comfortable, and reliable. I never have to wait more than 15 minutes for transit.
- Fast, (30 Min.) convenient, and reliable accessibility to Chicago, and it’s easy and fast to get to Madison, Green Bay, Minneapolis for day trips, too.
- Vibrant communities and bustling sidewalks are built for people first, in human scale, so residents can live local with their daily needs easily and safely within reach by walking or biking or a short transit trip,

in mixed use neighborhoods, which are connected to each other and the region with integrated multi-modal transportation corridors. Everything is within a 20 minute bike, walk or transit ride.

- Existing downtowns and compact neighborhoods and business districts are revitalized and vibrant by focusing development on infill, reuse and re-purposing underutilized, land and buildings in dense areas already efficiently served by urban infrastructure.
- We have stopped inefficient practices of subsidizing greenfield development and building wider roads and focus on fixing it first, and incorporating transit, biking into highways and roads.

**Themes and priorities in response to the question:**

***“In order to have this great community, we created a transportation system to meet everyone’s needs including...”***

- Support the economy and jobs by connecting people easily and affordably with the suburbs, without a car.
- System that adds equal and affordable access to jobs, education, groceries, and the abundance of culture, entertainment, medical, and outdoor opportunities.
- Walkable, safe, mixed-use neighborhoods focused on designing for people, not cars, with wider, dedicated and separated walk and bike infrastructure, vibrant multi-use street spaces that incorporate a healthy active transportation into daily life. Change local zoning and codes to make this a priority. Daily needs and jobs and education are accessible by easy, safe, healthy, and affordable walking, biking, and transit.
- High speed (30 min), and commuter rail for fast frequent and affordable connections to metro Chicago and surrounding communities, and also to Madison, Minneapolis and Green Bay/Appleton
- Fully developed and integrated, not piecemeal, regional transportation system including convenient, fast and frequent and affordable: light rail, rapid transit for land, water, and air, BRT, regional rail, emission-free buses, extensive bike system and bike commute system (heated bikeways) and interurban trails, high speed trains/passenger rail, cabs, Zip Cars, bike share, car share, electric cars, water taxis, ferries, streets and roads, and an airport that is better connected and is a global connections hub. Integrate parking. Use technology to make transit use more convenient. Transportation is clean, affordable, reliable, fast, comfortable, regional and connects to national and global systems.
- Prioritize and incentivize location and relocation of jobs, businesses, housing to mixed-use infill and transit-oriented development in and along multi-modal transportation nodes and corridors, that run all hours and connect the neighborhoods and suburban jobs/business and economic nodes using light rail, express bus, BRT, bike/walk, etc. Dis-incentivize sprawling job locations.
- Ensure zoning codes are supportive.
- Incorporate transit, rail, and bike infrastructure into highways and roads.
- Integrated transportation system with all modes of transportation under a well-coordinated regional structure.
- Realistic dedicated funding for all types of transportation
- Rapid unimpeded decisionmaking

## **Verbatim comments submitted on postcards**

### ***“In 2050 Metro Milwaukee is a great place to live because...”***

- I am able to access all my daily objectives by walking.
- My apartment is made within renovated warehouse and my place of employment is also within a renovated walkable space. The people that live near me also have the same luxuries that I do
- We have altered our priorities in Milwaukee to finally focus on mass transit that has its backbone in a metro rail and light rail network fed by streetcars, interurban rail and busses
- Our neighborhoods are walkable, safe, and inviting to pedestrians and bicyclists OVER automobiles.
- Culture and diversity has been progressed and celebrated
- Wauwatosa connected in several alternative transportation modes.
- Maximizes density with open space. Green redevelopment
- Connections between work and community
- Thriving water culture – art, industry, culture
- Amazing multi-modal transit systems
- World class art museum
- Reasonable cost of living
- Access to great housing, arts and entertainment, medium sized city, friends and family
- Large enough to provide everything you want and small enough to know your neighbors and visit frequently. Diverse and acceptable, Comfortable and cosmopolitan
- We have Lake Michigan and the river here, lots of green space in the city.
- The public schools are good enough that all my friends with kids would happily send them here.
- Kids walk and bike to neighborhood schools. I can walk and bike
- I can travel to see folks in other cities easily
- You do not have to own a car. You can walk, bike, or ride the street car everywhere you could want to go
- Your environment helps you get to know most/all of your neighbors. All of your friend’s are a short walk away
- The cost of living is low. The quality of life is high
- Access to the lake and recreational areas
- Public transportation improved, big city amenities and a small town feel
- Strong neighborhoods
- Reasonable cost of living
- Plenty of ways to get around, transit connects people with jobs.
- Access to recreation and family.
- Multiple modes of transportation.
- Safe and local living (close to work, shopping, school).
- I have a direct bike route to all major centers of Milwaukee that is safe.
- The inner-city of Milwaukee is understood and valuable.
- Connects inner city to outer suburbs. Water technology
- BRT to airport, Waukesha on all major arterial streets, premium bus service.
- LRT to airport, downtown streetcars, LRT commuter rail through 30<sup>th</sup> st. corridor.
- Bullet train to Chicago and Madison
- Excellent multi-modal transportation system
- Green building. More focused on urban infill than sprawl
- I make a ton of money and still ride my bike to work

- The region has access to one of the cleanest and healthiest freshwater systems in the world and exists as an example.
- The city has a bike/mass transit system that is fast and connects people to the rest of the state.
- The city did not fail at taking chances on innovative ideas in transi
- Milwaukee lays out a rational public transportation system, regionally
- Milwaukee enjoys proximity to Lake Michigan
- Easy access to arts and entertainment venues and dense mixed-use development.
- Extensive bike infrastructure (cycle paths, lanes, boulevards, parking)
- Extensive bus and/or rail transportation network connecting neighborhoods.
- Increased density via mixed use development
- Transit that doesn't stop at the county line, and more rapid connections to suburban job centers
- I can walk, bike, or take transit to all my destinations within the region
- I can take high-speed transit to any destination or region in the Midwest without utilizing an automobile
- I am not limited to where I can live or work due to lack of transportation options
- Housing is readily available for income classes anywhere within the region
- WE FINALLY FIGURED IT OUT. The coasts always beat us to it, but we realize now the value of transit and built on the success of more compact, walkable neighborhoods, which started in the late 90's
- The climate could be better, but we have that always reasonable Midwest cost of living and a heck of a fresh water industry
- Huge network of bike paths, dense and vibrant communities
- Easy and simple/convenient transportation choices
- Easy access to our natural places
- Everything I do is within a 30 minute bike ride in good or bad weather
- The heated bikeways make me feel safe because everyone follows the rules of the path – just like they have done in Amsterdam for many years – and we don't need helmets
- The tax breaks for making the healthy choices in transportation make it worth it!
- Great schools
- Dedicated bus lanes, great walking and biking, great bike lanes.
- Mixed-use development
- Culture, connections to Chicago
- Festivals, parks, recreational trails, bars, restaurants, walkable neighborhoods, lakefront, cultural activities
- 20 minutes to anywhere, urban density with all its benefits
- now one of the nation's healthiest cities, average commute is 20 minutes.
- Transportation covers entire county and most suburbs – bikes and buses have dedicated lanes.
- Cultural opportunities exceed those of most Wisconsin cities
- New sustainable business, diverse water
- Dedicated transit funding sources, paved and dedicated walk/bike systems, multi-modal near job centers
- Safety
- Fully developed and integrated transit system
- Eliminated residential segregation and embraced racial and ethnic diversity
- It has a dynamic economy that offers great opportunities for employment at all socioeconomic levels.
- It is a region which embraces 'green' living in all its forms
- It is a leader in excellent government in all its forms
- It is a densely settled area without sprawl
- Midwest creative corridor



- High speed rail, light rail, connections
- Amazing cultural life, arts and design, startups
- Schools are equally funded
- Good design leads to equality
- Safe bike lanes that are connected to bike trails and light rail.
- The park system provides a place of beauty and recreation at every turn
- There is still room for growth and development.
- Vibrant place to raise a family, to work and play in, and get educated.
- Easy to get around by bike
- Parks and green space.
- Walking distance to neighborhoods.
- Getting across town is efficient and inexpensive and SAFE.
- It is also easy to get to Chicago, Madison, Minneapolis for day trips (and Waukesha) WALKABILITY.
- Innovative and accessible cycling infrastructure
- Easy transit options between job centers
- Publicly accepted transit to and from cultural centers
- We used transit to mitigate the effects of racial and class segregation.=
- We enjoy all four seasons of the year and adapt and adjust to all seasons.
- Great park system, beautiful Lake Michigan
- No water shortage, global water research, Beer & soda
- Diversified employment, outstanding public services
- Growing community due to business development, lower cost of living, reasonable tax rate abundant nightlife, museums, sports, and lakefront. Closely located to other major cities.
- My family can get to and from work and school in a safe and health-conscious manner.
- Rail system that can even transfer cargo
- Socially diverse and access to jobs for all
- Diverse communities in terms of income, race, and background.
- I can quickly travel to a variety of destinations without needing a car.
- There is an appropriate housing near where I would like to work and jobs near where I want to live.
- On the water and has a vibrant waterfront and park system.
- We have efficient public transit that elegantly fits the cityscape.
- It is quick and easy for me to get to Chicago and other parts of the state.
- We went from being the most racially segregated region in the US to not the worst.
- People stopped moving to the suburbs to raise families and because they did our public schools are now racially integrated.
- We have the most walkable lakefront in the world.
- Convenient rail connections to Madison, green bay, etc.
- Regional Plan, maximizing our position on Lake Michigan. Rapid transit for land, water, and air.
- Regional plan to connect housing to jobs and transit.
- The area spatially consumes/developed land has been controlled so the rate of population grows.
- Rail as the central line with supporting bus system. Connects the city to the suburbs.
- Transit runs at all hours and is clean and accessible.
- You can get around effortlessly without a car and everything happens in your own neighborhood.
- The arts and cultural community is diverse
- Streetcar - energy efficient, warm and cozy, convenient. Enjoying riding bike. Great transportation system.
- Diversity
- Great transportation system reliant on rail systems.

- I can bike all over the area.
- I can take the bus to Wauwatosa and never have to wait more than 15 minutes at a stop.
- Vibrant communities and bustling sidewalks.
- We have a clean lake with a vibrant water taxi system to Michigan.
- We have connected to the national hyper loop system and have great supporting infrastructure.
- Many options and activities to play (arts, sports, festivals).
- Unlimited water/lakefront accessibility.
- It's the creative center of the universe.
- Its vibrant, diverse, thriving metropolis with incredible arts, culture, and super cool urban neighborhoods. Easy access everywhere with a bike and rapid transit and light rail options. Outdoor recreational options, bike paths, family friendly, Fast transportation that is clean and affordable,
- Awesome schools and accessible to all.
- Vibrant communities with rich offerings in entertainment, the arts, food, music, and beverage.
- Year round sports and fitness
- Great public school system
- The city is a great place to live for all
- Near the lake (not polluted  
Rising area means job growth
- Have extensive transit system (bus and train), have more neighborhood shops, all are safe and walkable.
- Small city allows for community connection.
- Extremely efficient public transportation systems and biking.
- Region is self-sufficient with food, water, employment, education.
- Hip Vibe with health – space and clean environment.
- AFFORDABLE.

### **Verbatim comments submitted on postcards**

***“In order to have this great community, we created a transportation system to meet everyone’s needs including...”***

- Public spaces can't be built for static use. They need to be built with the expectation that the space will have mixed use and mixed demographic over an extended period of time.
- Light rail, metro rail, high speed interurban rail, bike paths, cycle tracks are all needed here.
- Human scale- walkable and safe. The priority is on people, not automobiles or machines.
- Connecting dense areas
- Zoo interchange redeveloped to minimize car. Integrating rail, bus, and bike.
- Connecting #1 location in stage for economic development, research, medical facilities, and great neighborhoods of urban/suburban beautification. Use rail corridor, bike paths, bike share.
- Light rail, safe bike lanes.
- Growing non-captive riders
- Better bike lanes, bike share, car share, bridge for bikes on locust between Humboldt and Oakland (connecting Riverwest and Eastside), better train between Milwaukee and Chicago
- Decentralization, live, work, play hubs.
- Clean, comfortable, convenient transit options. Global connection hub “aerotropolis”
- Connected Bike/pedestrian trails for commuting and recreation.
- Safe sidewalks, well lit, snow removal and not next to speeding traffic. Business and housing along those sidewalks to make it feel safe, easy access to those places.

- Great bus network – no worries about missing one
- Dependable, predictable bus system, street car, and commuter rail.
- Dense and infill focused land use.
- High speed rail to Chicago and Minneapolis.
- Rich bike network that emphasizes bike safety over auto efficiency.
- Social focused development
- A variety of systems – buses, light rail, bike lane paths, etc.
- Connection to other regions – regional transit system also connecting environment
- A transit system that runs frequently, on time, and where we live and work.
- Bike infrastructure – safety. Interconnected bike trails for both road and mountain bikers.
- Better intermodal interfaces – bike, train, bus, walking.
- Walkable and safe neighborhoods.
- Land use that’s oriented to transit, bikes, and walking.
- Police, prosecutors, and judges taking a hard line on crime.
- More multi-use zoning.
- Interconnected transit systems.
- Eliminate dead-end streets when possible.
- Zoning that encourages mixed-use development.
- Fast, cost effective transit for people.
- Roads for efficient movement of goods.
- Smart phone apps for transit.
- Better cab system.
- A community that’s safe, desegregated, with more wealth for ALL people.
- Choices for transit options, besides auto-centric.
- Realistic dedicated funds for all forms of public transit.
- More routes and options to travel – bike trails, street car routes, bus routes that don’t charge a lot of money. Accessible bus stops.
- High speed rail connecting Madison and Chicago. Regional rail system.
- Gas tax with funds given directly to improving and creating transit infrastructure for free.
- Successfully breaking down the ‘suburban’ mindset that previously fought against regional planning of a productive transportation system.
- Upgraded bus system that is more user-friendly.
- Extensive investment in street re-design and cycle paths. City will need to re-examine zoning practices.
- Rehabilitation of downtrodden neighborhoods.
- Walkability. Car ownership optional.
- Great cultural assets for all walks of life.
- Sidewalks and bicycle facilities throughout the region to accommodate short trips.
- Light rail. Commuter rail to connect the suburbs and surrounding communities within the region to the CBD.
- High speed rail to connect the Milwaukee area to other regions throughout the USA and the world.
- Great bike infrastructure.
- Restrained highway development with a focus on better maintenance vs building new.
- Light rail and streetcars connecting large employment centers with residents and entertainment.
- Complete interconnected bicycle network,
- Robust and convenient transit system.
- Affordable and equitable transportation.
- Paved and heated bikeways and bio tunnels that connect the dots between when you work and live.
- Urban gardens. Non-toxic fumes and exhaust from neo-buses are great for the environment.

