# AGENDA
of the Capital Area Regional Planning Commission

February 13, 2020            Windsor Elementary School, 4352 Windsor Rd, Windsor, WI            6:00 p.m.

## RPC Meeting Policies and Deadlines

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Registering and Speaking at RPC Public Hearings and Meetings:</strong></td>
<td>Persons wishing to speak must register and give the registration form to the meeting recorder before the corresponding “Public Comment…” or Public Hearing item is taken up. Oral comments will not be heard for individual agenda items not designated for public hearing, but will be heard under the “Public Comment…” agenda item. The time limit for testimony by each registrant will be 3 minutes, unless additional time is granted at the discretion of the Chair. However, for public hearings on USA/LSA amendments, applicants are granted a maximum of 15 minutes to testify, and other groups of registrants may pool their time of 3 minutes each up to a maximum of 15 minutes. Commissioners may direct questions to speakers. The RPC may alter the order of the agenda items at the meeting.</td>
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<tr>
<td><strong>Deadlines for Written Communications:</strong></td>
<td>Written communications intended to be provided to the Commission and considered as part of the information package for a public hearing or agenda item should be received in the RPC office no later than noon, 7 days prior to the meeting. Written communications received after this deadline will be reported and provided to the Commission at the meeting.</td>
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<tr>
<td><strong>RPC Action Scheduling:</strong></td>
<td>If significant controversy or unresolved issues are raised at the public hearing, the RPC will usually defer or postpone action to a future meeting.</td>
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<tr>
<td><strong>RPC Quorum may be Present:</strong></td>
<td>RPC Commissioners who are not members of the Executive Committee may attend Executive Committee meetings which may constitute a quorum of the RPC.</td>
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</table>

## Background Documents:

- Mission-Vision Statements and Operating Agreements
- Categories of Decision Making (revised November 2017)
- Code of Conduct/Conflict of Interest Policy (revised July 2018)
- Commissioner Committees (revised March 2019)

## Agenda Items

1. **Roll Call**
2. **Public Comment on Matters not for Public Hearing**
3. **Committee of the Whole**
   - a. **Consideration of Options for Agency Mission Statement** *(actionable item)*
4. **Presentation and Discussion on Branding Initiative from Madison Area Transportation Planning Board**
5. **PUBLIC HEARINGS (7 pm)**
   - a. **Public Hearing on Amendment of the Dane County Water Quality Plan and the Dane County Land Use and Transportation Plan** by Revising the Sewer Service Area Boundary and Environmental Corridors in the Northern Urban Service Area
     - (1) Applicant Presentation – Amendment Overview
     - (2) Open Public Hearing to Take Testimony from Registrants; Close Public Hearing
     - (3) Commissioner Questions and Discussion
   - b. **Public Hearing on Amendment of the Dane County Water Quality Plan by Creating a Process, Policies and Criteria for Minor Amendments to Sewer Service Area Boundaries**
     - (1) Staff Presentation
     - (2) Open Public Hearing to Take Testimony from Registrants; Close Public Hearing
     - (3) Commissioner Questions and Discussion
6. **ACTION ITEMS**
   - a. **Consideration of Resolution No. 2020-03, Recommending to the Wisconsin Department of Natural Resources Amendment of the Dane County Water Quality Management Plan by Establishing Policies and Criteria for the Review of Minor Sewer Service Area Amendments** *(actionable item)*
b. Consideration of Resolution No. 2020-04, Adopting Fees for Minor Sewer Service Area Amendments (actionable item)

c. Consideration of Supporting the Legislative Priorities of the Wisconsin Chapter of the American Planning Association (actionable item)

7. Consent Agenda (actionable item)
   a. Consideration of Approval of Minutes of the January 9, 2020 CARPC Meeting (actionable item)

b. Executive Committee Recommendations (actionable item)
   (1) Consideration of Adoption of CARPC Resolution 2020-02 Title VI/ADA Non-Discrimination Policy (actionable item)
   (2) Consideration of Options for Addressing CARPC 2020 Budget Issues (actionable item)
   (3) Consideration of Approval of February 2020 Disbursements and Treasurer’s Report for January 2020 (actionable item)
   (4) Consideration of Approval of Letter of Support of Designation of U.S. Highway 151 as an Alternative Fuels Corridor (actionable item)
   (5) Consideration of Adoption of Revised CARPC Internal Control Procedures (actionable item)

