

A Greater Madison Vision



Presentation to City of Madison
Transit and Parking Commission
November 9, 2016

Steve Steinhoff
Capital Area Regional Planning Commission



Overview

- Overview of Capital Area Regional Planning Commission
- CARPC and A Greater Madison Vision
- A Greater Madison Vision Initiative



What is the RPC?

May 2, 2007 –
Governor Doyle



EXECUTIVE ORDER # 197

Relating to the Creation of the Capital Area Regional Planning Commission

WHEREAS, Wisconsin identified the need to address land use, water quality, transportation and environmental issues on a regional basis more than 40 years ago by authorizing the creation of regional planning commissions; and

WHEREAS, the Dane County Regional Planning Commission was created in 1970 by Governor Warren Knowles' Executive Order # 22, and was dissolved in 2002 by Governor Scott McCallum's Executive Order # 52; and

WHEREAS, local governments need to work together to meet challenges that transcend municipal boundaries and effectively protect the natural resources and beauty of the capital area, as well as promote economic growth and sound land development practices; and

WHEREAS, Wis. Stat. § 66.0309 (2) (b) allows governing bodies of local units of government to petition the State of Wisconsin requesting the creation of a regional planning commission; and



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What is the RPC?

At request from local units of government in Dane County representing over 87% of the population and equalized property valuation in the county

[Draft 14, Printed 5-10-06]

1
2
3 RESOLUTION PETITIONING THE GOVERNOR OF WISCONSIN TO CREATE A
4 CAPITAL AREA WISCONSIN REGIONAL PLANNING COMMISSION
5

6 WHEREAS, the need to preserve the natural resources and beauty of the region
7 surrounding Wisconsin's capital require that local units of government work together to
8 address environmental concerns which transcend municipal boundaries;
9

10 WHEREAS, cooperative efforts can pool scarce resources to create a public
11 agency which can act as a resource for the community development efforts of local units
12 of government in the capital area of Wisconsin;
13

14 WHEREAS, the most appropriate legal means available for engaging in such
15 cooperative efforts appears to be creation of a regional planning commission under sec.
16 66.0309, Wis. Stats.;

17
18 WHEREAS, that statute provides that the Governor may create a regional
19 planning commission upon petition of a local unit of government and if the creation is
20 consented to by local units representing fifty percent of the population and fifty percent
21 of the equalized value of the proposed region;
22

23 AND, WHEREAS, the statute further provides in sec. 66.0309 (3)(b) that the
24 membership composition of a regional planning commission shall be in accordance with
25 resolutions adopted by a majority of the local units in the region having at least one half



What is the RPC?

At request from local units of government in Dane County representing over 87% of the population and equalized property valuation in the county

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What is the RPC?

Legal Authority

Regional Planning Statutes

WI Water Quality Planning Administrative Code

Intergovernmental Agreement Statutes

NOW, THEREFORE, I, JIM DOYLE, Governor of the State of Wisconsin, by the authority vested in me by the Constitution and laws of this State, and **specifically by Wisconsin Statute 66.0309** . . . Do hereby: Create the CARPC

Executive Order #197 of Wisconsin
Governor Doyle

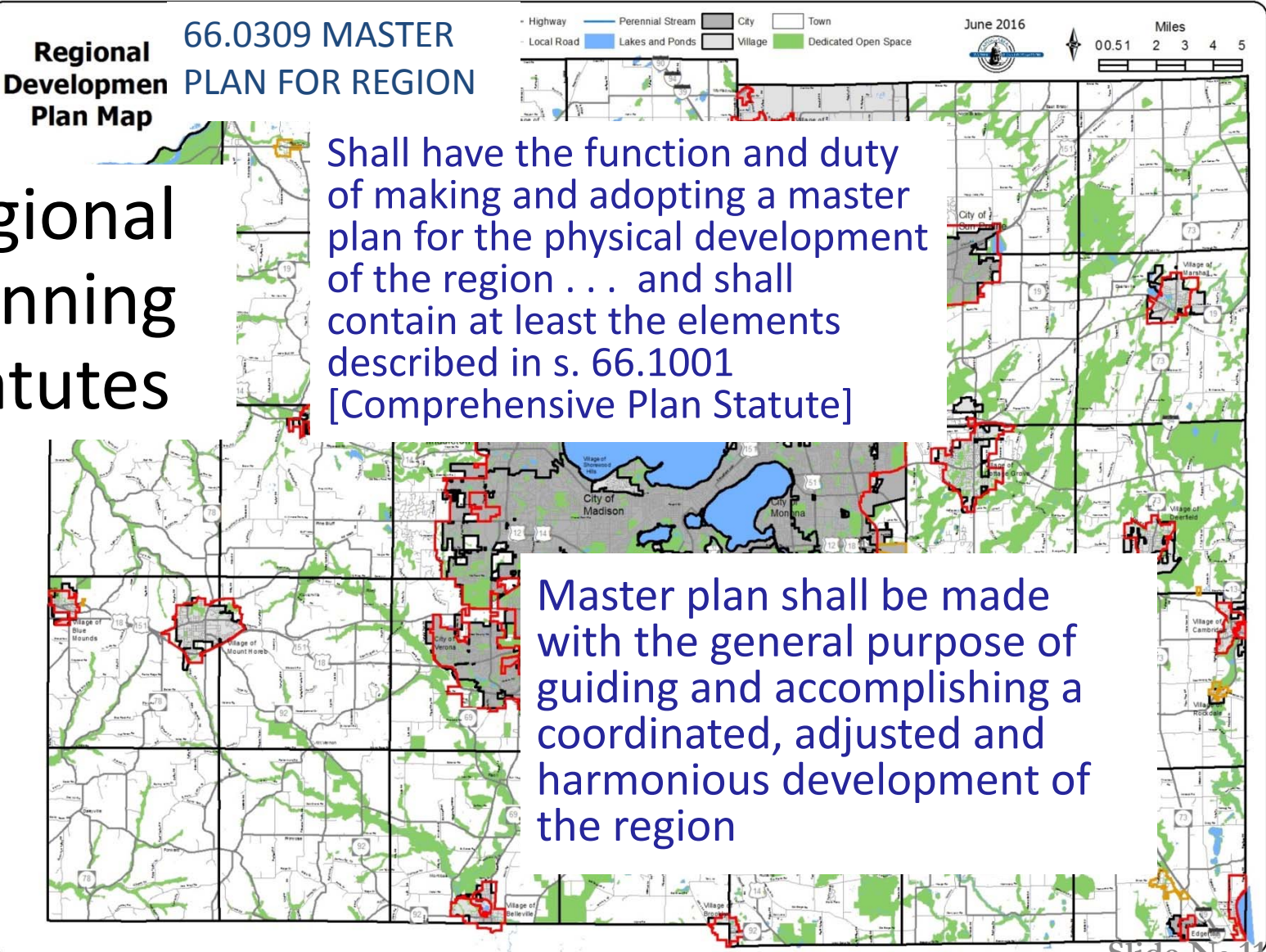
NOW, THEREFORE, be it resolved, pursuant to sections **66.0301 and 66.0309**, Wisconsin Statutes that . . . The [City][Village][Town] of _____ hereby states its support for having the Governor of Wisconsin designate, under **NR 121.06(2)**, the CARPC as the agency capable of developing areawide water quality plans for Dane County.

Local government resolutions
requesting creation of CARPC



What is the RPC?