- Walkability. No helmets needed.
- Best place to age in place.
- Regionally connected bike trails.
- Fixed rail transit (streetcar). Commuter rail. Buses.
- Infill development.
- High frequency and highly reliable public transportation along vital ‘spoke’ corridors to the city.
- Density of land use and vital nexus spots downtown.
- A better ‘face’ to visitors – improve Milwaukee image (train and air). Vibrant streetscapes.
- Paved and dedicated bike and walking system.
- Transit routes that encompass the densest areas where people live and work.
- Accessible and comfortable stops and stations that allow every member of population to utilize them.
- Bike and pedestrian paths.
- Multi-modal – everything works together.
- A fully developed light rail system integrated with a strong network of buses and inter-city trains.
- The airport should be fully integrated with the rest of transportation network.
- Should link jobs to transportation.
- Must have a fully developed bike and pedestrian network.
- High speed trains, light rail, bike paths, walking paths – all connected.
- Integrated transit system that flows in and out of the city.
- Subsidy of freeways cannot be to the detriment of more transit.
- Auto ways and public transit must be designed to coexist with safe bike lanes.
- Transportation provides access to employment throughout the city and regional area.
- Cycling as a reasonable way to get around – including driver and cyclist education programs.
- Cheap and reliable transit to move people to and from jobs and cultural resources.
- Made basic necessities like grocery stores and common cultural resources like community centers into transit hubs.
- Integrated public transportation system.
- All communities serviced. More bus lines added increasing availability and access.
- Reliable service, access for everyone, interconnected mass transit with current transportation system, reduced emissions, air, noise pollution, increase green space, provide OPTIONS.
- A light rail line that links our suburban centers to downtown Milwaukee, local colleges and universities, as well as the airport.
- Light rail out to medical complex, beginning at 3<sup>rd</sup> ward and stops in Wauwatosa. Rail to ‘up north.’
- Bus that is useful and accessible to workers and seniors.
- Regional transit system built together not by separate communities.
- More options than owning a car.
- Convenient transportation options for within the city and outer city travels.
- High speed rail connecting the region.
- Flexible bus systems that run into the surrounding region/suburbs on its own lanes.
- Summertime water transit via the river. Water taxi.
- Walkable neighborhoods (seniors and children)
- Employers relocated along transit lines, repopulating Milwaukee and parking lots turned back into farms.
- The foreclosure crisis migrated to the exurbs but no one caved because they had all left. Farmers returned.
- Rapid transit (land, air, and water), 100% employment, zero waste, zero poverty.
- Regional plan connecting housing, transit, and jobs.
- The subsidization of modes of transportation has been “evened out” between nodes.

- All subsidies of every level of government have been ended for any ‘greenfield’ redevelopment and surcharges placed on Greenfield development.
- The convenience of mass transit and recreational corridors has fostered a healthier lifestyle.
- Water capitol, higher density in the city, more connections to outer parts of city, decriminalization of drugs, booming music and arts scene, employment opportunities.
- Regional rail, care share, bike share, BRT, TOD development
- Emphasis on TOD with tax incentives on TOD, density would allow for stable taxes with children allowed to walk to neighborhood schools
- Make sure rapid transit system is efficient, streetcar
- Bikes, trains, zip cars, pedestrians, dog walkers, runners, people with disabilities, families, the elderly, residents, visitors, employees, students
- A light rail system connecting the surrounding neighborhoods of downtown
- Safe and accessible bicycle paths
- more reliable and efficient bus routes, and an actual regional transit system.
- Robust bus system which has both large and smaller buses.
- Bike pathways that connect out and off street to allow safe ways besides traffic.
- Stop building wider roads – then we just buy more cars! Mutual respect for various forms of transportation. Sidewalks, high speed trains.
- Buses that can convert and travel the rail.
- Street car, Bike paths, not allowing cars on smaller city streets.
- East/west transportation corridors via public transportation. Connecting urban centers.
- Maintain public access to lakefront areas.
- Light rail, rapid transit, clean and emission free buses, ride share, bike lanes, ride/bike combo options.
- Multiple options for transit
- Effective mass transit which connects the entire metro area.
- Flexible bus/transit system that links with light rail.
- Bike network consisting of bike lanes and paths, bike sharing, bike commuting support stations, and inter urban recreational bike corridors
- High speed rail linkages to Chicago, Madison, Minneapolis, and St Louis, to form a regional economic hub
- Expands bus system, connect suburb to suburb
- design and provide better bike and pedestrian facility to educate people on how they share the road
- redevelop and revitalize the downtown
- SAFE bike lanes and paths, transit integrated bus and bike, showers in places of employment
- Regular and TIMELY transit, bus first, then rail if it sticks, smaller housing
- Minimize material ownership to transfer investments into experience from materials.
- Multiple housing, employment, recreational, and cultural options in the region linked by a mix of different affordable, accessible transportation modes including walking, biking/blading/skiing. Taxi, rail, bus, light rail, streetcar, and automobile,-- linked to transportation modes outside the region.
- Hub of activity with easy and affordable access to places thought the region—mix of cultures and options to live, work, and play
- Lake Michigan, diversity, culture
- Housing options-affordable
- Active outdoor options



## COMMENT SUMMARY

The following is a summary of all comments received on the draft VISION 2050 Guiding Statements, which were presented to the public for review during the winter of 2013/2014. Comments were received at public workshops (one held in each county), workshops held by eight community organizations, via an online survey, and via email. The number of times a particular comment was made is indicated in parentheses behind the summarized comment. For each Guiding Statement, there is also a table providing the average ratings of that Guiding Statement received at the workshops and online. The ratings were done on a scale of 1 (Highly Dislike) to 5 (Highly Like).

The comments and ratings of the draft Guiding Statements were considered as Commission staff developed possible revisions to the draft Guiding Statements. The revised draft Guiding Statements were considered and approved by the Commission's Advisory Committees on Regional Land Use Planning and Regional Transportation Planning at their March 12, 2014, meeting, following their review of this summary. Upon approval of a revised set of Guiding Statements by the Advisory Committees, the final Guiding Statements were used to prepare *Guiding the Vision*, which describes the initial vision for the future development of the Region's land and transportation system. They also served as a guide to staff in developing a series of broad, conceptual land use and transportation scenarios that represented a range of possible futures for land use and transportation that could achieve the Region's initial vision. The Guiding Statements were also used to develop criteria for comparing the different scenarios, and later in the process to develop objectives and criteria for the evaluation of detailed alternative land use and transportation plans.

### General Comments Received

The following are general comments received that pertain to multiple or all Guiding Statements:

- The Guiding Statements should have a more active tone, changing "should" to "will" (3)
- Consider consolidating the transportation-specific Guiding Statements—do not need a statement for each transportation mode (2)
- Guiding Statements do not make specific mention of environmental justice principles—environmental justice should be part of all stages of plan development, including the Guiding Statements (2)
- A number of the Guiding Statements are intuitive but not explicitly recognized as such and seem contradictory as a result
- Anybody would support all the Guiding Statements because they are so broad, but the question is whether they hold any real power to guide decisions

- Economic, workforce, and health concepts should be added to the Guiding Statements
- Guiding Statements do not get at setting priorities for spending
- Should be a Guiding Statement that addresses segregation
- Should consider prioritizing the Guiding Statements from most important to least important

**1. Strengthen Existing Urban Areas**

The individual character of desirable neighborhoods, including natural, historic, and cultural resources, should be preserved and protected and blighted neighborhoods should be renewed. New urban development and major job centers should occur through infill development, redevelopment, and development adjacent to existing urban areas.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>603</b>	28	315	40	48	39	35	98
Average Scores	<b>4.6</b>	4.8	4.7	4.5	4.4	4.2	4.2	4.6

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o “Development adjacent to existing urban areas” may be subjective and could be perceived as permitting urban sprawl (5)
  - o “Blighted neighborhoods” is a technical term and may have a negative connotation— instead consider using “neglected neighborhoods,” “neighborhoods experiencing disinvestment,” or “neighborhoods in need of opportunity” (3)
  - o “Desirable” may be too vague (2)
  - o Add language about how infill development should be encouraged or enforced
  - o “Blighted neighborhoods should be renewed” may be too vague
  - o Consider making language on renewed stronger, for example by adding that there should be more investment for blighted neighborhoods
  - o Description should be less cumbersome
- Other comments
  - o Discourages urban sprawl (16)
  - o More efficient to use existing infrastructure (10)
  - o Encourages preserving farmland and open space (9)
  - o Helps improve the economy and bring jobs to urban areas (9)
  - o Redevelopment should include affordable housing and not result in gentrification (7)
  - o Need to make urban areas more attractive in order to improve them—examples include making destinations easier to access, adding community gathering spaces, improving sidewalks, improving aesthetics, improving historic buildings, and making areas feel less crowded (6)



- o Blighted neighborhoods may have been more desirable in the past—history and culture of these neighborhoods should be respected when redeveloping or renewing them (5)
- o Investing in urban cores is essential to strong redevelopment (5)
- o Need to be careful and clear when defining what is meant by renewing blighted neighborhoods because not all renewal is good (4)
- o Urban areas are easier to serve by public transit (4)
- o Discourages greenfield development (3)
- o Encourages preserving natural resources (3)
- o Important to long-term success and quality of life of the Region (3)
- o Incentives are needed to encourage development in existing urban areas (3)

**2. Maintain Small Town Character**

Small town character is part of the Region’s identity. The individual character of communities in rural areas, including natural, historic, and cultural resources, should be preserved and protected.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>595</b>	28	309	37	48	39	36	98
Average Scores	<b>4.3</b>	4.3	4.2	4.4	4.2	4.6	4.3	4.3

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Define character better (3)
  - o Character of place rather than small town character (2)
  - o Higher density and efficiency should be included in the language (2)
  - o Towns are a loose organization, perhaps small “villages” would be a better word (2)
  - o Agree, but needs more explanation
  - o Remove rural, small towns don’t consider themselves rural
  - o “...should be restored, preserved, and protected”
- Other comments
  - o Small town character should be preserved whenever possible, but not at the expense of controlled growth to add value to communities. Additional density can preserve character while maintaining a walkable, attractive setting. (11)
  - o Important to have identifying character so that our cities and villages do not look cookie cutter and contribute to urban sprawl (7)
  - o Where will economic and racial diversity come from (7)
  - o Agreed provided it’s diverse (5)
  - o Small towns must be allowed to grow (5)

- o Along with Guiding Statement #1, this is important in terms of acknowledging the different parts of our Region (3)
- o Can also apply to neighborhood character (3)
- o Good, but should be used in context with other statements regarding infill development, growth management, and efficient land use (3)
- o Need to embrace changing character as the most urban Region in the State (3)

**3. Balance Jobs and Housing**

Links between jobs and workers should be improved by providing affordable housing near job centers, increasing job opportunities near affordable housing, and improving public transit between job centers and affordable housing.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>604</b>	28	317	39	46	38	36	100
Average Scores	<b>4.5</b>	4.7	4.7	4.2	4.3	4.2	4.2	4.4

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Change to active voice (2)
  - o Define “affordable housing” better (2)
  - o Entertainment should also be included
  - o Need to define “near job centers” and reasonable walk, drive, transit commute times
  - o Increasing the transport link between jobs and housing is more important than housing farther out, which would contribute to sprawl
  - o Jobs centers can be confused with facilities for people seeking employment. Perhaps use “employment centers” instead.
  - o Mentioning public transit links first would improve the Guiding Statement
  - o More emphasis on bringing jobs to urban areas
  - o Need more detail on how public transit will be structured
  - o Need transportation first, then housing
  - o Needs a little work
  - o Suggested addition: “, and improving public transit speed plus access to public transit between job centers and affordable housing”
  - o There needs to be equity and guarantees tied to Federal and local investment dollars. Include the incentives/disincentives needed to accomplish the Guiding Statement.
  - o Title needs to be improved to convey linking jobs, housing, and transportation
- Other comments
  - o Improving public transit connections is most important part of statement (18)

- o Great to make jobs accessible for urban development (6)
- o Mixed-use development as well as effective transit options (4)
- o Very important (4)
- o Commuting an hour each way to work is not good considering decrease supplies of energy and pollution issues and need for family time (3)
- o I think this is one of the most important land use/transportation goals, the regional plan should support infrastructure that link jobs and housing (3)

**4. Achieve More Compact Development**

Compact development creates desirable neighborhoods that are walkable and have a mix of uses, such as housing, businesses, schools, and parks. Future growth should occur in areas that can be readily provided with public services and facilities, and infill and redevelopment should be encouraged.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>612</b>	27	324	41	46	39	36	99
Average Scores	<b>4.5</b>	4.7	4.6	4.3	4.5	4.3	4.0	4.4