8. Presentation and Discussions
   a. Presentation and Discussion of Activities for Update of Regional Land Use (Development) Plan
      (1) Land Use Goals and Objectives Survey Results to Date
      (2) Regional Land Use (Development) Plan Update Process – Draft Participation Plan

   b. Report of the Executive Chairperson and Executive Committee
      (1) Conflict Between Deputy Agency Director Job Description and CARPC Bylaws Regarding Execution of Contracts

   c. Report of the Members of the Madison Area Transportation Planning Board

   a. Report and Discussion on Division of Community and Regional Planning Activities
   b. Report and Discussion on Division of Environmental Resources Planning Activities

10. Future Agenda Items (Next meeting is at 6pm on March 12, 2020, location to be determined)

11. Adjournment
Mission
The Capital Area Regional Planning Commission facilitates the creation of a shared vision and regional plan with our communities. We support communities in making vital decisions that strengthen our region.

Vision
Communities work together to achieve a resilient and sustainable natural, built and social environment.

Values
- open government
- environmental equity
- everyone having a voice in the process
- process and results that reflect the values of the community

Key Stakeholders
- Locals are CARPC’s primary stakeholders – local officials, their constituents, and local staff.
- CARPC’s success depends upon the agency’s relevance to local officials and their constituents.
- Regional planning is about offering resources and options and inspiration to locals to support them in making informed choices – early in the process, when they are gathering information.

Strategies
- Tell the story of what CARPC and regional planning bring to the party for municipalities – communicate the value and “what is” of regional planning – highlight successful communities.
- Strengthen CARPC’s relevance for local officials and their constituents by focusing on regional planning and building bridges to locals.
- Leverage CARPC’s region-wide activities, including supporting A Greater Madison Vision, the land use plan and the water quality plan.
Operating Agreements

These agreements came out of the July event and a survey about operating agreements that followed. They were modified and approved by group consensus during the October event. The modified version is shown below.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Agreements for all meetings internal and external</th>
<th>Changes for CARPC decision-making meetings</th>
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<tbody>
<tr>
<td>Respect</td>
<td>• Listen to current speaker</td>
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<td></td>
<td>• Treat all with respect – speak respectfully of staff</td>
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<td>• Be responsible for your own needs</td>
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<tr>
<td>Participation</td>
<td>• All participate – no one dominates</td>
<td>• Commissioners attend at least 80% (10/12) of meetings</td>
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<td>• Start with quick introductions</td>
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<tr>
<td>Attention</td>
<td>• Listen to understand</td>
<td>• Staff may work on other things while in observer chairs</td>
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<td></td>
<td>• Minimize side conversations</td>
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<td>• No interruptions</td>
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<td>• eDevices for meeting materials only</td>
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<td>Inclusion</td>
<td>• Discussion includes locals</td>
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<td>• Focus on working together</td>
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<td>• Critique ideas not people</td>
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<tr>
<td>Predictability &amp; Transparency</td>
<td>• Start on time</td>
<td>• Use Robert’s Rules</td>
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<td>• Honor past decisions</td>
<td>• End on time for segments without public comment</td>
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<td>• Ensure guests know what to expect</td>
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<td>• Smooth logistics</td>
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<td></td>
<td>• Offer snacks to all and include healthy options</td>
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This document identifies decisions that are: made by the full Commission; made by the full Commission upon recommendation by the Executive Committee; made by the Executive Committee; and made by staff. The document was first accepted by the Executive Committee and Commission in April 2017, and revised in November 2017.

A. Items to be Individually Listed on Executive Committee Reports to Commission

1. Commission Approves (Policy Level and Bylaw Delegated Decisions)
   - Adopt/Amend Plans, Release for Review and Comment
   - Selection of Officers, Committee Members
   - Removal of Officers (requires super majority vote)

2. Executive Committee Reviews, Commission Approves (Policy Level Decisions) - Included on Commission agendas as separate item for approval:
   - Establish Committees
   - Amend Bylaws (requires super majority vote and public hearing)
   - Adopt/Amend Budgets (requires public hearing)
   - Adopt/Amend Work Programs
   - Appointment of Executive Director (as Personnel Committee) (requires super majority vote)