Regional Planning Statutes

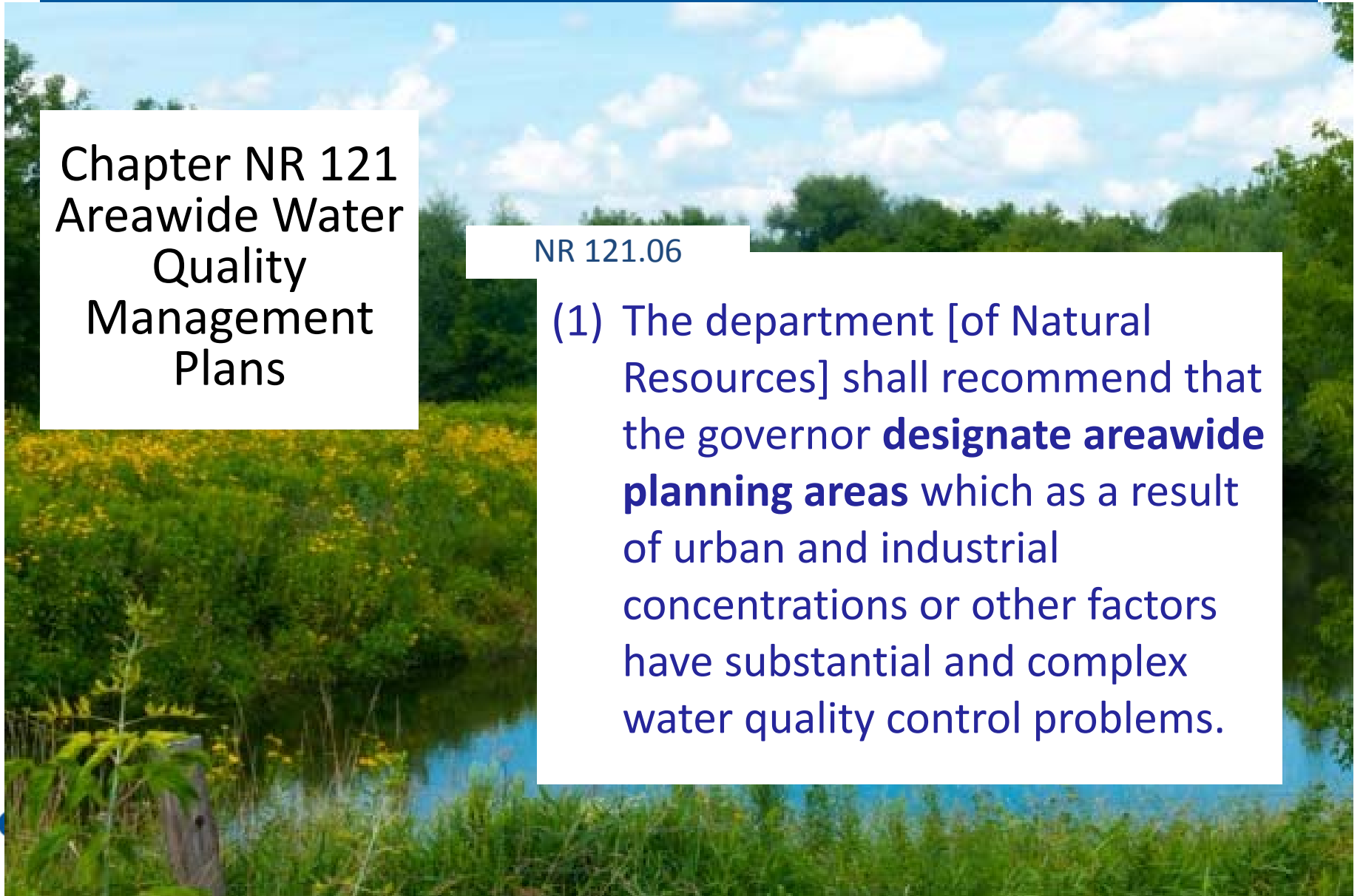


What is the RPC?

Chapter NR 121 Areawide Water Quality Management Plans

NR 121.06

- (1) The department [of Natural Resources] shall recommend that the governor **designate areawide planning areas** which as a result of urban and industrial concentrations or other factors have substantial and complex water quality control problems.



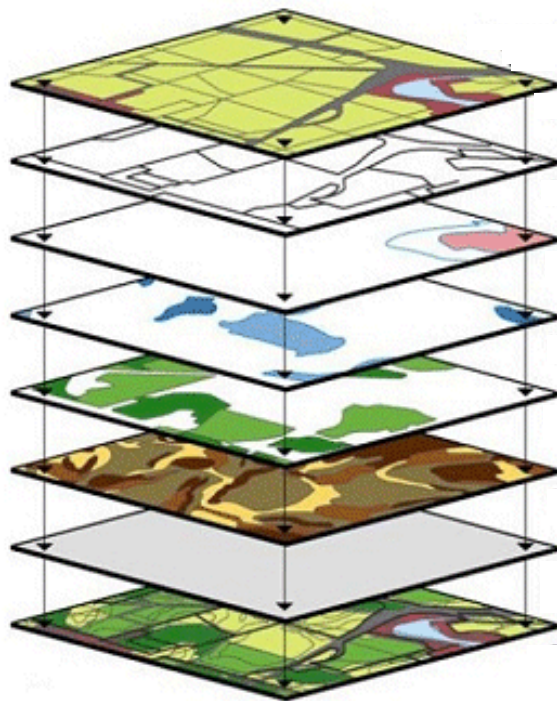
What is the RPC?

Chapter NR 121 Areawide Water Quality Management Plans

NR 121.06

- (2) Within each of these planning areas the department shall recommend to the governor for **designation a single agency capable of developing effective areawide water quality management plans.**

Regional Plan



Land Use

- Regional Planning Commission

Transportation

- Madison Area Transportation Planning Board

Economic Development

- Madison Region Economic Partnership

Water Quality

- Regional Planning Commission

Parks & Open Space

- Dane County

Utilities

- Madison and other sewerage districts

Health

- Public Health Madison & Dane County

Agriculture

- Dane County



CARPC in 2016

Strategic Planning



How Are They Related?



A Greater Madison Vision

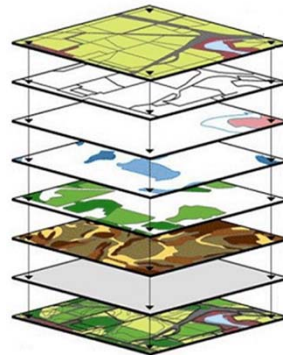


How Are They Related?



A Greater Madison Vision

Land Use
Water Quality



- Land Use - CARPC
- Transportation - Madison Area Transportation Planning Board
- Economic Development - Madison Region Economic Partnership
- Water Quality - CARPC
- Parks & Open Space - Dane County
- Utilities - Madison Metropolitan Sewerage District
- Health - Public Health Madison & Dane County
- Agriculture - Dane County



Learning from Others



Create plan that is so inclusive, so compelling, that the public and private sectors use it and people feel ownership in it and commit to achieving it



Milwaukee, WI	Des Moines, IA
Houston, TX	Hartford-Springfield, CT-MA
Salt Lake City, UT	Thurston County, WA
Dayton, OH	Aloha-Reedville, OR
San Diego, CA	Cleveland, OH
Knoxville, TN	Charlotte, NC