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested Revisions
  - o Suggest adding the words “green space”—even compact development needs green space besides parks, and green space is a great way to provide buffers between residential and industrial uses (3)
  - o Appropriate green space for growing food should be explicit within this statement (2)
  - o Add redevelopment of blighted areas, not just new
  - o Add language about maximizing land
  - o Make the language stronger than “encouraged”
  - o Many individuals will not know the term “compact development”
  - o Last phrase should say “very strongly encouraged”
  - o Supports Guiding Statement #1 – maybe should follow one another
  - o This is a variation of an early Guiding Statement
- Other comments
  - o Compact development that offers a neighborhood of many services and interactions of people and services is desirable (4)
  - o Infill and redevelopment should be encouraged, compact development should be encouraged in urban service areas only (4)
  - o This is very important to make land use more efficient and sustainable (4)
  - o Not everyone wants compact development and it should not be forced on them (3)
  - o Reduces inefficient growth and supports transit (3)
  - o Should achieve more integrated safer communities with shorter travel distances to good schools and libraries (3)

### 5. Preserve Natural Resources and Open Spaces

Natural resources provide many environmental and recreational benefits that cannot be replaced if they are eliminated or disturbed. Future growth and transportation investments should preserve and protect valuable natural features, including lakes, rivers, wetlands, floodplains, groundwater, woodlands, open spaces, natural areas, and fish and wildlife habitats.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>614</b>	28	323	41	46	39	36	101
Average Scores	<b>4.7</b>	4.7	4.8	4.7	4.6	4.9	4.6	4.7

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Add “wildlife should be protected” at the end of the Guiding Statement description
  - o Be more specific as to how to protect such areas
  - o Consider adding language about historic preservation
  - o Emphasize guarding the edge of lakes, rivers, and marshes with easement
  - o Links with Guiding Statements #6 and #7, and that connection should be recognized
  - o Mention public health, clean water, and healthy soil
  - o Revise “Natural resources provide many environmental and recreational benefits” to “Natural resources provide many valuable environmental services to air and water quality and recreational benefits”
  - o Should add “if at all possible”
  - o Should add language about balancing new development within these areas
  - o Should include reclaiming these, not just preserving them
- Other comments
  - o Extremely important (5)
  - o Provides a sense of wellbeing and is need for a high quality of life (5)
  - o A moratorium on greenfield building should be instituted in the Region (3)
  - o Development should be done smartly, prioritize preservation and enhancement of natural resources that support the Region (3)
  - o This cannot be absolute—reasonable alternatives must be allowed for consideration (3)
  - o Wetlands should not be developed upon/green space absorbs stormwater runoff (3)

## 6. Preserve Farmland

Productive farmland is vital to the health and economy of the Region. Future growth and transportation investments should preserve and protect productive farmland.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>609</b>	28	320	41	47	37	36	100
Average Scores	<b>4.3</b>	4.7	4.3	4.3	4.3	4.3	4.1	4.3

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - Add language about being in accordance with local comprehensive plans (2)
  - Define productive farmland (2)
  - Add “and encourage sustainable farming practices such as water conservation and production of plant foods for human consumption”
  - Address urban farming and food production, some “infill” can be remediated for local food production
  - Change title to “Preserve and Increase Farms and Growing Areas”
  - Combine with Guiding Statements #5 and #14
  - Mention benefits of using less pesticides and local food reduces transportation costs
  - Not sure about the wording, is farmland really vital to the health and economy of the Region
  - Remove the word “preserve” in the Guiding Statement description
  - Use “farm” instead of “farmland”
- Other comments
  - Preserve small farms, not factory farms. Encourage diverse farming. Support urban agriculture. (18)
  - Farmland should not be developed. (13)
  - Agreed, focus on farms that are environmentally responsible. (10)
  - Local food and farmers’ markets are important. (9)
  - Should be the farmers’ choice to preserve or develop. (9)
  - Urban areas should be the focus of new development. (8)
  - Important for future food source and aesthetics. (4)

## 7. Be Environmentally Responsible

Sustainable land and transportation development and construction practices should be used to minimize the use of nonrenewable resources and reduce impacts on the local, regional, and global environment, such as impacts on air and water quality.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>613</b>	29	322	41	48	39	36	98
Average Scores	<b>4.6</b>	4.8	4.7	4.6	4.6	4.7	4.3	4.5

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - This seems vague, not clear what it means in practice. (4)
  - Incorporate specific climate change language. (2)
  - Sustainability is a buzz word and should be carefully defined. (2)
  - Add "and climate" after "such as impacts on air and water quality."
  - Add language regarding sustainable farming protection.
  - Apply systems approach long-term, and include trade-offs and life cycle assessments too.
  - Change "such as" to "especially and primarily."
  - Could be integrated with Guiding Statement #4.
  - Define construction practice. People may think of constraints that limit free capitalism rather than rain gardens, etc.
  - Health outcome should be incorporated.
  - Include Dark Sky in the discussion.
  - Links with Guiding Statements #5 and #6. The Guiding Statement should recognize the link between transportation and CO2 production.
  - Replace "minimize" with "eliminate."
  - Should not include global environment for a regional plan.
  - Solar panels should be the focus of this Guiding Statement.
- Other comments
  - Strongly agreed (15)
  - Sustainability is essential to the future (8)
  - Especially as it relates to water resources (4)
  - Should continue to improve built environment and protect existing resources (4)
  - This should be at the heart of all of the Guiding Statements (3)

**8. Develop an Integrated, Multimodal Transportation System**

Safe, efficient, and convenient travel in the Region requires an integrated, multimodal transportation system, which provides choices among transportation modes. This system should provide a sufficient level of service for all modes to effectively serve the travel demand generated by the Region’s land development pattern.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>610</b>	29	319	43	46	38	36	99
Average Scores	<b>4.5</b>	4.7	4.7	4.3	4.3	4.1	4.1	4.4

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - Meaning of "multimodal" is unclear—consider using "multiple types or forms of transportation" or listing the types of transportation instead (4)

- o Revise “serve the travel demand generated by the Region’s land development pattern” to indicate that the transportation system should serve and encourage a more efficient, higher-density land development pattern (4)
- o Consider removing reference to “all modes” because the focus should be on reducing dependence on personal automobile travel (3)
- o Consider combining with other transportation-specific Guiding Statement(s) (2)
- o Make the language more specific (2)
- o Consider adding “and affordable to the workforce” after “which provides choices among transportation modes”
- o Consider adding “balanced” in front of “choices among transportation modes”
- o Consider adding “environmentally sensible” to describe travel
- o Consider adding language about travel outside the Region, including to Illinois
- o Consider adding language about the need to keep personal travel costs low
- o Consider adding language to indicate that more funding should be directed at repairing and maintaining existing local roads and improving public transit rather than expanding highways
- o Consider adding language to specifically state that there is a need to improve public transit
- o Consider adding “practical” in front of “choices among transportation modes”
- o Consider replacing “sufficient” with “cost-efficient” in front of “level of service”
- o Make the language easier to understand
- o Prior to “choices among transportation modes,” consider replacing “provides” with “enhanced by,” “maximized by,” “optimized by,” or “is benefited by”
- Other comments
  - o Encourages improving public transit (14)
  - o Should reduce dependence on personal automobile travel (10)
  - o Should include a rail transit system (9)
  - o Should include light rail (8)
  - o Should not expand highways (8)
  - o Need an interconnected transportation system for convenient and efficient travel (6)
  - o Need to consider the costs and benefits of transportation system investments (6)
  - o Should include streetcar (6)
  - o Encourages improving bicycle and pedestrian facilities (5)
  - o Need choices among transportation modes for those that would prefer not to drive (5)
  - o Needed for workforce mobility (5)

- o Needed to serve the transportation needs of the aging population (5)
- o Should include commuter rail (5)
- o Transportation system is more efficient with a more compact development pattern (5)
- o Need affordable choices among transportation modes (4)
- o Need choices among transportation modes for those that cannot afford or find it difficult to drive (4)
- o Needed to be competitive with other regions (4)
- o Should include an integrated bicycle and pedestrian network (4)
- o Should include high-speed rail (4)
- o Should include intercity passenger rail (4)
- o Bicycle travel is more environmentally friendly than other transportation modes (3)
- o Needed to access jobs outside urban areas (3)
- o Tied to health and quality of life in the Region (3)

**9. Develop an Expansive, Well-Connected Bicycle Network**

Bicycle and pedestrian travel in the Region should be encouraged as an alternative to personal vehicle travel. The network should provide on- and off-street bicycle connections that are safe, secure, and convenient.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>607</b>	29	313	43	48	39	36	99
Average Scores	<b>4.3</b>	4.6	4.4	4.0	4.2	4.3	3.9	4.3

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Add “pedestrian” to Guiding Statement title (6)
  - o Consider combining with Guiding Statement #8 (2)
  - o Add language about bicycle facilities that are already planned
  - o Indicate the environmental benefits of bicycle and pedestrian travel
  - o Meaning of “secure” is unclear
  - o Remove “expansive” from the Guiding Statement title
- Other comments
  - o Need more off-street bicycle facilities to separate bicycles from automobile traffic (14)
  - o Should implement higher levels of accommodation—such as protected bike lanes, cycle tracks, exclusive bicycle facilities, and bicycle boulevards (11)
  - o Important to have a well-connected bicycle network (10)
  - o Our climate makes bicycle travel impractical for much of the year (8)
  - o Safety is important (7)
  - o Recent trend of expanding bicycle facilities is a positive (6)



- o Good for exercise and health (6)
- o Bicycle travel is more for recreation than it is an alternative to personal vehicle travel (5)
- o Good for recreational purposes (5)
- o Bicycle travel is not as important as other transportation modes (4)
- o Good for commuting purposes (4)
- o Important for quality of life in the Region (4)
- o Important to integrate with other transportation modes (4)
- o Important to the economy (4)
- o Look at other regions as successful models for bicycle and pedestrian networks—such as Portland (OR) and European cities like Amsterdam and Copenhagen (4)
- o Need to consider the costs and benefits of bicycle and pedestrian investments (4)
- o Well-connected bicycle network would increase demand for bicycle travel (4)
- o Need more bike lanes (3)
- o Needed to be competitive with other regions (3)
- o Should consider the impact of bicycling in environmental corridors (3)
- o Should increase amenities for bicyclists—such as bike racks, shelters, bike locks, and drinking water (3)
- o Should support expanded bike share (3)

**10. Achieve a Robust, Regional Transit System**

The Region’s transit services should accommodate the travel needs of all residents, including travel that crosses municipal or county boundaries. Transit service should be fast, frequent, safe, and convenient in order to provide an alternative to personal vehicle travel.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>620</b>	39	328	43	47	39	36	98
Average Scores	<b>4.6</b>	4.9	4.7	4.5	4.5	3.8	4.2	4.5

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Consider specifying the types of public transit services being considered (3)
  - o Meaning of “robust” is unclear—consider replacing it with “well-connected” (3)
  - o Consider adding language about travel between the Region and Illinois (2)
  - o Consider adding “accessible” to “Transit service should be fast, frequent, safe, and convenient”
  - o Consider adding “economical” to “Transit service should be fast, frequent, safe, and convenient”

- o Consider adding “that discourages personal vehicle travel and encourages alternate modes of travel” to the Guiding Statement title
- o Consider adding another Guiding Statement about transit connections to jobs and other destinations
- o Consider combining with Guiding Statement #8
- o Consider replacing “accommodate” with “consider”
- Other comments
  - o Important not to be limited by municipal or county boundaries (11)
  - o Need to consider the costs and benefits of public transit investments (8)
  - o Should include a rail transit system (8)
  - o Needs to be accessible to people with disabilities (6)
  - o Regional transit authority is necessary (6)
  - o Should expand commuter rail (6)
  - o Access to other regions is important—such as Madison, Chicago, Green Bay, and Minneapolis (4)
  - o Needs to be affordable (4)
  - o Important to the economy (4)
  - o Benefits to the environment, including improved air quality (3)
  - o Easier for public transit to serve more compact development (3)
  - o Needed for workforce mobility (3)
  - o Public transit is not as important as other transportation modes (3)
  - o Safety and security are important (3)
  - o Should be recognized by elected officials, particularly at the local and State levels (3)
  - o Should include intercity passenger rail (3)
  - o Should include streetcar (3)

**11. Provide a High-Quality Network of Streets and Highways**

The Region’s streets and highways need to be well maintained in order to continue to carry the overwhelming majority of personal and freight traffic in the Region. As roadways are reconstructed, modern design improvements should be included, with a focus on improving the efficiency and safety of the roadway and incorporating bicycle, pedestrian, and transit accommodations.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>614</b>	29	323	43	47	38	36	98
Average Scores	<b>4.2</b>	4.7	4.2	4.1	4.1	4.2	4.2	4.2

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Consider combining with Guiding Statement #8 (2)
  - o Language seems to encourage bicycle and pedestrian accommodations on highways (2)

- o Consider adding “aesthetics” after “efficiency and safety”
- o Consider adding language about minimizing negative impacts on communities and the environment
- o Consider adding language encouraging better construction materials
- o Consider adding language indicating that improvements should be context-sensitive, improving the quality, beauty, and desirability of their settings
- o Consider removing “overwhelming”
- o Consider removing reference to bicycle and pedestrian accommodations
- o Consider replacing “efficiency” with a term that does not imply that roadways should be improved to allow vehicles to travel faster
- o Consider replacing “provide” with “maintain” in the Guiding Statement title
- o Consider splitting into two Guiding Statements, one for local roads and one for arterial streets and highways
- Other comments
  - o Should not add capacity or expand highways (26)
  - o Focus should be on maintaining existing facilities, not expanding them (23)
  - o Highways are already adequately funded (11)
  - o Should expand alternative transportation modes instead of highways (9)
  - o Important to incorporate bicycle, pedestrian, and transit accommodations (8)
  - o Maintaining local roads is also important (7)
  - o More funding should be directed at improving public transit (7)
  - o Should consider the recent trend of decreasing personal vehicle travel (7)
  - o Already have an adequate streets and highways network (6)
  - o Should reduce highways where excess capacity exists, for example with road diets (6)
  - o Important for bicycle travel (5)
  - o Should reduce environmental impacts, such as those on water and air quality (4)
  - o Transportation system impacts the development pattern (4)
  - o Important to the local and regional economy (3)
  - o Reconstruction should integrate other modes—such as rail in highway corridors (3)
  - o Should promote Complete Streets concepts (3)
  - o Streets and highways are the dominant transportation mode (3)