3. Executive Committee Recommends Approval, Commission Approves - Included on Commission agendas under item, “Executive Committee Report” as “Recommendation for Approval”:
   - Mission Statement Adoption/Revision
   - Execute Unanticipated Agreements (e.g. Wisconsin Center Education Research AGMV game project)
   - Institute/Amend Fees

4. Executive Committee Approves, Commission Approves - Where Commission approves separation of item under agenda item, “Executive Committee Report” (below category):
   - Items separated by Commissioner for Commission Approval

B. Items to be Included on Commission Consent Agenda, with Option for Any Commissioner to Request Separation of Any Item for Separate Discussion

5. Executive Committee Approves, Commission Accepts (Administrative and Operational Decisions) - Included on Commission agendas under item, “Executive Committee Report,” not as Commission decision items:
   - Execute Agreements within approved budget and work program
   - Amend Agreements within approved budget and work program
   - Financial oversight: approval of disbursements and treasurer’s report
   - Work Program Implementation (e.g. farmland loss mitigation activities)
   - Additional expenditures within budget (e.g. contribution to housing gap video)
   - Commission Procedures (e.g. process for amending LU&TP)
   - Commission Operations/Personnel (e.g. Commissioners as Independent Contractors)
6. Personnel Committee Approves, Commission Accepts (Administrative and Operational Decisions) -
Included on Commission agendas under item, “Executive/Personnel Committee Report,” not as Commission decision items:
- In the absence of an Executive Director, hiring of Deputy Director and Division Directors
- Personnel Manual amendments
- Personnel decisions: approve position description; Deputy Director performance review
- Review of staff appeals of disciplinary actions and decisions regarding employee grievances

C. Staff Level, Carrying out Decisions
- Spending on items within adopted budget limits and categories
- Carrying out activities within adopted work program
- Recommend job descriptions to Executive Committee for approval
- Personnel decisions below Executive/Deputy Director: hiring, firing, promotion, evaluation, discipline, development
- Providing, research, analysis and recommendations to Executive Committee and Commission
Capital Area Regional Planning Commission

Code of Conduct/Conflict of Interest Policy

Adopted by CARPC on February 10, 2011
Revised by CARPC Executive Committee on July 12, 2018

The following Code of Conduct/Conflict of Interest Policy ("Policy") applies to all Commissioners, officers, employees, and agents of the Capital Area Regional Planning Commission ("CARPC"). The purpose of this Policy is to ensure that CARPC operates in the most ethical, impartial, and responsible fashion. CARPC hereby establishes the following Policy to achieve that goal and to ensure that its actions are executed in a manner that instills confidence in the units of government and public it serves.

1. The following definitions apply:

   a. "Anything of value" means any money, property, favor, service, payment, advance, forbearance, loan, or promise of future employment, but does not include compensation and expenses paid by CARPC, political contributions which are reported under Wis. Stats. Ch. 11, or hospitality extended for a purpose unrelated to CARPC.

   b. "Associated," when used with reference to an organization, includes an individual or a member of his or her immediate family being a director, officer, or trustee in an organization, or when that person or persons owns or controls, directly or indirectly, and severally or in the aggregate, at least 10% of the outstanding equity of that organization. "Associated" also includes any situation where an individual or a member of his or her immediate family is an authorized representative or agent of an organization.

   c. "Immediate family" means (1) an individual’s spouse or designated family or registered domestic partner, or (2) an individual’s relative by marriage, lineal descent, or adoption; or a person who receives, directly or indirectly, more than one-half of his or her financial support from the individual or from whom the individual receives, directly or indirectly, more than one-half of his or her support.

   d. "Organization" means any corporation, partnership, proprietorship, firm, enterprise, franchise, association, trust, or other legal entity other than an individual or governmental body.

   e. "Conflict of interest" means any financial or interest in, or association with, a commissioner, officer, or employee, or member of his or her immediate family, any entity with which CARPC has a transaction or arrangement.