A Greater Madison Vision



Brings people together

to create a shared long-term vision and strategy

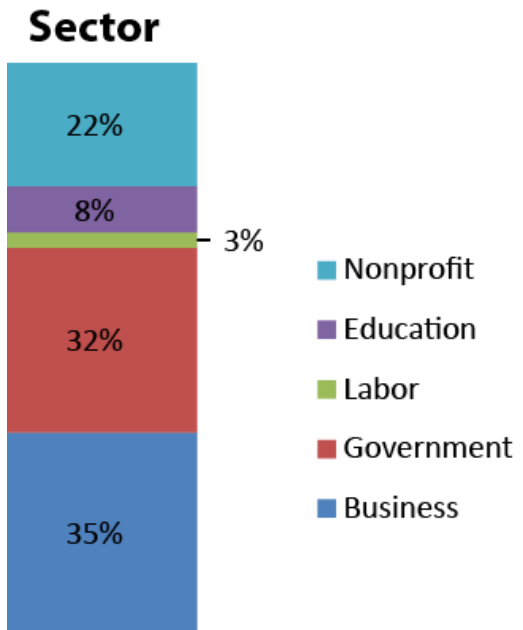
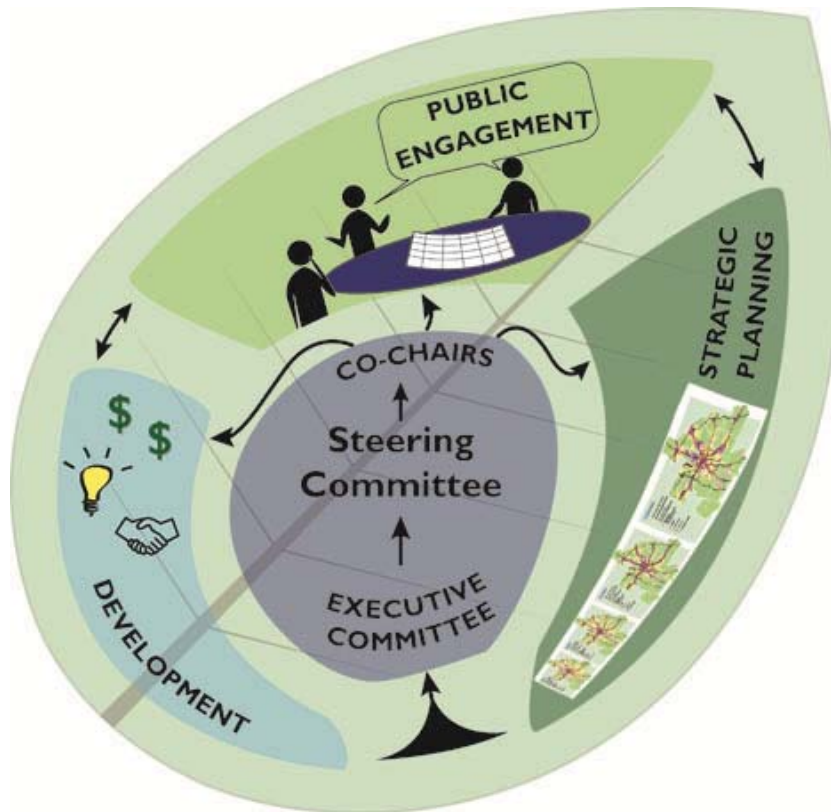
that will guide public and private decisions

about future growth of the region

to improve quality of life, economic opportunity, and the natural environment for everyone

... because how we grow matters

Public and Private Leadership



Regional Baseline Assessment

A GREATER MADISON VISION

REGIONAL BASELINE ASSESSMENT



October 2016



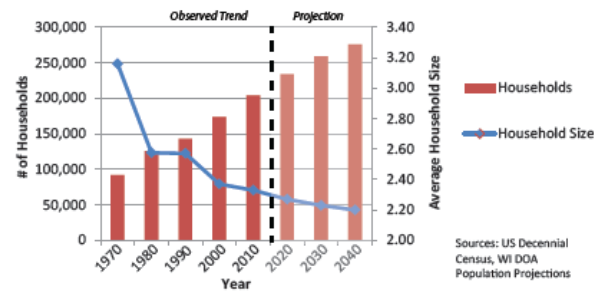
HOW MANY NEW HOMES WILL THEY REQUIRE?

There were 56,000 more households in 1990 than in 1970, and 59,000 more in 2015 than in 1990

By 2040, there will be 53,000 new households in Dane County...

... And average household size will continue dropping, though more slowly, through 2040

Dane County Households Increase While Household Size Drops



Single-family detached homes will remain the most common single form of housing...

...But residents who live in them are increasingly likely to live in outlying communities

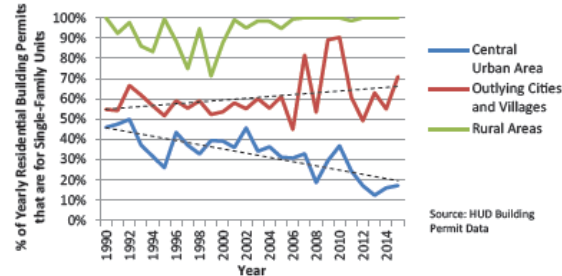
The lion's share of multifamily units are being built in Madison and its immediate neighbors

Multifamily developments are getting larger on average

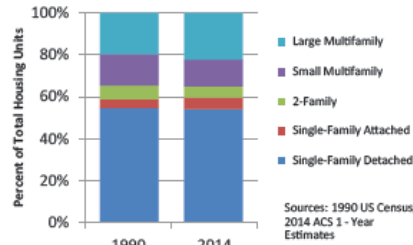
Townhomes on the rise, duplexes much less common

All the housing, public recreation, and civic resources for these 53,000 new households is expected to need 13,185 acres of additional developed land by 2040

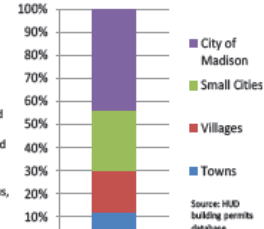
Single-Family Housing Units Permitted as Percent of Community Total, 1990-2015