**12. Ensure that Goods Move Efficiently**

The considerable needs of the Region’s businesses, industries, and freight companies must be a factor in the development of a balanced transportation system. Barriers to the efficient movement of goods within the Region and between the Region and other areas should be identified and addressed.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>608</b>	28	319	43	47	38	35	98
Average Scores	<b>4.1</b>	4.7	4.1	4.1	3.9	3.8	4.2	4.2

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Make the language more specific (4)
  - o Consider combining with Guiding Statement #8 (2)
  - o “Efficiency” may be too vague (2)
  - o Add “where feasible” after “should be identified and addressed”
  - o Consider revising “should be identified and addressed” to be more action-oriented
  - o Consider adding language about the impact on residents
  - o Consider adding examples of the types of barriers being considered
- Other comments
  - o Freight traffic should be focused on rail rather than truck (10)
  - o Should include using and improving the Port of Milwaukee (8)
  - o Not a high priority or a perceived problem (7)
  - o Concerned that the language allows expanding roadways (6)
  - o Important to the economy (6)
  - o Producing goods locally reduces the need for transporting goods (6)
  - o Should include improvements related to rail (5)
  - o Goods movement should be balanced with the movement of people (4)
  - o Needs of people should be a higher priority than the needs of business and industry (4)
  - o Private sector should pay a fair share in taxes to support the transportation system (3)
  - o Will be improved as a result of other Guiding Statements (3)

**13. Prepare for Change in Travel Preferences and Technologies**

New and expected trends in travel behavior should be considered when developing the Region’s transportation system. Technologies that improve the ability and capacity to travel should also be considered.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>610</b>	29	320	44	45	39	36	97
Average Scores	<b>4.3</b>	4.5	4.4	4.4	4.1	4.1	4.1	4.4

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - o Language is too vague, make it more specific (18)
  - o Consider using stronger language than “consider”—such as “prioritized” or “acted upon” (2)
  - o Provide examples (2)
  - o Consider adding “and infrastructure design” before “that improve the ability and capacity”
  - o Consider adding language about considering demographic trends
  - o Consider adding language about telecommunications infrastructure
  - o Consider adding language about the cost and availability of oil
  - o Consider changing the Guiding Statement title to “Accommodate changes in the travel and commuting preferences, lifestyle preferences, demographics of the upcoming generations, as well as new technologies”
  - o Should eliminate this Guiding Statement
  - o Consider replacing the second sentence with “The impact of communication technologies that reduce travel demand should be broadly examined and evaluation of travel trends should be more narrowly focused on travel trends over the past 10 to 20 years.”
  - o Consider revising “travel behavior”
- Other comments
  - o Should consider the recent trend of decreasing personal vehicle travel (9)
  - o Guiding Statement meaning is unclear and is vaguely-worded (7)
  - o Trend toward living urban areas (6)
  - o Autonomous car technologies should be considered (4)
  - o Trend toward increasing demand for alternative modes of transportation (4)
  - o Important to be prepared for future change (3)
  - o Should base decisions on what we want rather than what trends are occurring (3)
  - o Should focus on reducing the need to travel (3)

#### 14. Make Wise Infrastructure Investments

The benefits of specific investments in the Region’s infrastructure must be weighed against the estimated costs of those investments. The limited funding available to the Region for infrastructure investments must be spent wisely.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>608</b>	29	319	43	45	38	36	98
Average Scores	<b>4.4</b>	4.7	4.4	4.6	4.3	4.3	4.6	4.2

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - Language is too vague, make it more specific (13)
  - “Wisely” is too subjective (8)
  - Should eliminate this Guiding Statement (4)
  - Consider revising to indicate what types of costs are being considered (3)
  - Add language that specifies that long-term costs and benefits should be considered (2)
  - Consider revising to indicate that enhancing existing infrastructure should be emphasized over building new infrastructure (2)
  - Add “and fairly” after “must be spent wisely”
  - Add language indicating that the cost to users and taxpayers should be considered
  - Add language defining “infrastructure”
  - Consider adding “Costs should be paired with benefits, if one group benefits disproportionately over others, that group should pay proportionately in greater measure”
  - Consider mentioning new ways to generate revenue
  - Consider replacing “wise” with “prudent”
  - Consider revising to indicate that the cost to the environment and public health should be considered equally with the cost in dollars
  - Language should be stronger
  - Remove “The limited funding available to the Region for infrastructure investments must spent wisely” because it indicates we cannot change the funding
- Other comments
  - Should invest in alternative transportation modes instead of highways (16)
  - Need to consider long-term costs and benefits (10)
  - Should be self-evident (8)
  - Concerned that costs will be used as an excuse not to implement public transit improvements (7)
  - Should not add capacity or expand highways (6)
  - Guiding Statement meaning is unclear and is vaguely-worded (4)
  - Concerned about who defines “wise,” “benefits,” and “costs” (3)
  - Need new revenue sources for investments to be successful (3)
  - Need to consider environmental impacts (3)
  - Need to diversify transportation investments (3)

## 15. Work Together Toward Common Goals

Cooperation and collaboration at the local, county, State, and Federal levels is necessary to address the land use and transportation issues facing the Region.

County	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Number of Responses	<b>617</b>	29	327	44	47	39	36	95
Average Scores	<b>4.7</b>	4.9	4.7	4.4	4.6	4.7	4.8	4.7

A condensed summary of the most prevalent and relevant comments received pertaining to this Guiding Statement:

- Suggested revisions
  - Language is too vague, make it more specific (2)
  - Consider adding “Greatly improved” before “Cooperation and collaboration”
  - Consider adding “partnership” to “cooperation and collaboration”
  - Consider adding language encouraging cooperation and collaboration with businesses and the public
  - Consider adding language encouraging cooperation and collaboration with other regions
  - Replace “necessary” with “essential”
  - Replace “Together” with “Regionally” in the Guiding Statement title
  - Should be a more robust statement
  - Should consider adding language about eliminating redundancies in regional services
  - Should specify who should work with whom on which goals
- Other comments
  - Need to develop how this can be accomplished (5)
  - Government must keep the needs of people in mind when making decisions, not politics and special interests (3)
  - Need to focus on the greater good (3)
  - Should consider reducing local government entities and moving toward a regional government, such as that in Indianapolis (3)





## **SUMMARY OF IDEAS FOR SCENARIOS**

The following is a summary of the ideas provided by the public during the second round of VISION 2050 workshops to help the Commission staff develop a series of conceptual land use and transportation scenarios. Ideas were received at public workshops (one held in each county), workshops held by the Commission’s eight community partner organizations, through a Community Conversation on Transportation event held on February 6, 2014, by MetroGO!, and via email. General comments related to developing scenarios are presented first, followed by a summary of ideas under five basic VISION 2050 themes: urban areas, rural areas, public transit, bicycle and pedestrian, and streets and highways.

These ideas were considered during the development of a series of broad, conceptual land use and transportation scenarios that represent a range of possible futures for land use and transportation in the Region. They were also useful in helping to identify the range of issues and challenges to be considered in the criteria developed to measure the extent to which each scenario complemented the initial vision.

### **General Comments Received**

The following are general comments received related to scenario development:

- Promote affordable housing
- Minimize the cost of delivering public services
- Capitalize on proximity to other major urban areas and cities
- Ensure positive impact on public health
- Preserve and protect environmental corridors and water resources
- Increase accessibility and mobility for people with disabilities in terms of transportation, housing, and land use
- Promote intergovernmental cooperation
- Allow the creation of a regional transit authority
- Balance the locations of housing and jobs
- Increase density/infill development
- Encourage mixed-use development
- Create a plan that is equitable to all groups that reside in the Region
- Ensure that investments are made to benefit disadvantaged groups
- Invest in all modes of transportation
- Revitalize existing blighted areas
- Provide housing for various income levels in every community

- Provide transportation infrastructure that supports the needs of businesses
- Provide infrastructure that supports private transportation services
- Maintain and improve public parks and open spaces
- Reduce greenhouse gas emissions by promoting a multimodal transportation system that reduces congestion

### **Urban Areas**

The following summarizes ideas received related to issues in urban areas to be considered in the scenarios:

- Promote development in areas with existing infrastructure
- Focus rehabilitating blighted areas
- Create affordable housing close to job centers
- More housing for seniors and people with disabilities
- Promote urban agriculture
- Maintain and protect parks, open spaces, and green space in urban areas
- Promote transit-oriented development
- Promote walkable neighborhoods in urban areas

### **Rural Areas**

The following summarizes ideas received related to issues in rural areas to be considered in the scenarios:

- Improve shared-ride taxi systems and paratransit services in rural areas
- Protect and preserve farmland
- Improve pedestrian facilities in rural areas
- Maintain and protect parks, open spaces, and green space in rural areas
- Promote walkable neighborhoods in smaller communities

### **Public Transit**

The following summarizes ideas received related to public transit issues to be considered in the scenarios:

- Ensure affordable access to jobs and other places of interest through multiple modes of transportation
- Improve regional transit through commuter rail service
- Implement an expansive light rail network that is integrated with other modes of transportation
- Create convenient and high speed rail service between larger cities outside the Region
- Improve shared-ride taxi systems in rural areas
- Integrate public transit with other modes of transportation
- Provide convenient public transportation by increasing service frequency throughout the day and evening
- Create dedicated transit funding to prevent future funding cuts, keep public transit affordable, and allow for the improvement and expansion of services

- Create bus rapid transit service in areas where it would best be supported
- Ensure that public transit services are conveniently located and accessible to as much of the Region's population as possible
- Allow for dedicated bus lanes in areas allowed by the existing road network

### **Bicycle and Pedestrian**

The following summarizes ideas received related to bicycle and pedestrian issues to be considered in the scenarios:

- Increase the accessibility of pedestrian facilities
- Create bicycle facilities that promote better safety for riders
- Improve bicycle connections between communities
- Emphasize bicycle routes that are not on roadways with high traffic volumes
- Implement bicycle facilities with higher levels of accommodation, such as protected bike lanes
- Maintain bicycle facilities to allow travel throughout the year
- Increase off-street bicycle facilities to separate bicycle and automobile traffic
- Expand bike sharing and integrate with other modes of transportation
- Focus on improving pedestrian facilities

### **Streets and Highways**

The following summarizes ideas received related to streets and highways issues to be considered in the scenarios:

- Focus on maintenance and repair of existing streets and highways
- Improve other modes of transportation rather than adding capacity to streets and highways
- Improve access to freeways for communities in areas with poor existing access
- Incorporate Complete Streets concepts into the design of streets and highways
- Accommodate travel by multiple modes of transportation
- Retain grid system in areas it already exists



## INTRODUCTION

Five rounds of interactive workshops open to the general public were held across the Region during the VISION 2050 process to provide information on, and obtain input into, the development of VISION 2050. For each round, the Commission's eight partner organizations, representing minority populations, people with disabilities, and low-income individuals, held a workshop for their constituents during the same periods as the public workshops. This appendix presents the feedback received on a series of conceptual land use and transportation scenarios, which were the focus of the third round of workshops in the fall of 2014. The workshop activities and their results are summarized in Chapter 2 of Volume II.

The third round of public workshops was held throughout the Region (one workshop in each of the seven counties) between September 8 and 18, 2014. The Commission's eight partner organizations held individual workshops for their constituents between September 22 and October 6, 2014. Staff also held one individual workshop requested by a local government and received input through an event held by MetroGO. The focus of the third round of workshops was the review and comparison of the conceptual scenarios and their evaluation. Workshop activities included review of initial visioning results and the *Guiding the Vision* booklet; an interactive presentation with staff asking attendees questions related to each concept covered under the scenarios; and review, discussion, and feedback on each scenario within small groups. Staff also made available an interactive online scenario exploration tool through October 31, 2014, for those who were unable to attend one of the fall 2014 workshops.

The feedback during this round of public involvement was considered as staff developed and evaluated more detailed alternative land use and transportation plans, which are described in Chapter 3 of Volume II.

# PUBLIC FEEDBACK ON CONCEPTUAL SCENARIOS APPENDIX E



**SUMMARY OF PARTNER WORKSHOPS**

VISION 2050 included extensive public outreach to ultimately shape a final year 2050 land use and transportation plan. This outreach included partnering with eight community organizations serving and representing the Region’s minority populations, low-income populations, and people with disabilities. The eight organizations are: Common Ground, Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association of Wisconsin, and Urban League of Racine and Kenosha.