2. Commissioners, officers, employees, and agents of CARPC or its designee(s), in his or her official capacity, shall conduct all work activities in an ethical manner consistent with State law (Wis. Stats. § 19.59), and shall not:

   a. Use his or her public position or office to obtain financial gain or anything of substantial value for the private benefit of himself or herself or his or her immediate family, or for an organization with which the individual or immediate family member is associated;
b. Solicit or accept from any person or organization, directly or indirectly, anything of value if it could reasonably be expected to influence his or her vote, official actions or judgment, or could reasonably be considered as a reward for any official action or inaction on his or her part;

c. Directly or by means of an agent, give, or offer or promise to give, or withhold, or offer or promise to withhold, his/her vote or influence, or promise to take or refrain from taking official action with respect to any proposed or pending matter in consideration of, or upon condition that, any other person make or refrain from making a political contribution, or provide or refrain from providing any service or other thing of value, to or for the benefit of a candidate, a political party, any committee registered under Wis. Stats. Ch. 11, or any person making a communication that contains a reference to a clearly identified local public official holding an elective office or to a candidate for local public office; or

d. Participate in or perform any discretionary action that involves making, granting, or imposing an award, contract, or approval decision if he or she, any member of his or her immediate family, or an organization which employs, or is about to employ, any of the aforementioned, has a substantial financial or other interest in the organization selected for award or contract or an organization competing for the same grant or contract.

3. Commissioners, officers, employees, and agents of CARPC or its designee(s) must disclose any actual or possible conflict of interest, and be given the opportunity to disclose all material facts to their supervisor, if employees, or the Commission or committee, if commissioners.

   a. Supervisors should work with employees to avoid or remove any conflict of interest.
   b. Commissioners shall determine if an actual conflict of interest exists and, if so, the commissioner with a conflict of interest shall leave a meeting during discussion of, and action on, a possible transaction or arrangement involving the conflict of interest.

4. Commissioners, officers, employees, and agents of CARPC or its designee(s) found to be in violation of this Policy may be penalized, sanctioned, or disciplined, to the extent permitted by State and local laws or regulations.

5. A copy of the Policy shall be provided to all Commissioners, officers, and employees of CARPC.
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<thead>
<tr>
<th>Executive Committee</th>
<th>Cantrell</th>
<th>Cnare</th>
<th>Crombie</th>
<th>Geller</th>
<th>Golden</th>
<th>Hampton</th>
<th>Hartmann</th>
<th>McKeever</th>
<th>Minihan</th>
<th>Palm</th>
<th>Pfeiffer</th>
<th>Stravinski</th>
<th>Terrell</th>
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<tr>
<td>Joint Committee with Dane County Lakes &amp; Watershed Commission</td>
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Re: Consideration of Options for Agency Mission Statement *(actionable item)*

**Requested Action:**

*Approval*

**Background:**

At the December 12, 2019, Commission meeting it was suggested that staff and the Executive Committee prepare three mission statement options for the full Commission to vote on and finalize.

Agency’s recent discussions on revising its strategic plan have included:

- August 16 commission and staff half-day strategic planning session
- September 12 commission committee of the whole discussion
- October 10 commission committee of the whole discussion
- November commission committee of the whole mission and vision exercise and discussion
- November staff mission and vision exercise
- December commission committee of the whole discussion

**Staff Comments:**

Main points from the December committee of the whole discussion included:

- Use stronger action word than “assist”
- People liked the term “regional challenges”
- “culture of regional planning” further down the road; remove those mission statements from consideration
- State statutes as guidance: physical development of the region, make plans, advise local governments
- Shared goals need to be higher level; people may have different goals but our role is to find common ground on what we agree on

Three mission statements for consideration based on December commission discussion are:

1. **Help communities overcome regional challenges** through collaboration and planning.
2. **Guide the physical development of the region** through leadership, planning and community assistance.
3. **Bring people together** to **tackle regional challenges** through planning


A possible related vision statement to the above mission statements is *A region where communities create exceptional quality of life for all by working together to solve regional challenges.*

Another related vision statement could be *Dane County’s communities and organizations recognize CARPC as a leader in regional land use and water quality planning and a trusted resource for data, information, and assistance.*

**Attachments:**

1. None
<table>
<thead>
<tr>
<th>Staff Contact:</th>
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<tbody>
<tr>
<td>Steve Steinhoff</td>
</tr>
<tr>
<td>Agency Director</td>
</tr>
<tr>
<td><a href="mailto:SteveS@CapitalAreaRPC.org">SteveS@CapitalAreaRPC.org</a></td>
</tr>
<tr>
<td>608-474-6010</td>
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<th>Next Steps:</th>
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<tr>
<td>Potentially establish vision statement, goals and objectives</td>
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Re: Presentation and Discussion on Branding Initiative from Madison Area Transportation Planning Board

Requested Action: None

Background:

In December 2019, the Madison Area Transportation Planning Board (MATPB) began a project to rebrand the agency and its Rideshare Etc. program. The rebrand will include new names and logos for each. The MATPB rebrand was a recommendation of the Public Participation Evaluation that was done following the last regional transportation plan in 2017. One of the goals of this effort is to better align MATPB and CARPC as partner agencies in the public mind. The Rideshare Etc. rebrand was later identified as an opportunity to improve public awareness and engagement with program. MATPB is working with the consulting firm Distillery. The project is expected to be complete in early June 2020.