Housing Units Per Structure, Dane County, 1990 - 2014



Total New Housing Units, 1990-2015





About 80,000 people attend Badger football games



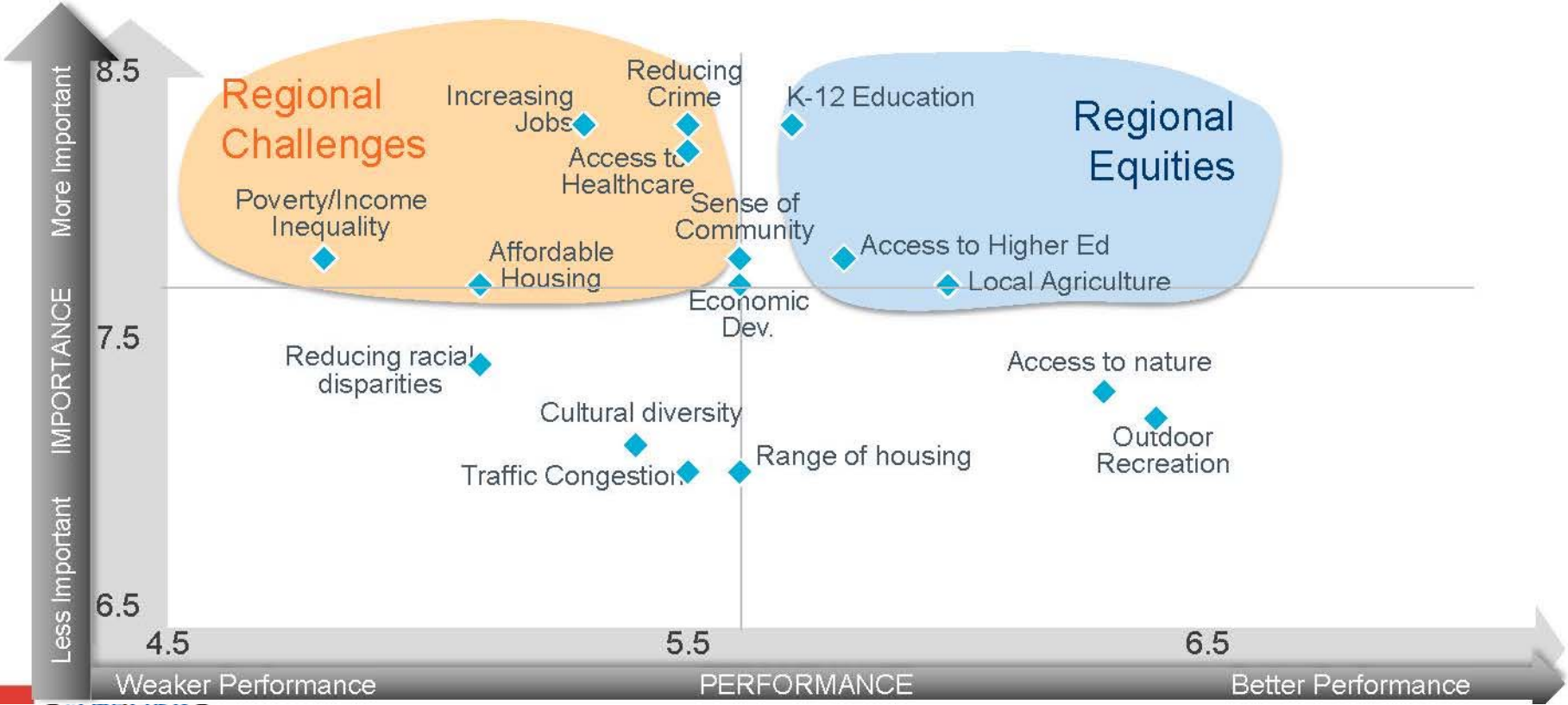
2010



2040

Rooted in Public Values and Priorities

Importance and Performance of Region Priorities



Engagement Around the Relationship Between

Growth Choices

Place Types

- Place types take in to account:
 - Density
 - Mix of Uses
 - Street Connectivity
 - Location/Accessibility





Urban



Compact

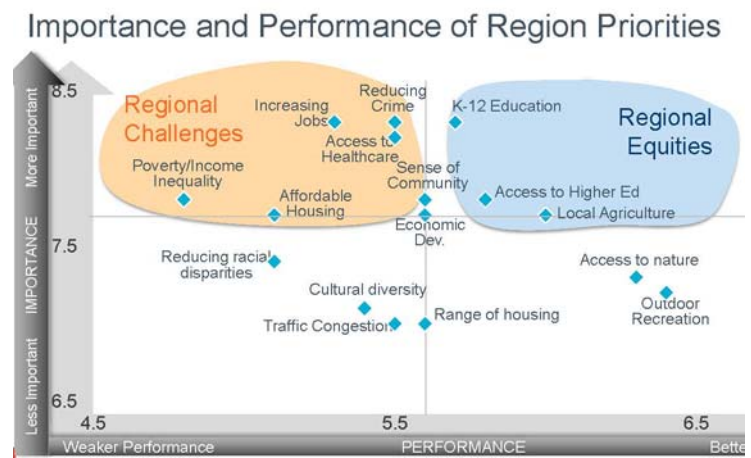


Standard

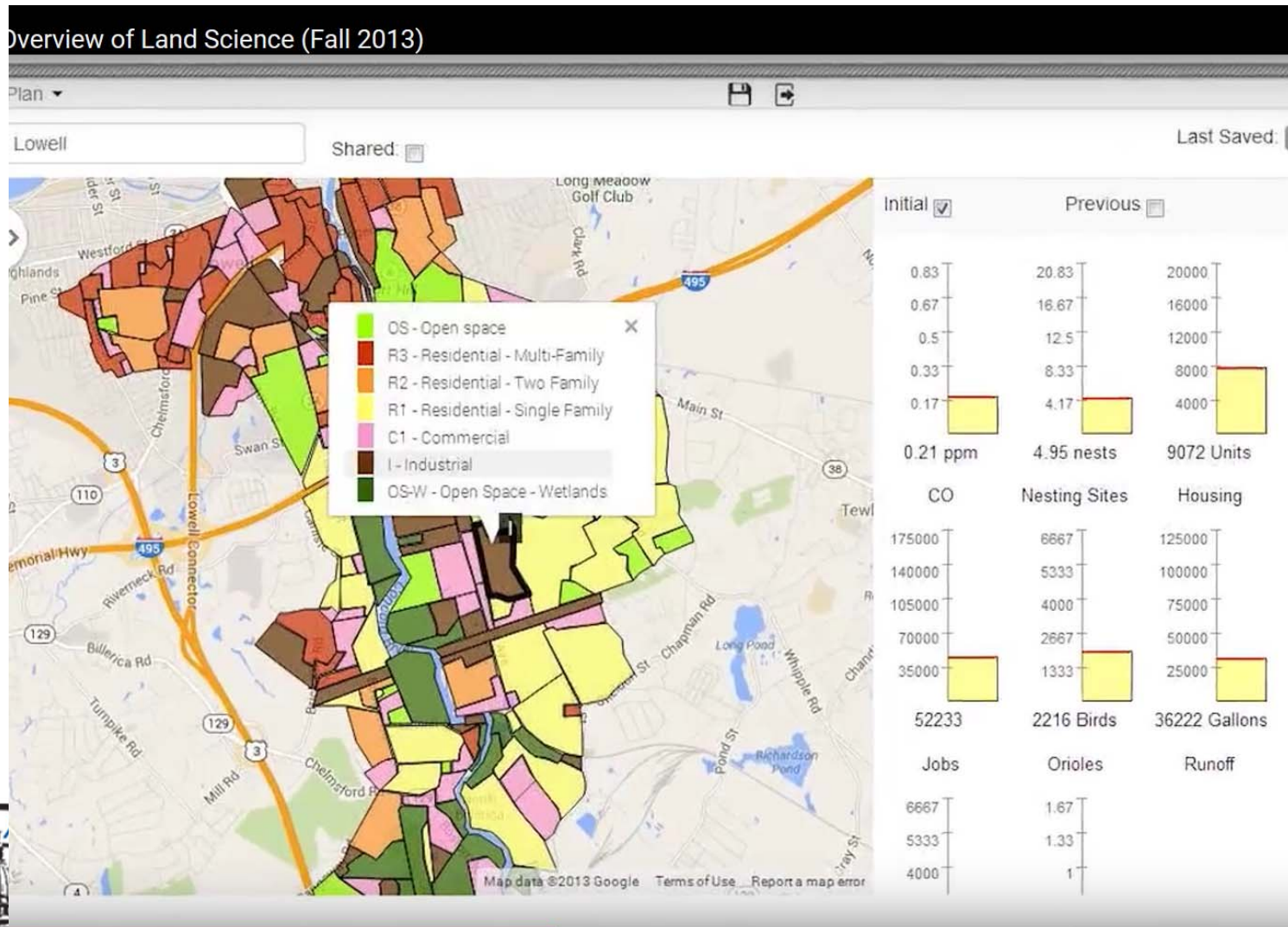




and Regional Priorities



Exploring Our Options - Engagement



Exploring Our Options - Engagement



Exploring Our Options - Engagement



[Home](#) [Participate](#) [Project](#) [Contact Us](#)

[Home](#)

Budget Simulator

What's at Stake?

The Madison area is the fastest growing region in Wisconsin and the second fastest growing region in the Midwest. We must invest in our regional transportation system to ensure that it is able to accommodate current and future transportation needs. Currently, more than \$219 million is spent annually on transportation investments in major roadways, transit, and pedestrian/bicycle facilities.

MATPB is currently updating the Regional Transportation Plan to provide the framework for addressing transportation needs through 2050. Based on current annual spending, this includes investing more than \$7.2 billion in total funding over the planning period. MATPB is looking for your feedback on how our region should allocate its transportation resources and if an increase in the overall level of regional transportation funding is desired, what kinds of local funding mechanisms would work best in our region.