The third set of VISION 2050 partner workshops was conducted concurrently with SEWRPC’s VISION 2050 workshops for the general public, held in each of the seven counties in the Southeastern Wisconsin Region. Partner and public workshops during the period included the same presentation, materials, and activities. The schedule for Visioning Workshops was as follows:

- Workshop #1 October – November 2013
- Workshop #2 December 2013 – January 2014
- Workshop #3 September – October 2014
- Workshop #4 October – December 2015
- Workshop #5 April – May 2016

## PARTNER WORKSHOP ATTENDANCE

Attendance for the third set of partner Visioning Workshops (identified as Workshop #3 throughout this report) in fall 2014 totaled 182 participants, as indicated in the following table:

**Table E.1**  
**Partner Visioning Workshops 1, 2, and 3**

Organization	Workshop Attendance				Workshop Date		
	#1	#2	#3	Total	#1	#2	#3
Common Ground	47	33	44	124	11/20/13	1/23/14	10/1/14
Ethnically Diverse Business Coalition	22	15	21	58	11/18/13	1/8/14	9/22/14
Hmong American Friendship Association	23	55	30	108	11/14/13	1/16/14	9/23/14
IndependenceFirst	21	23	20	64	11/7/13	12/12/13	10/2/14
Milwaukee Urban League	33	23	23	79	11/13/13	2/10/14	9/29/14
Southside Organizing Committee	25	30	10	65	11/21/13	1/14/14	10/6/14
Urban Economic Development Association of Wisconsin	22	17	15	54	11/14/13	1/9/13	9/24/14
Urban League of Racine and Kenosha	27	13	19	59	11/12/13	12/16/13	9/25/14
<b>Total Attendance</b>	173	176	138	638			

### WORKSHOP #3 ACTIVITIES

The presentation, materials, and activities for the third series of VISION 2050 community partner workshops were consistent with the fall 2014 SEWRPC public workshops and included:

- The presentation of five different conceptual scenarios representing a range of possible futures for regional land use and transportation
- Descriptions and display boards that provided additional information about the scenarios
- Maps depicting household growth, employment growth, transit quality, and congestion for each of the five scenarios, presented in a way that allowed for direct comparisons
- A scorecard for comparing the scenarios using 13 criteria for each scenario
- Facilitated small-group discussions and feedback forms that allowed attendees to participate in conversations about the scenarios and/or submit feedback individually

### WORKSHOP #3 PARTNER RESULTS

Throughout the VISION 2050 process, feedback from participants at all partner workshops was incorporated with the input provided by the participants at public workshops, as well as the input provided by the public



through the VISION 2050 website, SEWRPC surveys, U.S. mail, and email. Combined results from the third set of partner and public workshops can be found at <http://vision2050sewis.com/Vision2050/The-Process/Sketch-Scenarios>.

All feedback on the scenarios was considered as staff developed more detailed alternative land use and transportation plans, based on concepts presented in the scenarios. Each alternative plan included a specific land development pattern and transportation system, representing alternative visions for the Region. They were thoroughly evaluated and presented for public comment in fall 2015.

## WORKSHOP #3 PARTNER REPORTS

Leaders and participants from the partner organizations consistently reported positive experiences regarding the VISION 2050 Workshop #3 content, process, planning, communication, and responsiveness of Commission staff. Suggestions for future workshops included the following:

- Streamline the amount of information provided to participants
- Balance the amount of information with the amount of time to understand it
- Match SEWRPC staff facilitation expertise with the information provided
- Allow more time for discussion and broader participation

SEWRPC staff and the partner organizations worked together to incorporate these suggestions in subsequent workshops.

Excerpts from the Workshop #3 reports submitted by VISION 2050 community partners follow:

### Common Ground

*“In the future it would be good to communicate only the essential points related to the scenarios or the process.”*

*“This was the best workshop so far in terms of attendee engagement and SEWRPC staff involvement. It bodes well for future workshops.”*



### Ethnically Diverse Business Coalition

*“Although some participants were not optimistic that their desired outcome would be selected due to cost, politics, or cynicism, they all expressed gratitude and positive sentiment about being included in the process and stated that they would be more than happy to participate in a future workshop.”*

*“The EDBC finds these sessions to be positive and open for any and all to participate and [thinks] that any future planning efforts should definitely include this process.”*





**Hmong American Friendship Association**

*"By breaking the workshop into five different scenarios (focus group Stations), [this helped] members of our community to focus more on the given task of each scenario."*

*"Vision 2050 staff was very helpful and was well [prepared] for each of the scenario presentations."*



**IndependenceFirst**

*"The workshop was a success with twenty participants. The participants enjoyed the ability to provide input through the real-time keypad polling device and view the results. Attendees were engaged by different sketch-level land use and transportation scenarios. Feedback was positive and attendees enjoyed the group discussion of the scenarios."*

*"SEWRPC has continued to be helpful during the entire process. SEWRPC staff led the workshop which freed our staff to help individuals if they needed assistance."*



**Milwaukee Urban League**

*"Many of those in attendance had participated in previous workshops. People were really engaged and appreciated the opportunity to provide input on this important planning process."*

*"Thank you and all of the people at SEWRPC for giving MUL an opportunity to participate in the VISION 2050 workshops."*



**Southside Organizing Committee**

*"The response from participants in the third session for VISION 2050 was again positive. All of the elements of the session are important and useful: catching up everyone with the process to date, the interactive 'voting' of preferences portion, and the small group discussion."*

*"Residents appreciate being part of the process and having an opportunity to provide input, and we believe residents are genuinely interested in the discussion about land use and transportation based on our discussions with them afterwards."*

**Urban Economic Development Association of Wisconsin**

*"In particular, this session was truly representative of UEDA's network, with ... representatives from banks, CDC's, business improvement districts, local businesses or corporations, workforce development agencies, MCTS, residents, etc. Because of the diversity of the group, many critical ideas and perspectives were shared about the (pros) and cons for each scenario. Overall, this was an informative (session) where participants gained a deeper understanding of the VISION 2050 process."*

**Urban League of Racine and Kenosha**

*"Throughout the scenario exercises, participants asked SEWRPC staff questions about Scenarios A, B, C, D and E. Some questions were about housing and bike trails; others about transit services (bus routes, light rail, commuter rail and taxi services)."*

*"The SEWRPC team did a great job of soliciting input regarding the land use and transportation plan for the future."*

**Copies of the partner Workshop #3 reports follow:**



**SEWRPC Vision 2050 Workshop**  
**October 1, 2014**  
**Hosted by Common Ground and First Unitarian Society of Milwaukee**  
**Session Observations**

**Logistics**

The turnout at the workshop was very good – 45 people. This was unexpected since the commitments came to about 35; however, many people who did RSVP did so within the final two days.

The venue worked well. The room at FUSM was neither too big nor too small. People were able to move freely yet close enough for good casual interaction.

**Program Design**

The workshop was well constructed. The review/introduction was appropriately brief with the majority of time spent in small groups discussing scenarios. Not sure about the value of the feedback given through the clickers. While it provides “data,” the lack of discussion at the table lessened the meaningfulness for participants. The audience rotation among scenario tables worked well though in many cases the 10- minute allocation was too short and discussion was cut off prematurely.

**Information**

The amount of information provided to participants was overwhelming and therefore hard for many to process completely in the time provided. This includes the easel boards, handouts and PowerPoint. There is only so much information people can absorb, especially those who are not familiar with map formats and terms related to transportation and land use. In the future it would be good to communicate only the essential points related to the scenarios or the process. More is not better in this case.

The difference between the scenarios, especially B, C and D, was not clear enough. The distinctions on the maps were subtle and hard to see without more explanation (and time). The scorecard (if that’s the right term? while colorful was crammed with information making hard to comprehend. Again, time was a factor. The facilitators did a decent job highlighting the differences but those did not necessarily match the written materials provided. The balance between the amount of information and amount of time to digest was off.

**Facilitators**

The SEWRPC staff did a good job facilitating at tables. C. Terrance did an excellent job with the overview and avoided reading the PowerPoint. However, some staff were not able to answer questions at the tables asked and tied to get another SEWRPC staff person to help out. While good intention, this took valuable time away from the table discussion.

**Attendee Engagement**

It appears that workshop attendees were engaged throughout and the verbal feedback received was positive overall. Again, more time at the scenario tables would have allowed for deeper discussion and broader participation. It would have been good to allow people to introduce themselves at the tables. While adding time, it would have provided the opportunity to develop relationships and understand better where people were coming from.

**Conclusion**

This was the best workshop so far in terms of attendee engagement and SEWRPC staff involvement. It bodes well for future workshops.

## **Ethnically Diverse Business Coalition**

### **Vision 2050 Planning Session**

### **September 22, 2014**

The Ethnically Diverse Business Coalition hosted its Vision 2050 Workshop #3 on Monday, September 22, 2014 at The Big Easy, located at 2053 N. Dr. Martin Luther King Jr. Dr. in Milwaukee, WI. This workshop included 21 neighborhood residents, business owners, and a few ethnically-diverse chambers. All of the participants were engaged from the polling that happened in the beginning of the session, all the way to the small group scenarios that were presented.

All of the participants enjoyed learning, if they didn't already know, about SEWPRC's planning efforts for the future and great discussion ensued about what the future would look like based on decisions that were being made now around transit and accessibility to other counties outside of Milwaukee County. Participants loved the different ways to engage them, from the immediate polling results to the maps and moderated discussion that happened with the scenarios that were presented. SEWPRC staff was professional, thoughtful and patient with attendees, which was great. Although some participants were not optimistic that their desired outcome would be selected due to cost, politics, or cynicism, they all expressed gratitude and positive sentiment about being included in the process and stated that they would be more than happy to participate in a future workshop.

The EDBC finds these sessions to be positive and open for any and all to participate and think that any future planning efforts should definitely include this process.

**Hmong American Friendship Association, Inc.,  
SEWRPC  
Summary Workshop #2  
January 16, 2014**

HAFSA 2050 Vision Workshop #3

A total of 30 members of our community attended the Visioning Workshop #3 at the Hmong American Friendship on September 23, 2014.

For this workshop, instead of getting a lot of members of our community to participate, we focus on getting quality, members that can understand the workshop and participate in as much as possible. About 99% of the participants understood English.

By breaking the workshop into five different scenarios (focus group Stations), thus help members of our community to focus more on the given task of each scenarios. They were able to participate more and feel that their times are not wasted.

They expressed interest in each Scenarios as they are able to understand the Scenarios. Vision 2050 staff was very helpful and was well prep for each of the scenario presentation.

Member of the community also expressed that this workshop format was not as “boring” as the last ones. “It makes time goes by faster, yet interesting”, Txhij Xyooj Lis expressed his thoughts.

IndependenceFirst held their third Vision 2050 workshop on October 2<sup>nd</sup>, 2014 from 1:00 – 3:00 pm. The workshop was a success with twenty participants. The participants enjoyed the ability to provide input through the real-time keypad polling device and view the results. Attendees were engaged by different sketch-level land use and transportation scenarios. Feedback was positive and attendees enjoyed the group discussion of the scenarios.

SEWRPC has continued to be helpful during the entire process. SEWRPC staff led the workshop which freed our staff to help individuals if they needed assistance.

Our organization's involvement in the Vision 2050 workshops is significant for people with disabilities, our organization, and to the overall Vision 2050 process. People with disabilities in our community provide vital insight into how transportation and land use can affect the independence, productivity, and integration of people with disabilities. Without the input of people with disabilities, it is impossible to address the barriers faced by this population. IndependenceFirst's vision is for full inclusion of people with disabilities in our community so it's essential for people with disabilities to be part of the Vision 2050 process to ensure we are making progress in achieving our vision.

We were able to collaborate with SEWRPC to ensure accessibility of the workshop to all people with disabilities. Since we serve people with varying disabilities, it is important that we anticipate the possible barriers. We were able to offer assistance with writing for those with physical and learning disabilities, large print, copies of the PowerPoints, and printouts of the boards for people with visual impairments, and a sign language interpreter for those who are deaf. SEWRPC providing key information prior to the workshop allowed our staff to accommodate all interested participants.

Transportation can be a barrier for people with disabilities. Hosting workshops at our location and offering reimbursement for transportation helped to alleviate the barrier of transportation for many. Our location also allowed consumers to participate in the workshop in an accessible environment they were comfortable in and familiar with. These factors are important in ensuring the participation of people with disabilities.

IndependenceFirst was impressed with the October 2014 Vision 2050 workshop. It was another successful collaboration. We look forward to our continued partnership.



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Mr. Eric Lynde  
Vision 2050 Project Manager  
SEWRPC P.O. Box 1607  
W239 N1812 Rockwood Drive  
Waukesha, WI 53187-1607

October 2, 2014

Dear Mr. Lynde:

The Milwaukee Urban League (MUL) held its 3<sup>rd</sup> VISION 2050 Workshop on September 29, 2014 at the State DNR Building, 2200 N. Dr. Martin Luther King, Jr. Drive. We had a total of 23 participants.

Many of those in attendance had participated in previous workshops. People were really engaged and appreciated the opportunity to provide input on this important planning process. I also think that having the workshop at the DNR Building worked out in one respect because of the larger space. However, the major drawback was the DNR does not allow food/beverages in their meeting rooms. Therefore, if we use the DNR Building for our next workshop, I would like to start the session at 4:30pm. That will allow us to have refreshments in the common area between 4:30 and 5:00pm. The actual workshop can then take place between 5 and 7pm when we have to leave the building.

Thank you and all of the people at SEWRPC for giving MUL an opportunity to participate in the VISION 2050 workshops and we look forward to scheduling our next session.

Let me know if you have questions or need more information.

NOTE: the original attendance sheets are attached.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ralph Hollmon', written over a horizontal line.

Ralph E. Hollmon  
President & CEO

RH/tfm

Cc: Steve Adams





Established 1990

## Southside Organizing Committee

1300 South Layton Boulevard  
Milwaukee, Wisconsin 53215  
414-672-8090



### SUMMARY REPORT

Near South Side Vision 2050

Session III

October 6, 2014

There were a number of contributing factors to the significant drop off in participation for SOC's third Vision 2050 session. As we have noticed in past campaigns and planning processes, it is difficult to maintain momentum over a longer term: the previous two sessions were only two months apart versus the latest session coming after 8 months. SOC's concentration on its driver card initiative—which itself is a community response to a transportation demand unique to the Near South Side—had involved SOC's most active participants and leaders over the last three months. More mailers, email and social media attention went out for this session than the previous two: SOC followers on Facebook went over the 1,000 mark by October compared to less than 300 in January; the email notice for the October event was opened by 100 more contacts than our January notice and received the highest email open rate of the year; however, fewer readers went to the SEWRPC website (15) than in January (22); and fewer folks came out for the actual event. Nevertheless, we were pleased to have the ten residents join the discussion and we have been reminded again that in our work, nothing is better than personal contact.

The response from participants in the third session for VISION 2050 was again positive. All of the elements of the session are important and useful: catching up everyone with the process to date, the interactive "voting" of preferences portion, and the small group discussion. Having only one limited English speaking Spanish speaker may have limited his participation, however, everyone else seemed to participate fully. There continues to be strong sentiment for housing and jobs to be better connected through the regional transportation system and the locating of jobs and affordable housing. While cost has come out as a top concern on the Near South Side in some of the preference selection portion, in the discussion portion it was clear that "cost" goes beyond the start-up and annual maintenance financial outlay to include but not be limited to the other "costs" of mobility, equal access and healthy communities articulated in the five scenarios scorecard.