Following a short background presentation, MATPB staff will lead the Commission in discussion to inform the current phase of the rebrand, which includes development of a mission, vision, and new name. MATPB is also gathering feedback through stakeholder focus groups, interviews, and two public surveys. The plan is to organize a joint meeting with members of the MATPB board and CARPC Commissioners in late April or early May to review and gather feedback on the messaging and three logo options for MATPB and Rideshare Etc. that are developed as a result of this feedback.

In preparation, Commissioners are asked to consider the included list of discussion questions.

Staff Comments:

For discussion purposes.

Materials Presented on Item:

1. Background presentation on the rebranding project and the Rideshare/TDM program (not included in the CARPC packet)
2. List of questions to facilitate discussion regarding the MATPB mission, vision and rebranding

Staff Contact:

Steve Steinhoff
Agency Director
608-474-6010
SteveS@CapitalAreaRPC.org

Next Steps:

Continued collaboration between MPO and CARPC.
1. How would you describe the MPO’s role in the region related to CARPC’s?

2. What are the top qualities or services you associate with the MPO?

3. What would you call the geographic area that the MPO serves?

4. What is the unique value that the MPO brings to the region?

5. What do the current MPO name and logo not communicate that you think they should?
   - How do you think the MPO’s future name and logo could better support the “co-branding” of the MPO and CARPC as partner agencies?

6. What other opportunities do you see to better connect the MPO and CARPC in the public’s mind?
Re: Public Hearing on Amendment of the *Dane County Water Quality Plan* and the *Dane County Land Use and Transportation Plan* by Revising the Sewer Service Area Boundary and Environmental Corridors in the Northern Urban Service Area

### Requested Action:

The Commission and any interested public are asked to comment on the proposed amendment, so that any potential water quality, land use, or transportation concerns may be discussed with the applicant and addressed in the subsequent CARPC staff reports and management letters, as appropriate.

### Background:

The Village of Windsor has submitted a request for a sewer service area amendment to the *Dane County Water Quality Plan*. The application has been posted on the [CARPC website](http://www.capitalarearpc.org). The proposed amendment is in the Cherokee Lake-Yahara River watershed (HUC 12: 070900020504). It includes the addition of approximately 89.1 acres of land, including approximately 11.0 acres of proposed environmental corridor and 1.2 acres of existing road right-of-way, for a net of approximately 76.9 developable acres to the Northern Urban Service Area.

### Options, Analysis, Recommendation:

None

### Attachments:

1. Map of proposed amendment area

### Staff Contacts:

<table>
<thead>
<tr>
<th>Water Quality</th>
<th>Land Use</th>
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<tbody>
<tr>
<td>Mike Rupiper</td>
<td>Sean Higgins</td>
</tr>
<tr>
<td>Deputy Agency Director</td>
<td>Senior Community Planner</td>
</tr>
<tr>
<td>608-474-6016</td>
<td>608-474-6018</td>
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<tr>
<td><a href="mailto:MikeR@capitalarearpc.org">MikeR@capitalarearpc.org</a></td>
<td><a href="mailto:SeanH@capitalarearpc.org">SeanH@capitalarearpc.org</a></td>
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### Next Steps:

**Water Quality**

CARPC staff will finalize the water quality staff analysis report. A management letter with conditions of approval and recommendations will be considered at the March 12th Commission meeting. The CARPC staff report and the Commission’s recommendation will then be sent to the Wisconsin Department of Natural Resources for its administrative decision.