YOUR BUDGET

\$219m

(total spending by 2050:
\$7227m)

AVAILABLE

\$0m

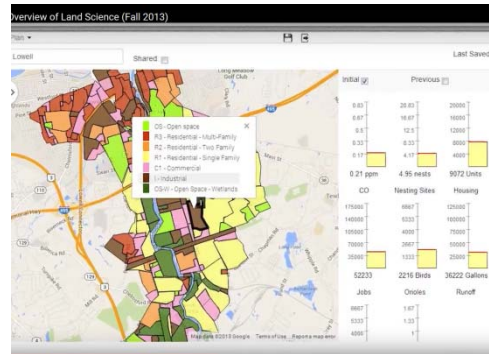
TOTAL

\$219m

Submit



Creating Alternative Scenarios



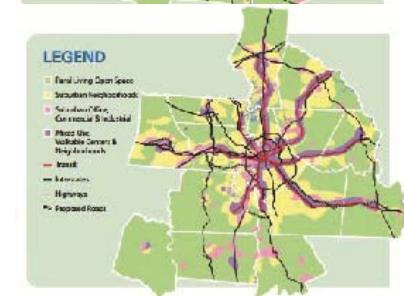
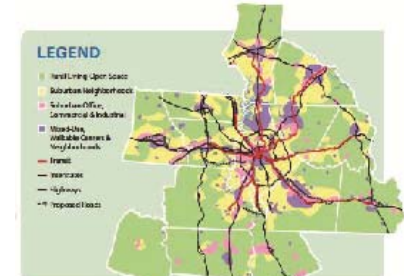
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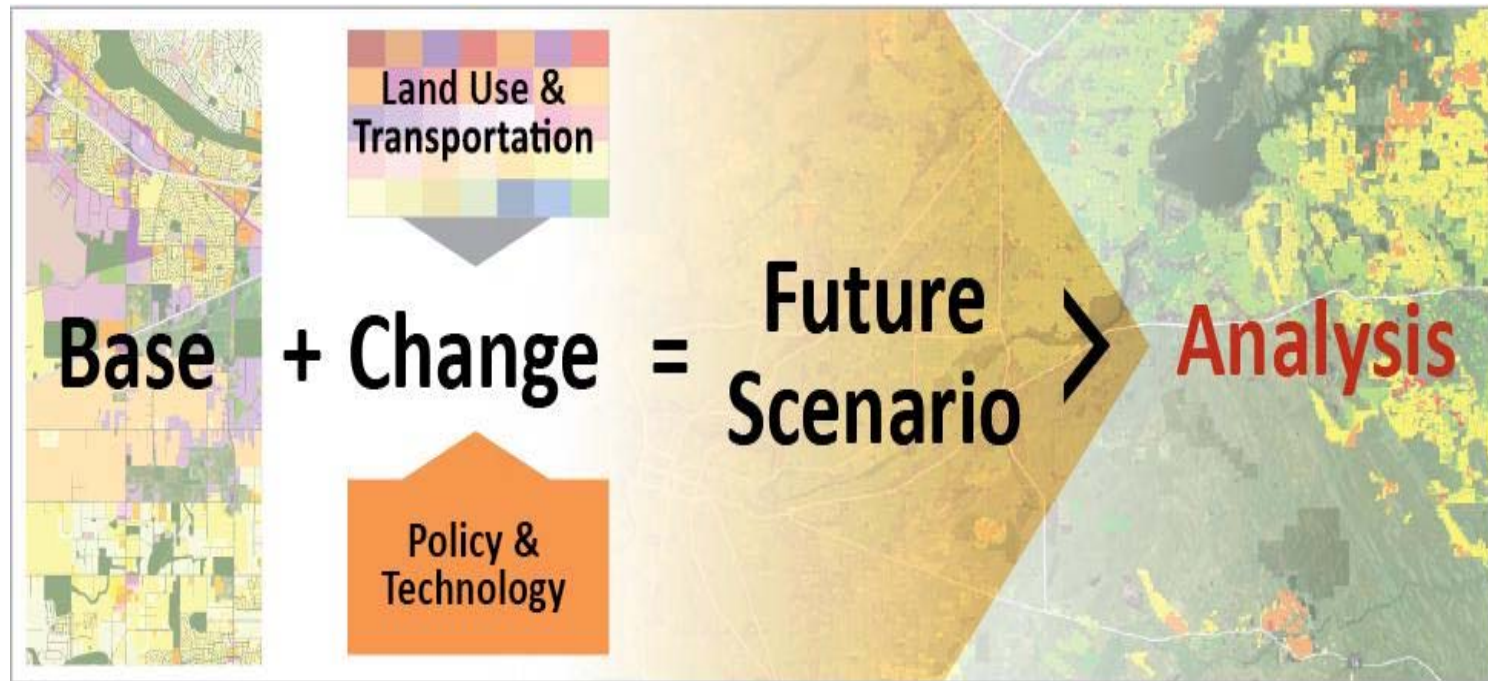
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YOUR BUDGET	AVAILABLE	TOTAL	Submit
\$219m <small>(total spending by 2050: \$7227m)</small>	\$0m	\$219m	