Residents appreciate being part of the process and having an opportunity to provide input, and we believe residents are genuinely interested in the discussion about land use and transportation based on our discussions with them afterwards. However, new participants seems to be the norm. Of the 57 unique participants to date, only five have come to two sessions. Our task before the next session will be to talk with each of the previous participants to try and re-engage them in the process.

**UEDA Visioning Workshop Results Summary**

Southeastern Wisconsin Regional Planning Commission (SEWRPC) Vision 2050

**Workshop Date:** September 24, 2014

**Workshop Location:** Manpower

**Time:** 3:30- 5:00pm

**Summary**

After a welcome and introductions by Bill Johnson (UEDA), C. Terrence Anderson (SEWRPC) provided a brief overview of the Sketch Scenarios, with participants reviewing five conceptual pictures representing a range of possible future for land use and transportation. These scenarios provided the participants with “what if” illustrations, varying based on the location, density, and mix of new development and redevelopment, and the transportation system. Participants also provided additional feedback about each scenario using the iClicker response system.

The second part of the session allowed participants to actively participate in exploring each scenario in small groups. Using a ‘world café’ process, facilitators at each sketch scenario invited participants to share additional insights and questions. This session proved to be extremely valuable for the diverse group of attendees, who were highly engaged and offered their opinions and concerns for each scenario.

There were common themes that emerged:

- The positive aspect of scenarios that increased access for individuals in the region to multiple transit options and affordable housing.
- Lack of confidence that the leadership in the region would invest in supporting Transit Oriented Development (TOD).
- The connection between equitable economic growth and transportation and the need for the region to focus on creating more jobs.
- Focusing on transportation options the increase connections to current job centers and areas of expected employment growth (i.e. a more regional transportation/transit system).

In particular, this session was truly representative of UEDA’s network, with 19 attendees representatives from banks, CDC’s, business improvement districts, local businesses or corporations, workforce development agencies, MCTS, residents, etc. Because of the diversity of the group, many critical ideas and perspectives were shared about the pro and cons of each scenario.

Overall, this was an informative sessions where participants gained a deeper understanding of the Vision 2050 process.

*Prepared by Gayle Peay & Kristi Luzar*

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SEWRPC VISION 2050 Urban League of Racine and Kenosha, Inc.

September 26, 2014

Ensure meaningful results: Yolanda Adams, agency CEO, assumed the responsibility to assist in engaging the meeting attendees so they would provide ideas and suggestions in a way that could be effectively combined with the results of the general public meetings conducted by SEWRPC staff. Throughout the scenario exercises, participants asked SEWRPC staff questions about Scenarios A, B, C, D and E. Some questions were about housing and bike trails; others about transit services (bus routes, light rail, commuter rail and taxi services).

As this was our third workshop, Ben McKay and the other SEWRPC staff provided technical assistance and materials that included easels with maps, a point overhead presentation and copies of the VISION 2050 Workshop #3 Schedule. Comments and remarks made by participants after the workshop were the SEWRPC team did a great job of soliciting input regarding the land use and transportation plan for the future.

Provide results of meetings to Commission staff: This document serves as our written report conveying the process and results of the third targeted meeting/workshop.



**APPENDIX E-2  
SUMMARY OF RESPONSES TO QUESTIONS RELATED TO CONCEPTUAL SCENARIOS**

**SUMMARY OF RESPONSES TO QUESTIONS RELATED TO CONCEPTUAL SCENARIOS**

The following is a summary of responses to questions asked of participants during the third round of VISION 2050 workshops held during the fall of 2014. The workshops were focused on comparing a series of conceptual land use and transportation scenarios.

**Summary of Responses to “Who’s in the Room?” Questions**

This section presents a summary of the responses to a series of questions asked at each workshop to get a sense of the basic characteristics of workshop participants. Attendees responded to these “who’s in the room?” questions via keypad polling devices.

**Have you attended a VISION 2050 Workshop in the past?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha								
Yes	124	42%	14	50%	67	44%	11	44%	12	41%	5	42%	4	27%	11	34%
No	170	58%	14	50%	86	56%	14	56%	17	59%	7	58%	11	73%	21	66%

**How long have you lived in Southeastern Wisconsin?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha								
5 years or less	33	10%	2	8%	15	9%	8	31%	3	11%	1	8%	4	25%	0	0%
6-10 years	19	6%	1	4%	11	6%	1	4%	2	7%	2	17%	1	6%	1	3%
11-15 years	16	5%	1	4%	8	5%	1	4%	2	7%	3	25%	0	0%	1	3%
16-25 years	44	14%	4	15%	25	14%	4	15%	4	14%	1	8%	3	19%	3	10%
More than 25 years	203	64%	18	69%	117	66%	12	46%	17	61%	5	42%	8	50%	26	84%

**What is your age?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha								
Under 25 years	18	6%	0	0%	6	3%	5	19%	1	3%	0	0%	6	38%	0	0%
25-34 years	44	14%	2	8%	27	15%	4	15%	4	13%	1	8%	3	19%	3	9%
35-44 years	31	10%	0	0%	22	13%	4	15%	2	7%	1	8%	1	6%	1	3%
45-54 years	69	22%	10	38%	34	19%	3	12%	8	27%	4	31%	2	13%	8	25%
55 years or older	157	49%	14	54%	87	49%	10	38%	15	50%	7	54%	4	25%	20	63%

**What is your gender?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha								
Male	165	53%	16	59%	91	53%	11	46%	20	71%	6	46%	9	60%	12	38%
Female	147	47%	11	41%	82	47%	13	54%	8	29%	7	54%	6	40%	20	63%

**Summary of Responses to Scenario Factor Questions**

This section presents a summary of the responses to a series of questions related to which factors residents believed were most important to comparing the scenarios. The questions were asked at each workshop, with attendees responding via keypad polling devices, and through the online scenario exploration tool. The online tool also had an interactive component that allowed users to see which scenarios they were likely to prefer based on their responses.

**How do you think the Region should grow?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha							
Redevelopment and infill along major transit lines	<b>325</b>	24	60%	195	67%	14	44%	18	55%	4	25%	21	54%	49	58%
Redevelopment, infill, and development immediately at the edge of urban centers	<b>142</b>	6	15%	73	25%	10	31%	8	24%	8	50%	12	31%	25	30%
Low-density development outside of urban centers	<b>65</b>	10	25%	20	7%	8	25%	7	21%	4	25%	6	15%	10	12%

**Which is more important to you?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha							
Preserving farmland, wetlands, woodlands, and wildlife habitat	<b>477</b>	35	88%	259	83%	28	82%	26	70%	15	88%	37	95%	77	91%
Increasing land available for development	<b>86</b>	5	13%	52	17%	6	18%	11	30%	2	12%	2	5%	8	9%

**Where do you think businesses should be located in the Region?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha							
Near housing	<b>12</b>	1	2%	5	2%	1	3%	0	0%	0	0%	0	0%	5	6%
Near transit stops	<b>69</b>	4	10%	36	12%	4	12%	3	8%	4	24%	5	13%	13	15%
Near housing and transit stops	<b>389</b>	27	64%	237	77%	17	50%	29	78%	7	41%	23	61%	49	57%
It should be up to the business	<b>93</b>	10	24%	31	10%	12	35%	5	14%	6	35%	10	26%	19	22%

**What type of neighborhood would you prefer?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
One with homes that have large private yards	68	8	21	7	5	4	10	13
		18%	7%	21%	13%	25%	26%	15%
One with a choice of housing types where you can walk to places like businesses, parks, and schools	344	26	195	20	22	10	17	54
		58%	62%	59%	58%	63%	44%	62%
One with homes that have small private yards where you can walk to places like businesses, parks, and schools	162	11	99	7	11	2	12	20
		24%	31%	21%	29%	13%	31%	23%

**Which of these is most important to you?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Sidewalks accessible to people with disabilities	58	3	33	3	4	0	1	14
		7%	11%	9%	11%	0%	3%	16%
Off-street bicycle paths	32	3	10	1	5	2	5	6
		7%	3%	3%	13%	12%	13%	7%
Physically separated on-street bicycle lanes	41	6	19	4	3	1	5	3
		13%	6%	12%	8%	6%	13%	3%
All of these are important	411	33	243	20	26	13	21	55
		73%	77%	61%	68%	76%	54%	64%
None of these are important	30	0	9	5	0	1	7	8
		0%	3%	15%	0%	6%	18%	9%

**Which is a greater transportation priority in Southeastern Wisconsin?**

	Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Providing as many transportation options as possible	350	25	209	23	21	10	11	51
		58%	67%	70%	57%	59%	28%	60%
Reducing congestion as much as possible	118	8	55	5	6	4	17	23
		19%	18%	15%	16%	24%	44%	27%
Keeping the cost of the transportation system as low as possible	99	10	49	5	10	3	11	11
		23%	16%	15%	27%	18%	28%	13%



**When it comes to public transit, which of these is most important to you?**

	Region		Kenosha		Milwaukee		Ozaukee		Racine		Walworth		Washington		Waukesha	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Improved bus service	81	14%	7	15%	40	13%	3	9%	6	15%	5	31%	7	18%	13	15%
Rail transit in the Milwaukee area in addition to improved bus service	99	17%	1	2%	73	23%	11	31%	0	0%	0	0%	2	5%	12	14%
Rail transit between communities of the Region in addition to improved bus service	345	60%	35	76%	190	61%	14	40%	30	77%	8	50%	20	51%	48	56%
None of these are important	49	9%	3	7%	10	3%	7	20%	3	8%	3	19%	10	26%	13	15%



## COMMENT SUMMARY

The following is a summary of all public comments received on the conceptual land use and transportation scenarios for VISION 2050, which were presented to the public for review during the fall of 2014 and are described in Chapter 2 of this volume. Comments were received at public workshops (one held in each county), workshops held by eight community organizations, a workshop held by request, and via an online scenario exploration tool.

The comments were considered as Commission staff developed and evaluated more detailed alternative land use and transportation plans to be presented at the fourth round of VISION 2050 workshops.

## SUMMARY OF INDIVIDUAL COMMENTS RECEIVED

The comments in this section were received via an individual comment form completed as part of a workshop or through the online scenario exploration tool. The comments are organized into primary categories, with several secondary categories under each primary category. Examples of comments that are representative of a particular category are also included.

### All Individual Comment Form Comments

Comment Type	# of Responses per Scenario				
	A	B	C	D	E
Number of Positive Comments	68	133	216	212	299
Number of Negative Comments	342	205	137	112	125
Total Individual Comment Form Comments Received*	1,941				

\* This total also includes comments that are not relatable to the scenarios.

### Primary Category: Scenario Preference

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like this scenario.	4	4	5	4	27
I prefer a different scenario.	118	31	10	4	7
This scenario is an intermediate step to a better Region, but we can do more.	0	9	8	2	0
This scenario is a good compromise.	0	2	5	3	0

Representative comments:

- I do not like any of the land use and transportation features in Scenario A.
- Scenario C is a significant improvement over Scenarios A and B.

- Scenario D is progressive and would benefit people in most of the Region.
- I like all of the land use and transportation features of Scenario E.
- All land use and transportation features of Scenario A need to be improved.
- I am concerned that Scenario B is too much of the same and needs innovation.
- Scenario E seems too unrealistic.

**Primary Category: Bicycle/Pedestrian Accommodations**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario provides a sufficient level of bicycle/pedestrian accommodations.	13	6	19	16	25
This scenario needs to provide more bicycle/pedestrian accommodations.	11	14	2	5	3
This scenario provides too many bicycle/pedestrian accommodations.	0	2	1	0	1

Representative comments:

- It is good that the on-street and off-street bicycle networks are expanded in all of the scenarios.
- I like the enhanced bicycle facilities and the protected bike lanes that are shown in Scenarios C, D, and E.
- The increased density in Scenario C can improve the sense of neighborhoods and walkability.
- The idea of supporting more intercity travel by biking in Scenarios C, D, and E is fantastic. I would like to see more off-road paths to make biking safer and more aesthetically pleasing.
- Scenario A is not supportive of walking because destinations are too far apart.
- The corridors devoted for bicyclists shown in Scenarios C, D, and E should not be implemented.

**Primary Category: Costs**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the low costs associated with this scenario.	10	1	3	4	5
I do not like the high costs associated with this scenario.	2	1	3	3	32
This scenario will provide a good return on investment.	0	1	1	1	4
This scenario will not provide a good return on investment.	8	3	2	0	1
There is a need to increase transportation funding under this scenario.	3	1	2	3	6

Representative comments:

- Costs for transportation are the least expensive in Scenarios A and B.
- The transportation system in Scenario E is cost-effective and maximizes limited resources.

- I like Scenarios C and E because they cost the least for local governments for supporting new development.
- Scenario A may have short-term savings but there would be long-term expenses related to the environment, housing balance, and access to public transportation.
- It seems the costs in Scenario B are not in balance with the increased outcomes.
- The costs for transportation services in Scenario E are too expensive.

### Primary Category: Development Patterns

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the development pattern shown in this scenario.	9	16	37	38	42
There should be more compact development in this scenario.	33	31	12	14	11
There should be less compact development in this scenario.	0	2	3	1	3
I like that this scenario encourages infill and redevelopment.	0	9	2	0	6
Infill and redevelopment need to be encouraged more in this scenario.	2	0	0	0	0

#### Representative comments:

- I like the emphasis on infill development in Scenario B.
- I like that in Scenario C existing land and residential areas are filled in before development spreads out.
- I like the more concentrated growth and densities in housing and employment that are included in Scenarios C, D, and E.
- I like the focus on Transit-Oriented Development (TOD) in Scenarios C, D, and E.
- I am concerned that Scenario A devotes too much space to sprawling development and weakens urban cores.
- I do not like that Scenario B still encourages sprawl.
- I am afraid that Scenario D may impose development on places that do not want it. Development needs to stay close to transit centers.
- In Scenario E, the higher density needs to be spread into rural areas.