**Land Use**

A management letter with recommendations will be considered at the March 12th Commission meeting. CARPC staff will finalize the land use staff analysis report for the bi-annual review of the *Dane County Land Use and Transportation Plan* at the April 9th Commission meeting.
Re: Public Hearing on Amendment of the Dane County Water Quality Plan by Creating a Process, Policies and Criteria for Minor Amendments to Sewer Service Area Boundaries

Requested Action:

The Commission and any interested public are asked to comment on the proposed process, policies, and criteria for minor amendments to sewer service area boundaries.

Background:

Several requests have been made for a simplified and streamlined procedure for minor amendments to the sewer service area boundaries in the water quality plan in some unique cases. Minor amendments are proposed to be defined as service to existing or replacement buildings, by connection to existing sanitary sewer mains, where no environmentally sensitive areas are present. Four typical cases are described below:

1. Property is currently on septic system but wants to connect to sanitary sewer.
2. Replacement of existing house with a new house that is located on the same parcel, but outside of the current SSA boundary.
3. Extension of sewer service to additional buildings on same parcel but outside of the current SSA boundary.
4. Property is outside of current SSA boundary but is already connected to sanitary sewer and being served by a wastewater treatment facility (previously unauthorized connection).

The DNR has implemented fast track SSA amendment approvals in many areas in the state where the following conditions apply:

- No environmental corridors.
- Contiguous with existing USA.
- Population / capacity is well within limits.
- No controversy or contest.
- Addition of a very small parcel, such as one or two lots or an expansion of an existing lot.

Commissioners discussed options for a potential minor amendment process at the November 14, 2019 Commission meeting and directed staff to draft proposed policies and criteria for minor amendments that state the property should be an existing building or a replacement of an existing building that is to be connected to an existing sewer main. The Commission further directed staff to determine what fee should be charged for minor amendments based on an estimate of the actual staff time and associated costs to review this type of amendment.

Options, Analysis, Recommendation:

None

Attachments:

1. Proposed Policies and Criteria for the Review of Minor Sewer Service Area Amendments
**Staff Contact:**

Mike Rupiper  
Deputy Agency Director  
[miker@capitalarearpc.org](mailto:miker@capitalarearpc.org)  
608-474-6016

**Next Steps:**

If no significant concerns or issues are brought up during the public hearing;

1. Consideration of Resolution No. 2020-03, Recommending to the Wisconsin Department of Natural Resources Amendment of the *Dane County Water Quality Management Plan* by Establishing Policies and Criteria for the Review of Minor Sewer Service Area Amendments

2. Consideration of Resolution No. 2020-04, Adopting Fees for Minor Sewer Service Area Amendments
1. Policies and Criteria for Minor Sewer Service Area Amendments

Requests for minor sewer service area additions must comply with ALL of the following policies and criteria:

A. Minor amendments are limited to existing buildings or the comparable replacement of existing buildings (i.e. properties currently on septic systems, existing buildings where only part of the parcel is in the sewer service area, buildings already connected to sanitary sewer but currently outside of the approved sewer service area).

B. The building must be able to be served by a lateral connection to an existing sanitary sewer main (i.e. no sanitary sewer main extension).

C. The amendment area cannot contain any environmentally sensitive areas (environmental corridors) as defined by NR 121.

D. Additions to a sewer service area must be contiguous with existing sewer service areas.

E. Adequate treatment capacity must be available in wastewater treatment facilities that receive the expected volume of wastewater.

F. Sewer service area additions must be cost-effective (as defined in NR 110) and environmentally sound expansion of public sewerage facilities.

G. Amendments to service areas must be sponsored by the local unit of government (municipality) to ensure that designated local management agencies in charge of pollution prevention are in support of the expansion. Where service is to be provided by a separate sanitary or sewerage district, they must also demonstrate support of the amendment.

H. Amendments must be uncontested and uncontroversial. A public hearing will be set for the next Commission meeting. All affected local units and their respective county board supervisors will be notified by at least thirty (30) days prior to the public hearing. Any opposition before or at the public hearing will result in the amendment following the standard process and schedule for sewer service area amendments.

I. Requesting units of government must notify neighboring or affected units of government of their intent to expand the service area.
2. Submittal Requirements for Minor Sewer Service Area Amendments

Requests for minor sewer service area additions must be accompanied by specific plans for provision of sanitary sewer service to the proposed addition, which include the following elements:

A. A description of the need for the sewer service area expansion.

B. A site plan and description of proposed amendment area, which is specific enough to enable the determination area proposed to be included in the service area. Amendment area should generally follow parcel boundaries or specific dimensions along parcel boundaries.