Creating Alternative Scenarios

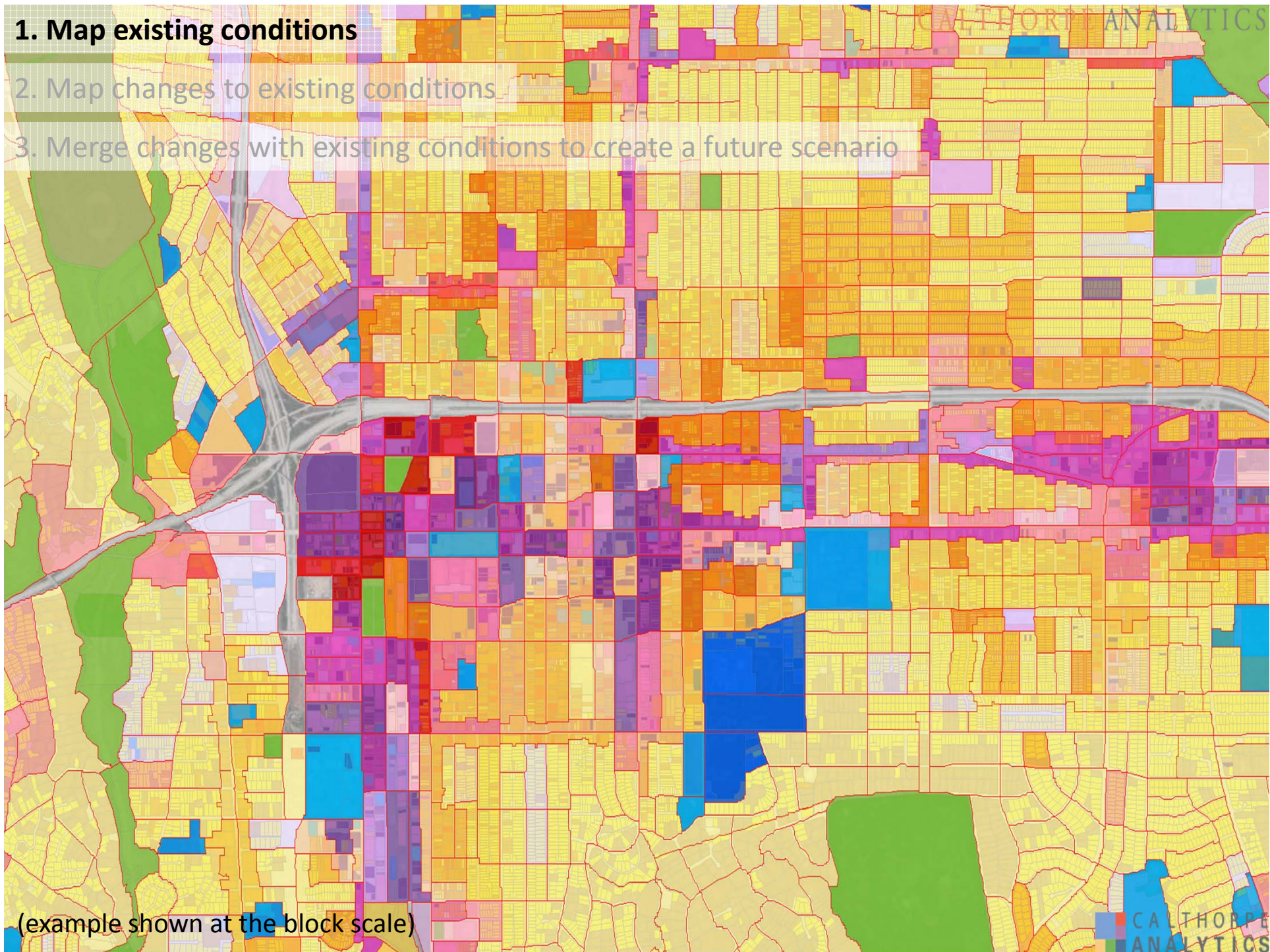
UrbanFootprint



1. Map existing conditions

2. Map changes to existing conditions

3. Merge changes with existing conditions to create a future scenario

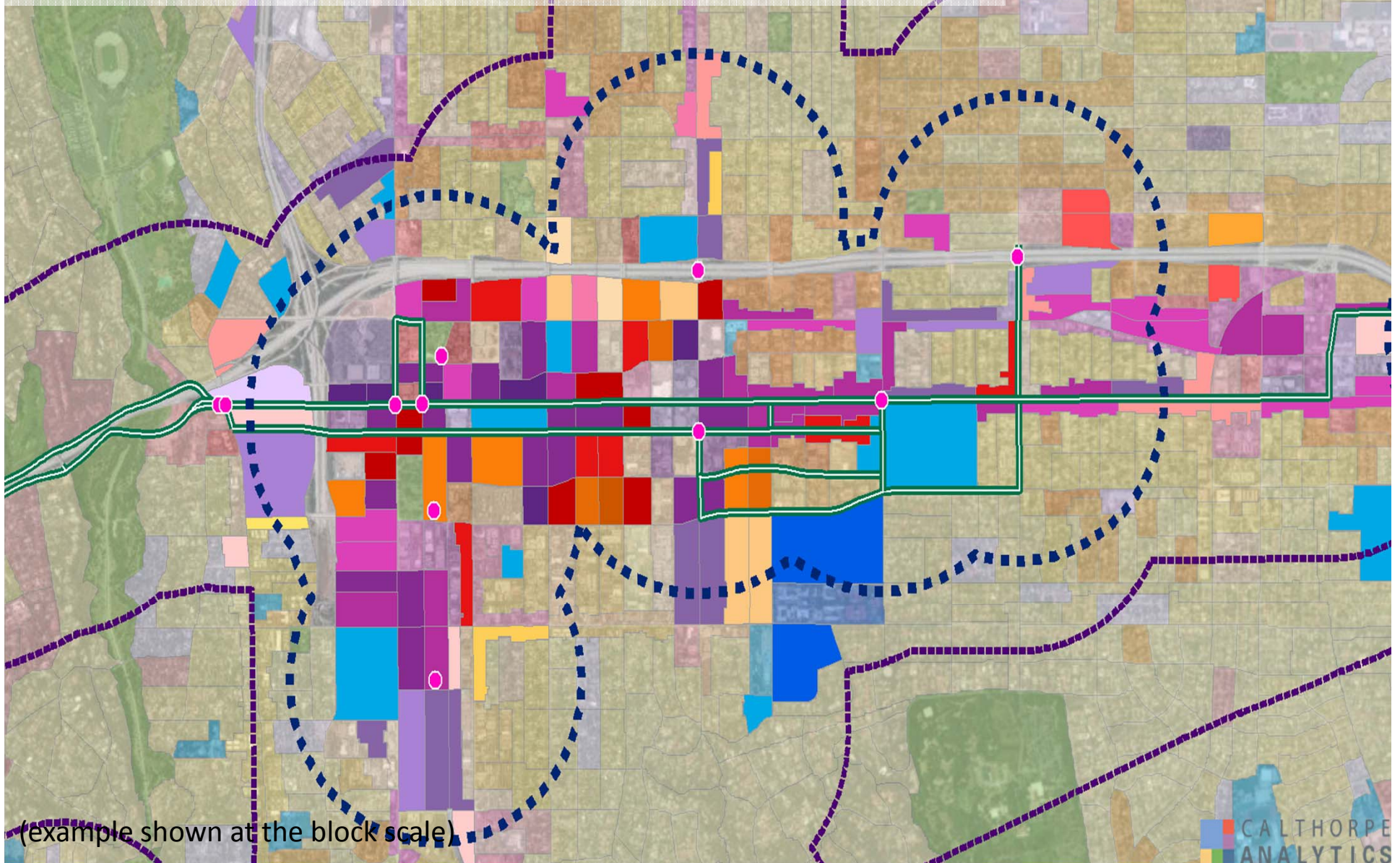


(example shown at the block scale)

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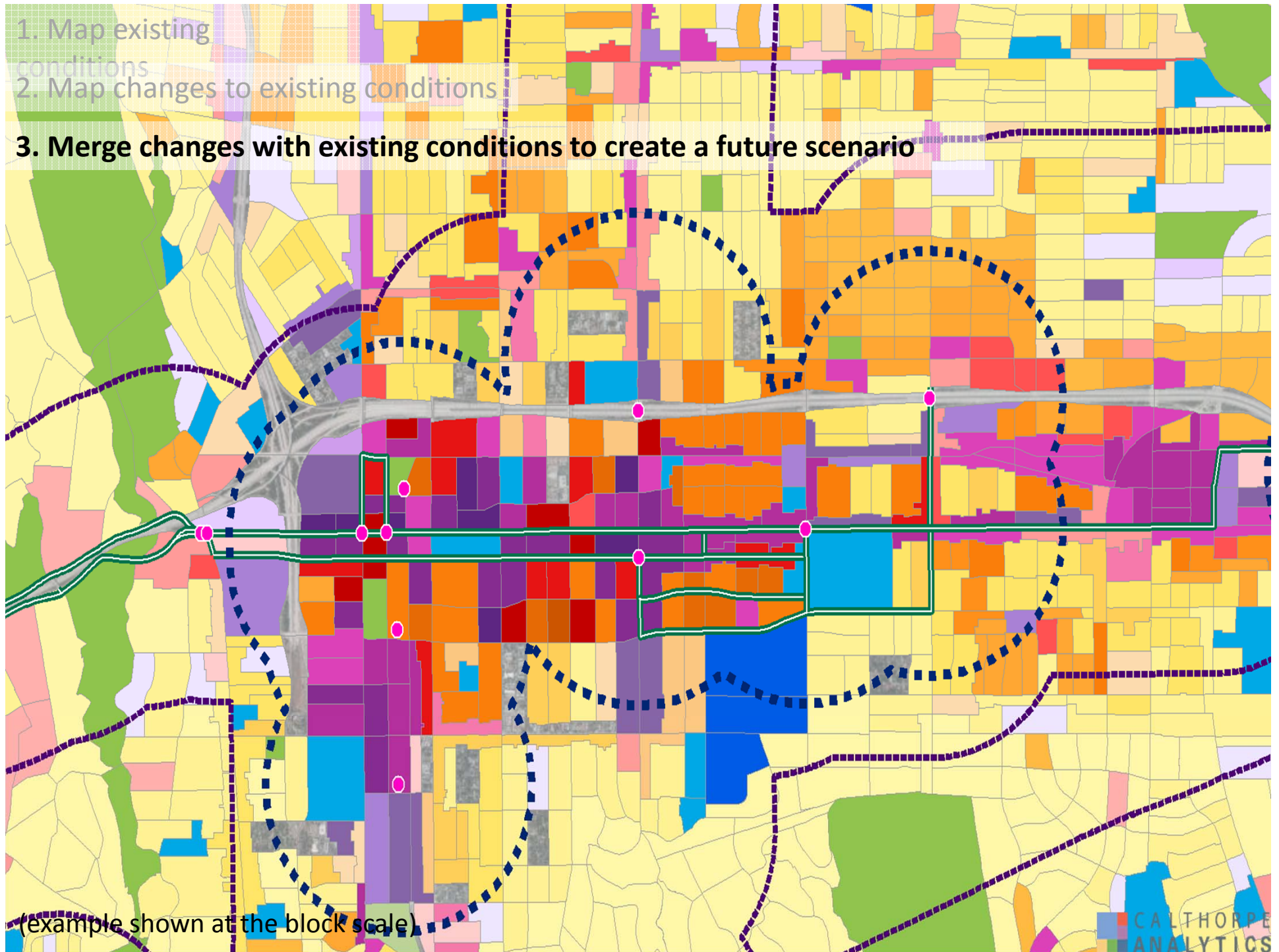
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(example shown at the block scale)