### Primary Category: Housing

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the range of housing options offered in this scenario.	8	5	7	4	14
There should be an increase in the range of housing options, especially affordable housing options, offered in this scenario.	8	4	2	1	3

#### Representative comments:

- I like that in Scenario A communities that want to keep large lots can keep them.
- I like that there are more opportunities for housing outside the city in Scenario B.

- There is a good mix of housing options and compact housing development in Scenarios C, D, and E.
- Scenarios C and E offer more affordable housing.
- Scenario E does not provide enough housing choices in rural areas or sufficient housing choices across all counties.

**Primary Category: Job/Housing Balance**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the job/housing balance shown in this scenario.	0	2	8	13	6
The job/housing balance needs to improve under this scenario.	8	5	5	1	3

Representative comments:

- The proximity between housing and jobs shown in Scenario B is a move in the right direction.
- I like the better balance of jobs and housing in Scenario C.
- I think the job/housing balance is highest in Scenario D.
- In Scenario E, I like that household and business growth are concentrated in areas where development has already occurred.
- I believe Scenario A exacerbates the job/housing disparity.
- Employment growth does not correspond with population growth in Scenario B.
- In Scenario C, we need to better connect people to jobs in the Region.

**Primary Category: Preservation of Farmland, Open Space, and Natural Resources**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the level of farmland, open space, and natural resource conservation occurring in this scenario.	3	3	21	8	13
This scenario does not conserve enough farmland, open space, and natural resources.	24	4	3	1	2
I like that this scenario will improve air quality.	0	0	2	2	2
This scenario does not improve air quality enough.	3	4	1	2	2

Representative comments:

- I like that Scenarios C, D, and E decrease greenhouse gas emissions.
- I think Scenario C maximizes the protection of farmland and open space.
- Both Scenario D and E have good preservation of natural areas and open space.
- I believe that Scenarios A and B have too many greenhouse gas emissions.
- There is a need to preserve farmland and undeveloped land in Scenarios A and B.

**Primary Category: Regional Attractiveness**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will make the Region more attractive to live and work in.	1	0	1	3	10
This scenario will limit our ability to attract/keep people in this Region.	3	0	0	1	0

## Representative comments:

- I think Scenario A will attract those 30 and older who want to raise a family in a quiet area as well the older populations.
- Scenarios C, D, and E can help with more job creation and a better regional economy.
- Marketing these alternative forms of transit could show the public that these systems work and that they create a booming economy.
- Scenario A would limit job growth and does not include the transit services that would attract younger generations.

**Primary Category: Segregation/Gentrification/Equitable Access**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will provide equitable access for low-income populations, minority populations, and people with disabilities.	0	1	12	1	5
This scenario will reduce equitable access for low-income populations, minority populations, and people with disabilities.	5	1	0	1	0
This scenario will increase segregation/gentrification for low-income populations and minority populations.	6	3	2	0	2

## Representative comments:

- Scenario C provides equitable access to transit services.
- Scenario C provides good transit service quality and access for minority populations and low-income populations.
- Scenario E offers multiple options that allow people of varying abilities and economic status to traverse the Region to get to work, school, health care, and recreation.
- I do not feel that Scenario A addresses aging or low-income populations.
- Scenario A might increase segregation since it decreases options for connecting people, housing, and jobs.
- Scenario A is the way things have been going and it will lead to more segregation, poverty, negativity, and isolation.
- I think that in Scenario E we need to ensure that low-income households and minority households aren't gentrified out.

**Primary Category: Streets and Highways**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like that this scenario supports expansion of streets and highways.	7	13	0	0	0
I don't like that this scenario supports expansion of streets and highways.	13	15	1	0	0
I like that this scenario doesn't include the expansion of streets and highways.	0	0	11	11	12
This scenario should include the expansion of streets and highways.	0	0	9	6	4
The congestion level shown in this scenario is acceptable.	13	22	3	3	5
I don't like the level of congestion shown in this scenario.	4	2	5	13	11

Representative comments:

- There should be less highway expansion and widening in Scenarios A and B.
- The cost of reducing congestion is very high and only benefits a few people. We cannot afford to continue along this path.
- I like the widening and expansion of streets and highways shown in Scenarios A and B.
- I like that traffic congestion is reduced in Scenarios A and B.
- I like the discouragement of auto use that congestion brings in Scenario E.
- I think there is too much congestion in Scenarios C, D, and E.

**Primary Category: Transit**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the transit options offered in this scenario.	7	47	75	91	92
We need to improve transit service more than what is offered in this scenario.	76	67	59	37	15
We do not need the level of transit service offered in this scenario.	0	3	5	10	6
I like the fixed-guideway transit service in this scenario but don't agree with the location of the corridors.	0	0	3	2	3
I like the increase in transit options in this scenario but I am concerned about traveling the last mile to destinations.	0	0	0	1	1

Representative comments:

- I like the increase in bus service in Scenario B, including the shorter wait times, increased bus operation periods, increased frequency, and longer route distances.
- I like that Scenario B restores lost transportation services.
- Scenario C starts to shift priorities from highway development to more transit and walkable communities.
- I like the bus rapid transit and light rail shown in Scenario C.
- I like the commuter rail shown in Scenario D.
- I like that rail in Scenario D is provided to all urban centers in the Region.



- There are extensive transit options in Scenario E, including combining light rail/bus rapid transit with commuter rail.
- Scenario E would offer more transit choices for people who want to work outside of Milwaukee.
- It is good that there is increased shared-ride taxi service in many of the scenarios.
- Scenario A needs to provide more transit options and increase access to transit.
- Scenario B does not have a regional transit perspective because it does not include rail.
- Scenario C does not go far enough in connecting Racine, Kenosha, and Chicago by rail.
- There is a need for the Kenosha-Racine-Milwaukee commuter rail line.
- There is a need for a commuter rail line to West Bend.
- I do not see a need for commuter rail in Scenario D because it does not help those outside of very urban areas.
- I would prefer flexible buses rather than fixed rail systems in Scenarios D and E.
- In Scenario E, I do not believe there is economic viability in train investment.
- Scenarios D and E need to address the “last mile” issue.

**Primary Category: Transportation Options**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario offers a balanced transportation system.	0	3	9	13	30
This scenario should offer a more balanced approach to our transportation system.	15	12	7	6	10

**Representative comments:**

- The balance between transit and highways is realistic in Scenario B.
- I like that rapid transit has its own lanes and that there are more walkable and bikeable trails in Scenario C.
- Scenario D seems the most realistic with a nice balance of the key transportation and land use elements.
- I think Scenario E offers a transportation system that is visionary.
- I like that Scenario E makes investments to transportation options instead of continually trying to make streets and highways wider.
- Scenario E is the best option for our Region because it provides a robust system that is critical to our future.
- I am concerned that Scenario A will not serve people without cars.
- I feel that Scenario A gives very few transportation choices or options.
- We should consider pedestrian-only streets and walkways, particularly in dense areas.
- Transportation in the Region needs to be easier and facilitated by rail, an improved bus system, and by more bike lanes and paths.

## SUMMARY OF SMALL GROUP COMMENTS RECEIVED

The comments in this section were recorded by staff during the small group activity conducted as part of each workshop. The comments are organized into primary categories, with several secondary categories under each primary category. Examples of comments that are representative of a particular category are also included.

### All Small Group Comments

Comment Type	# of Responses per Scenario				
	A	B	C	D	E
Number of Positive Comments	56	92	199	194	273
Number of Negative Comments	496	431	247	192	167
Total Individual Comment Form Comments Received*	2,444				

\* This total includes comments expressing neutral feelings towards the scenario and non-applicable comments.

### Primary Category: Scenario Preference

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like this scenario.	1	3	4	10	32
I prefer a different scenario.	70	23	5	11	9
This scenario is an intermediate step to a better Region, but we can do more.	0	8	3	1	0
This scenario is a good compromise.	1	2	7	4	1

#### Representative comments:

- I like Scenario E because I won't need to own a car.
- I like Scenario E because it would lead to more people investing in their neighborhood.
- Scenario C will meet the needs of the younger generation.
- Scenario A is the plan for a dying city.
- I don't think we should keep going in this direction. We should have a vision for the Region. I would prefer any other scenario than Scenario A.
- Scenario B is a good first step towards the future but doesn't address our problems.
- Scenario D is more feasible politically because it can help regionwide.
- Scenario E is my least favorite. It is unlikely that the LRT/BRT will attract people. The cost structure for transit is not sustainable and it is discouraging to see how it does nothing to decrease the massive amount of traffic congestion.
- I like Scenario D because it is a great "Middle Option," doing nearly as well on every performance measure, though not necessarily performing the single best in each and every regard.

**Primary Category: Bicycle/Pedestrian Accommodations**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario provides a sufficient level of bicycle/pedestrian accommodations.	1	4	22	12	21
This scenario needs to provide more bicycle/pedestrian accommodations.	13	14	3	2	3
This scenario provides too many bicycle/pedestrian accommodations.	2	3	6	2	7

**Representative comments:**

- As you get older you want to walk to a lot of places, not drive. You can't do that in Scenario A.
- As a biker, I want to see the development of more off-street bike options in Scenario B. I don't enjoy having to bike in the road with cars and breathe in exhaust fumes.
- How many people ride bicycles to work in the middle of winter? I don't think we need as many bike accommodations in any of the scenarios.
- We need more walkable areas in Walworth County than what is shown in Scenario C.
- Snowmobiles use paths in winter so expanding paths would be more important than enhancing on-street bike lanes like in Scenario C.
- I like that Scenario C offers more dense, walkable neighborhoods and better bike facilities.
- Bicycle improvements are not as important given our winters and should not be included in Scenario E.
- Bicycling is healthier and reduces congestion. I like that Scenario E offers these amenities.
- Healthy communities resulting from walkable neighborhoods under Scenario D are desirable.
- The Region needs to attract the best and brightest of the next generation of workers. Scenario A has fewer bike options and promotes isolation, which will not attract young workers.

**Primary Category: Costs**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the low costs associated with this scenario.	9	1	1	3	0
I do not like the high costs associated with this scenario.	2	3	1	4	23
This scenario will provide a good return on investment.	0	0	2	1	5
This scenario will not provide a good return on investment.	19	2	1	5	2

**Representative comments:**

- Density lowers the cost of service for municipalities. Scenario A does not have a high enough density to lower costs.
- Politically, Scenario A is the most advantageous because it's the cheapest and relies on the status quo.
- Scenario A has the least transportation costs, but you get what you pay for.

- Scenario B is making a big assumption. This scenario doubles the transit service which is very expensive yet the Federal budget appears to be reducing funding for transit. This scenario is unlikely.
- Scenario B is too expensive with the least amount of gain.
- I like how Scenario C has a moderate cost for providing local government services.
- Scenario C would cause us to have to pay a lot of taxes to pay for transit but we would not need a second car which would be a cost savings.
- I don't think the commuter rail service in Scenario D would be efficient and cost effective.
- There would be less of a strain on public service if we had the type of compact development shown in Scenario D. It would be cheaper and easier to develop in places that are already developed.
- I doubt Scenario E will be sustainable because it is the most expensive option.
- Scenario E costs too much money. We do not need to build as much of a transportation network.
- I like that Scenario E will save on most external costs. There will be less need for cars, better access to jobs, and a decreased need for jobless assistance.

**Primary Category: Development Patterns**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the development pattern shown in this scenario.	12	24	48	33	40
There should be more compact development in this scenario.	72	76	20	19	2
There should be less compact development in this scenario.	1	9	13	9	15

**Representative comments:**

- I like that Scenario A will allow me to have a bigger house and yard. That's more comfortable for me.
- Scenario A offers a bad pattern of development.
- I like that I can work and live in the outskirts of the city without having to deal with congestion in Scenario B.
- I'm concerned about seeing job growth occurring outside of Milwaukee in Scenario B.
- We need higher densities in Scenario B. Higher densities lead to higher efficiency and less energy consumption.
- I like that the TOD and mixed development approach in Scenario C will preserve more farmland and outer lying rural areas.
- Older people like to be in higher-density areas. I like that Scenario C offers that choice.
- I would like growth to be more spread out in Scenario C, but we need commuter rail to make it happen.
- Having commuter rail and compact development, as shown in Scenario D, would save mileage on our cars.
- I worry about the sprawl shown in Scenario D.

- I like the smaller, affordable homes Scenario E would create.
- I like that Scenario E will attract employment to Milwaukee County.
- I prefer a little elbow room. Scenario E is too dense.
- We need an even more aggressive land use policy than what is shown in Scenario E.

**Primary Category: Housing**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the range of housing options offered in this scenario.	4	6	6	0	12
There should be an increase in the range of housing options, especially affordable housing options, offered in this scenario.	16	24	10	1	1
This scenario encourages too much multifamily/small home development.	0	1	1	1	9

**Representative comments:**

- I like a bigger house and yard. I think Scenario A will be more comfortable.
- Young people are not interested in taking care of three acre yards. Scenario A is really backwards.
- Scenario B’s emphasis on single family development is unfortunate. We need more multifamily and mixed-use development.
- I want a big yard. People move to Kenosha and Racine to have a bigger house and the ability to get to Chicago quickly for entertainment purposes. I like that Scenario B will allow me to have that choice.
- Large lot sizes are not a high priority and should not be encouraged in Scenario B. The pros of more compact development outweigh the pros of larger lot sizes.
- I like that Scenario C will provide more housing options.
- I wish there was more affordable housing and transit for the elderly than what Scenario C offers.
- Rental costs are too high and there are not enough multifamily units in Scenario D. We need to ensure new housing is affordable.
- I like that multifamily and smaller homes are included in Scenario E.
- I like that Scenario E offers smaller houses. We want to encourage infill housing. People will move back into the city under this scenario.
- I am concerned that Scenario E could potentially reduce the number of affordable housing options.
- I think Scenario E will create too many smaller homes.