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(example shown at the block scale)

UrbanFootprint

1. Public Health

Active transportation & related health conditions
How place impacts people

2. Transportation

Mode split; VMT

3. Greenhouse Gas Emissions

Due to transportation & power generation

4. Energy & Water Use

Residential gal/year and residential BTU/year

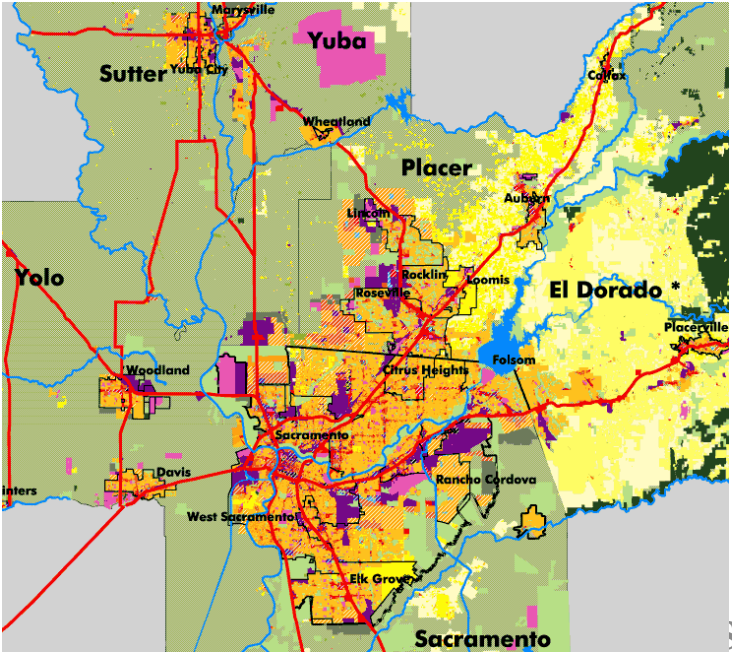
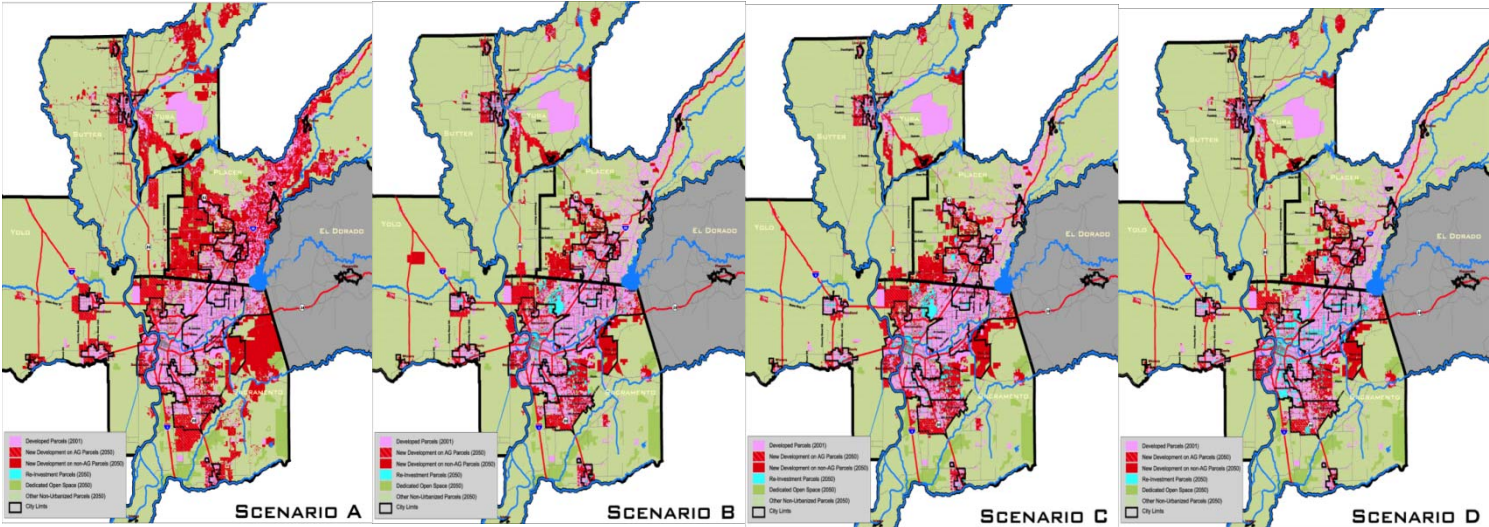
5. Land Consumption

Rural-to-urban square miles

6. Fiscal Impacts

Municipal impacts (roads, utilities, fire dept)
Household impacts (transportation, energy, water)

Scenario Polling



Develop the Vision

A Closer Look: The Cache Valley Vision A Potential Picture

Keep the city, city...

CACHE VALLEY VISION
GENERAL GROWTH PATTERNS, HOUSING, AND EMPLOYMENT

VISION PRINCIPLES

1. Encourage compact development of the central business district, emphasizing density, an emerging transit corridor, and more compact development and higher density residential development with appropriate open space.
2. Encourage medium-density residential development in transit corridors, a variety of transit corridors, and other urban corridors, and encourage development to be more compact and more green in a variety of ways.
3. Develop clean and sustainable industry and job parking lots in town.

KEY DATA & CONCEPTS

1. DENSITY

As an area of central development, the Cache Valley Vision encourages a variety of densities, from low-density residential to high-density residential, and from low-density commercial to high-density commercial. The Cache Valley Vision encourages a variety of densities, from low-density residential to high-density residential, and from low-density commercial to high-density commercial. The Cache Valley Vision encourages a variety of densities, from low-density residential to high-density residential, and from low-density commercial to high-density commercial.

2. NEIGHBORHOOD CENTER

Neighborhood centers are the heart of a community. They are the places where people live, work, and play. They are the places where people meet and greet each other. They are the places where people live, work, and play. They are the places where people meet and greet each other.

3. TRANSIT

Transit is the lifeblood of a community. It is the way that people get from one place to another. It is the way that people live, work, and play. It is the way that people meet and greet each other.

4. OPEN SPACE

Open space is the heart of a community. It is the place where people live, work, and play. It is the place where people meet and greet each other.

5. LAND RECYCLING

Land recycling is the way that we reuse land. It is the way that we live, work, and play. It is the way that we meet and greet each other.

6. EXISTING NEIGHBORHOODS

Existing neighborhoods are the heart of a community. They are the places where people live, work, and play. They are the places where people meet and greet each other.

LOCAL OVERVIEW

Cache Valley Vision

CACHE VALLEY VISION
NATURAL RESOURCES, WORKING FARMS, AND RECREATION

VISION PRINCIPLES

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KEY DATA & CONCEPTS

1. WATER QUALITY

Water quality is the lifeblood of a community. It is the way that people live, work, and play. It is the way that people meet and greet each other.

2. WORKING FARMS & RANCHES

Working farms and ranches are the heart of a community. They are the places where people live, work, and play. They are the places where people meet and greet each other.

3. OPEN SPACE

Open space is the heart of a community. It is the place where people live, work, and play. It is the place where people meet and greet each other.

4. A VIEW FROM THE ROAD

A view from the road is the way that we see the world. It is the way that we live, work, and play. It is the way that we meet and greet each other.

5. RECREATION

Recreation is the way that we live, work, and play. It is the way that we meet and greet each other.

6. PROTECTED LANDS - CRITICAL HABITAT

Protected lands are the heart of a community. They are the places where people live, work, and play. They are the places where people meet and greet each other.

...Keep the country, country

HOW DOES THE VISION MEASURE UP?

TRANSPORTATION & AIR QUALITY

Non-Motorized Transportation (% Increase Relative to Baseline)

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0%	10%	20%	30%	40%

Public Transportation (% Increase Relative to Baseline)

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0%	10%	20%	30%	40%

Private Transportation (% Decrease Relative to Baseline)

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0%	-10%	-20%	-30%	-40%

LAND CONSERVATION

Total Land Developed: 299 square miles (Cache County)

Scenario A (Baseline): 43 square miles developed (14% of area in prime location)
 Scenario B: 43 square miles developed (14% of area in prime location)
 Scenario C: 43 square miles developed (14% of area in prime location)
 Scenario D: 43 square miles developed (14% of area in prime location)

Water: 31 square miles developed (10% of area in prime location)
 Scenario A: 31 square miles developed (10% of area in prime location)
 Scenario B: 31 square miles developed (10% of area in prime location)
 Scenario C: 31 square miles developed (10% of area in prime location)
 Scenario D: 31 square miles developed (10% of area in prime location)

Square Miles Conserved (Relative to Baseline)

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0%	10%	20%	30%	40%

Water Quality & New Water Consumption

New Average Annual Water Demand (Acre-Feet)

Scenario A (Baseline): 31,259
 Scenario B: 31,468
 Scenario C: 31,289
 Scenario D: 31,342
Vision: 30,001

Average Annual New Storm Water Flows (CFS)

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0	100	200	300	400

New Impervious Acres

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0	100	200	300	400

NEW HOUSING

Housing Density*

Scenario A (Baseline): Average Density 1.7 units/acre
 Scenario B: Average Density 1.7 units/acre
 Scenario C: Average Density 1.7 units/acre
 Scenario D: Average Density 1.7 units/acre

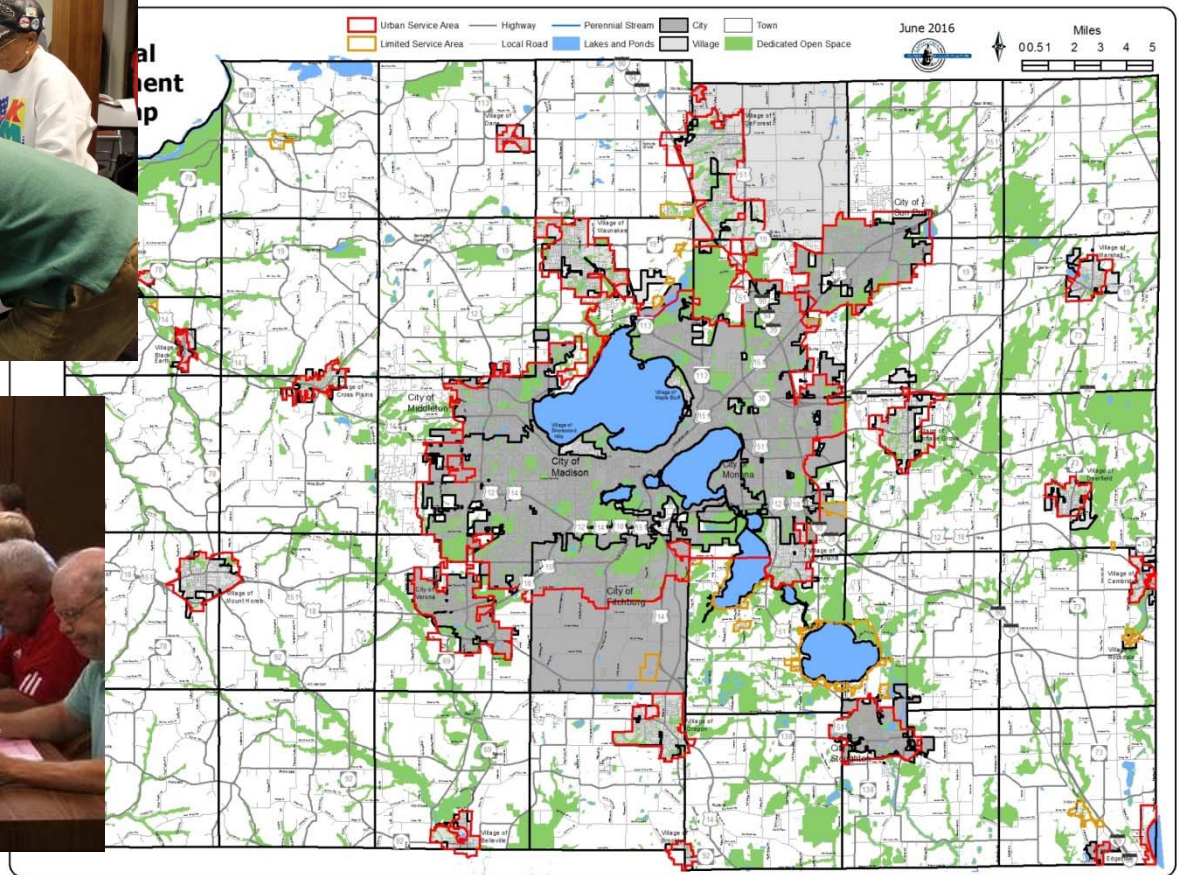
Average New Housing Cost (Today's Dollars)

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0	100	200	300	400

Res. Energy Consumption (Total Annual Billion BTU)

Scenario	Baseline	Scenario A	Scenario B	Scenario C	Scenario D
Value	0	100	200	300	400

Implement Locally and Regionally



Track Progress

Indicators	Progress
Healthy Ecosystems	
1. Phosphorus levels in Yahara lakes and streams	●
2. Chloride levels in Yahara lakes	●
3. Number of public beach closings in Yahara lakes	●
4. Percent of private wells with nitrate-nitrogen levels above the drinking water standard for infants	●
5. Open space acreage	●
Economic Competitiveness	
6. Employment growth in target sectors	●
7. Number of small businesses	●
8. Strength of flagship businesses	●
9. Number of patents awarded	●
10. Median household income	●
11. Percent of children achieving 3rd grade reading proficiency (by race/ethnicity)	●
12. Percent of students graduating on time (by race/ethnicity)	●
13. Percent of children living in poverty (by race/ethnicity)	●
14. Unemployment rate (by race/ethnicity)	●
Housing Choice	
15. Range of housing types built	●
16. Percent of residential development built in already developed location	●
17. Affordable housing supply gap	?
18. Housing cost burden	●
Efficient Effective Transportation	
19. Shared ridership	●
20. Average vehicle miles traveled per person	●
21. Percent of commuters walking and biking to work	●
22. Dane County Active Living Index	?
23. Average annual transportation costs per household	●
24. Average annual housing plus transportation costs per household	●
Healthy Food And Farms	
25. Percent of total farmland in contiguous blocks greater than 500 acres	?
26. Percent of land in county that is farmland or forest	●
27. Percent of region's total land area in farm and forest/acres lost to development per year	●
28. Number of food deserts	?
Regional Collaboration	
29. A regionally adopted vision and strategy for growth	●
30. Number of intergovernmental agreements in effect	?
31. Percent elected and appointed women and persons of color compared to percent in community	●



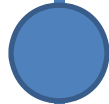
Timeline

2016



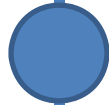
Lay the Groundwork

2017



Explore our Options

2018



Create the Vision and Strategy



A GREATER MADISON VISION

A SHARED REGIONAL VISION & STRATEGY

- HOME
- ABOUT ▾
- NEWSROOM
- CONTACT
- RESOURCES



AN EYE TO THE FUTURE

Working together to develop a successful, long-term growth strategy for the greater Madison community

- <
- Values Survey Results
- The Vision
- About Us
- >



Questions?