**Primary Category: Job/Housing Balance**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the job/housing balance shown in this scenario.	1	2	13	9	17
The job/housing balance needs to be improve under this scenario.	16	33	8	4	1

Representative comments:

- In Scenario A, all the jobs are not located where the people are.
- There is a disconnect between the location of jobs and the labor force in Scenario A.
- I’m concerned that Scenario B draws jobs away from the city.
- It is immoral to set people up where they can’t get to work. Housing should be established near employment areas and transit service, not like the development patterns shown in Scenario B.
- We need to get more job growth around the transit corridors in Scenario C.
- I like that the proposed TOD’s in Scenario C will allow people to move closer to jobs and create walkable communities. It reminds me of the Twin Cities along the station stops.
- I like the job/housing balance shown in Scenario D.
- The most important thing is to be able to live where I work. Scenario D helps that.
- There is a disconnect between Milwaukee County workers and outlying job centers in Scenario D.
- Because of the density of jobs, I could find closer work and not move with Scenario E. That job would be closer to me and I would have better access to that job.
- Access to jobs is the key, so even though I prefer Scenario E, the “balance” in Scenario D may be more important.

**Primary Category: Preservation of Farmland, Open Space, and Natural Resources**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the level of farmland, open space, and natural resource conservation occurring in this scenario.	0	1	16	1	4
This scenario does not conserve enough farmland, open space, and natural resources.	41	17	4	4	7
This scenario conserves too much farmland, open space, and natural resources.	2	0	1	0	4
I like that this scenario will improve air quality.	0	0	1	1	3
This scenario does not improve air quality enough.	0	5	0	0	1
This scenario does not improve water quality or address water access issues enough.	5	1	0	0	1

Representative comments:

- The negative side of Scenario A is the continued development of farmland.
- Scenario A is a terrible use of resources.

- Loss of farmland in Scenario A is not as important as decline in transit service. Farmers need government subsidies to operate.
- Access to drinking water will continue to be an issue with Scenario A. The more sprawl, the less the water table can support the growth.
- We need fruits and vegetables and cows. We lose a lot of farmland in Scenario B.
- Scenario B is not very good. It is auto-reliant, carbon-heavy, and not efficient at getting people from point A to point B.
- I like how Scenario C will increase the preservation of farmland and open space.
- I like that Scenario C’s TOD and mixed development approach preserves farmland and outer lying areas.
- I’m concerned that commuter rail lines reaching outward could put pressure on remaining farmland in Scenario D.
- I like the low emissions that are projected in Scenario E.
- Scenario E is the best, both ecologically and healthcare-wise, and will provide the best access to jobs.
- Scenario E may not preserve enough farmland and open space.

**Primary Category: Regional Attractiveness**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will make the Region more attractive to live and work in.	1	0	4	7	5
This scenario will limit our ability to attract/keep people in this Region.	22	10	7	2	3

**Representative comments:**

- There is an increase in desire to move to a community with transit options. This is especially true in the younger population. Scenario A doesn’t achieve the number of transit options to attract these young people.
- Scenario A is not smart growth. It’s continuing sprawl. It’s dumb growth. It will be very negative for job growth. It will repel job growth because young people want a place of innovation.
- Bus service in Scenario B is not enough to help this Region and help us remain competitive.
- I think the economy would greatly improve under Scenario C, which I support.
- I don’t think the development patterns shown in Scenario C will keep people in the Region. We need to compete against places like Seattle and Portland.
- We need to attract the younger generation to the Region. I’m not sure Scenario D will help us achieve that.
- Scenario D is exactly what we need to draw young people and industry to Wisconsin.
- Scenario E is more desirable than Scenario A and B. Young people don’t have or don’t want cars. Adding transportation alternatives is good and will attract the best and brightest to the Region.

- I can see Scenario E making the Region a transient place where people don't stay. It doesn't fit the Midwest.
- Scenario E makes the Region a cool place to live, which would help Milwaukee grow.

**Primary Category: Segregation/Gentrification/Equitable Access**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario will provide equitable access for low-income populations, minority populations, and people with disabilities.	0	0	6	3	7
This scenario will reduce equitable access for low-income populations, minority populations, and people with disabilities.	11	10	3	2	2
This scenario will increase segregation/gentrification for low-income populations and minority populations.	19	3	2	0	4

**Representative comments:**

- I think Scenario A is exclusionary. Racine has had population decline and concentrations of poverty.
- Scenario A does nothing to address segregation, poverty, isolation, people who need jobs and where jobs are located. This scenario will create a further decline of the Region.
- People earning low wages can't afford cars. Scenario A will not help people who do not have personal vehicles.
- Scenario B is segregated and is not going to help the state or the city. I don't like it.
- Scenario B makes low-income people stay low-income by leaving them with no way to get anywhere near jobs.
- I think Scenario C will displace the low-income population. I want to avoid displacing people and tearing down homes for transit.
- I like that Scenario C offers equitable access.
- I think Scenario D will help inner city families.
- Higher rents for places will occur closer to the train stations proposed in Scenario E. This will cause gentrification.
- I like that affordable housing and transportation is increased in Scenario E, but I am concerned about the gentrification this will cause along the corridors.
- Scenario E is the most equitable scenario.



**Primary Category: Streets and Highways**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like that this scenario supports expansion of streets and highways.	9	19	0	0	0
I don't like that this scenario supports expansion of streets and highways.	11	10	3	2	2
I like that this scenario doesn't include the expansion of streets and highways.	0	0	7	10	8
This scenario should include the expansion of streets and highways.	0	0	14	8	12
The congestion level shown in this scenario is acceptable.	10	13	7	8	9
I don't like the level of congestion shown in this scenario.	6	8	13	16	7

**Representative comments:**

- Rush hour congestion will persist no matter how much capacity is added to the freeways in Scenario A, so freeways do not need to be overbuilt.
- Scenario A addresses congestion and provides trucks with highway access to businesses. Highways attract jobs and people, which will increase the tax base.
- Congestion is not necessarily a bad thing.
- I think that the congestion and travel commute times in Scenario A should not become worse than they are today. However, I don't think that adding traffic lanes will help.
- Simply adding more lanes in urban areas does not address the congestion level in Scenario B.
- The freeway widenings in Scenario B mean buses won't be stuck in traffic and commuting by bus may become more viable.
- Congestion is not bad enough to add freeway lanes in Scenario B.
- I wish that Scenario C would reduce congestion more since we are increasing the amount of transit.
- I like that Scenario C is not adding capacity to the arterial street and highway network.
- I like the low amount of congestion shown on the freeways in Scenario C.
- We need to add capacity to highways and arterial roadways in Scenario C.
- I do not like the large amount of congestion along the I-43 corridor in Scenario D.
- I don't feel significant investments in highway capacity would improve automobile commutes in Scenario D.
- All great metro areas have a lot of congestion. Congestion comes with density and shows that it is a desirable place to be. I think the congestion levels in Scenario D are okay.
- There is a need for good roads to connect Kenosha with Milwaukee and other areas of the Region. Trucks also will benefit from having good roads. Scenario D needs to address this.
- I don't like how Scenario E says if you live in the city you can't get anywhere because of the congestion level.

- It’s unreasonable to just keep going the same way and expand roadways. I’m glad Scenario E doesn’t perpetuate this.
- I like the congestion levels in Scenario E. Higher levels of congestion will encourage people to live closer to where they work.
- I think we need commuter lanes added to the highway system in Scenario E.

**Primary Category: Transit**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I like the transit options offered in this scenario.	2	13	58	93	109
We need to improve transit service more than what is offered in this scenario.	131	124	98	38	13
We do not need the level of transit service offered in this scenario.	6	8	6	37	16
I like the fixed-guideway transit service in this scenario but don’t agree with the location of the corridors.	0	0	11	29	2
I like the increase in transit options in this scenario but I am concerned about traveling the last mile to destinations.	0	0	2	25	0

**Representative comments:**

- The rail transit in Scenarios C, D, and E will not achieve the intended ridership. There are not enough people that want to use transit service in this Region.
- I don’t like public transportation. I don’t use it. I don’t think we need the level of bus service offered in Scenario A.
- Avoid the transit decline shown in Scenario A. The aging population will increase demand, and transit service benefits the economy and quality of life.
- I think the decline in transit service shown in Scenario A will add to the decline of the city and increase polarization. We’ve already lost young people to places where there is transit.
- I like the doubling of the bus service in Scenario B.
- I doubt there is a need for better shared-ride service. We don’t need to include this service in Scenario B.
- I don’t have a driver’s license or a vehicle. If Scenario B occurs, I will not be able to reach job opportunities in many of the growth areas located outside of existing transit service areas.
- The problem with Scenario B is that you can’t travel between one community to another with public transit.
- There needs to be a BRT/LRT corridor through Bay View, Oak Creek, and St. Francis in Scenario C.
- Traveling the last mile is an issue when going from Milwaukee to jobs in Ozaukee County in Scenario C.
- I like the BRT/LRT proposed in Scenario C.
- I like the shared-ride transit service offered in Scenario C.
- There are a lot of empty buses around MATC and Concordia. We don’t need more transit in Scenario C and we can’t support more transit with existing ridership.

- Commuter rail should be connected to Waukesha in Scenario D. There is more population there.
- What about MLK drive being used as a commuter rail corridor? I think this is a mistake to not include this in Scenario D because it is close to downtown.
- I’m fearful of having low ridership on the proposed commuter service in Scenario D. The proposed transit service is not good enough to help riders get the last mile to their jobs.
- I like the commuter rail service proposed in Scenario D. Commuter rail will change the perception of transit and will make it more appealing to suburbanites.
- I like that Scenario D will have commuter rail service that will connect the suburbs to jobs downtown. We need the reverse commuting ability this would offer.
- I would use the commuter rail service in Scenario D everyday so that I wouldn’t have to deal with the congested interstate highway.
- I would prefer more bus service than rail service in Scenario D. Bus service can be flexible enough to meet changing demands in the Region.
- Value of time is a greater cost than ease of using transit. People in Grafton will not want to take the bus in Scenario D because they can drive to their destination faster.
- I like how the town centers are supported by transit in Scenario E.
- I like that rapid transit proposed in Scenario E gives the option for people to not drive into the city.
- I think the increased transit service in Scenario E will improve housing and job access.
- There is too much transit investment in Scenario E.
- Scenario E is still not expansive enough and interconnected enough. In Europe, transit can move people as fast as by traveling by air.

**Primary Category: Transportation Options**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
This scenario offers a balanced transportation system.	5	4	3	2	7
This scenario should offer a more balanced approach to our transportation system.	17	21	7	10	1

**Representative comments:**

- I don’t like the over-reliance on a single transportation mode in Scenario A.
- People want their own cars and can have them with Scenario A.
- Scenario B is the best. It’s a concession to reality. People are going to drive and it is unlikely to get people out of their cars.
- It is important for people to be able to live and work wherever they want to. It is a downfall of Scenario B to not allow for such convenient movement. Other scenarios allow this by providing multiple transportation options.

- Millennials do not want cars and would rather walk or bike. This mindset will confine them to their neighborhood for jobs. Scenario B will not support this mindset.
- I am leaning towards Scenario D or Scenario C, because they retain undeveloped land, have less emphasis on cars and allow more of our population to have access to transit.
- We need to invest in both transit and highways in Scenario C.
- I don't like that the scenarios are all or nothing when it comes to transit and highway expansion. We should have a scenario that provides a combination of highway expansion and expanded transit service.
- I suspect the growth in Scenario D will support the proposed transit services but I think there will still be people driving.
- I like the range of transportation choices in Scenario E. It will be good for residents and employers alike.
- I like that I would have a multitude of transportation choices in Scenario E.

**Primary Category: General Observations**

Secondary Category	# of Responses per Scenario				
	A	B	C	D	E
I am concerned about our ability to provide adequate funding to support this scenario.	2	4	5	0	9
I am concerned that this scenario will lead to an increase in crime and road safety issues.	3	5	4	6	1
The mindset of the Region must change before this scenario can be implemented.	6	2	1	7	11
This scenario doesn't address "quality of life" issues adequately.	3	6	0	0	0
This scenario is too Milwaukee-centric/urban-centric.	0	0	13	4	3

**Representative comments:**

- The U.S. Congress needs to change the Federal funding formula so we can improve transit beyond Scenario A.
- Scenario A will impact where people can work. But I also see that people don't want to use the bus because of crime.
- The best way to travel is by transit. We need to change people's anti-transit mentality before we introduce more transit options like commuter rail and BRT.
- Scenario A degrades natural areas and doesn't do anything for quality of life or walkability.
- We need more alternative funding options to support more transit than what is offered in Scenario B.
- I'm concerned the increased density in Scenario B will create problems and increase crime.
- There are not enough communities participating in cost-sharing for improved transit.
- I think Scenario C will move crime. I don't want to travel through high crime areas.
- Scenario C needs to spread transit dollars around and not just focus on Milwaukee.

- There will be a long-term problem marketing Scenario C to Ozaukee County residents if too much investment is occurring in the Milwaukee area.
- I need to feel safe, traffic wise, for my kids. Scenario D is too congested.
- Safety would be a concern with Scenario D. I think that as density increases, safety will decrease.
- People aren't going to trust a system that relies on the current transit services. You would have to earn back the trust of the people before they would support expanding transit services.
- I don't like that all commuter rail lines originate/connect to Milwaukee in Scenario D. We should make other major urban areas the center of our transit system.
- The only way Scenario E would occur is if we had a regional transit authority and more cooperation for the greater good.
- We need to educate people on the value of transit. Ridership tends to be low because people are not educated on how to get around on the bus. We need to communicate this information to Spanish-speaking residents.
- It seems like Scenario E is a good way to improve urban areas. However, nothing in Scenario E is for Walworth County. This scenario is too focused on the Milwaukee area.



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\*As of July 28, 2016 when plan was adopted.