C. A specific plan for providing sanitary sewer service to the area, both public sewage collection and treatment systems (layout, facilities, capacity).

D. A statement and any necessary supporting documentation to show that the amendment area does not contain any environmentally sensitive areas, which are to be protected from urban development, and that would require designation in environmental corridors consistent with CARPC and DNR policies and criteria.

E. Complete applications must be submitted at least 30 days prior to the Commission meeting at which the public hearing and Commission action will take place.
Process for Minor Sewer Service Area Plan Amendments

Municipality Submits Application to CAPRC

Public Notice Period (30 days)

Public Hearing and CARPC Action (2nd Thursday of the month)

No controversy or contest

WDNR Review & Administrative Decision

Minor Sewer Service Area Amendment Application

Public Hearing Notice

Staff Analysis & Water Quality Management Letter

DNR Decision Letter on Water Quality Plan Amendment

Typical SSA Amendment process if controversy or contest

Municipalities are encouraged to work with CARPC staff in preparing minor amendment applications.
Re: Consideration of Resolution No. 2020-03, Recommending to the Wisconsin Department of Natural Resources Amendment of the *Dane County Water Quality Management Plan* by Establishing Policies and Criteria for the Review of Minor Sewer Service Area Amendments *(actionable item)*

## Requested Action:

1. Motion for Approval of Resolution No. 2020-03, Recommending to the Wisconsin Department of Natural Resources Amendment of the *Dane County Water Quality Management Plan* by Establishing Policies and Criteria for the Review of Minor Sewer Service Area Amendments

## Background:

Several requests have been made for a simplified and streamlined procedure for minor amendments to the sewer service area boundaries in the water quality plan in some unique cases. Minor amendments are proposed to be defined as service to existing or replacement buildings, by connection to existing sanitary sewer mains, where no environmentally sensitive areas are present. Four typical cases are described below:

1. Property is currently on septic system but wants to connect to sanitary sewer.
2. Replacement of existing house with a new house that is located on the same parcel, but outside of the current SSA boundary.
3. Extension of sewer service to additional buildings on same parcel but outside of the current SSA boundary.
4. Property is outside of current SSA boundary but is already connected to sanitary sewer and being served by a wastewater treatment facility (previously unauthorized connection).

Commissioners discussed options for a potential minor amendment process at the November 14, 2019 Commission meeting and directed staff to draft proposed policies and criteria for minor amendments that state the property should be an existing building or a replacement of an existing building that is connected to an existing sewer main.

## Options, Analysis, Recommendation:

If no significant concerns or issues are brought up during the public hearing, Staff recommends adoption of the proposed policies and criteria and process for minor amendments to the sewer service area boundaries of the Water Quality Plan. The recommended process, policies, and criteria would reduce application requirements, require an abbreviated staff analysis report, and a condensed timeframe of 60 days for amendments which provide service to existing or replacement buildings, by connection to existing sanitary sewer mains, where no environmentally sensitive areas are present.

## Attachments:

1. Resolution No. 2020-03, Recommending to the Wisconsin Department of Natural Resources Amendment of the *Dane County Water Quality Management Plan* by Establishing Policies and Criteria for the Review of Minor Sewer Service Area Amendments
Staff Contact:

Mike Rupiper  
Deputy Agency Director  
MikeR@capitalarearpc.org  
608-474-6016

Next Steps:

If adopted by the Commission, the proposed policies and criteria for minor amendments will be sent to the DNR for their administrative review and decision.
CARPC Resolution No. 2020-03

Recommending to the Wisconsin Department of Natural Resources Amendment of the Dane County Water Quality Management Plan by Establishing Policies and Criteria for the Review of Minor Sewer Service Area Amendments

WHEREAS, the Capital Area Regional Planning Commission ("CARPC") is authorized to carry out a range of planning activities, pursuant to Wis. Stats. § 66.0309(8), and contracts with the Wisconsin Department of Natural Resources (WDNR) to conduct area-wide water quality management planning, pursuant to Chapter NR 121 Wis. Adm. Code, for the Dane County region; and

WHEREAS, the Dane County Water Quality Management Plan is the approved areawide water quality management plan for the Dane County region; and

WHEREAS, the Capital Area Regional Planning Commission has adopted, reaffirmed, and recommended amendment of the Dane County Water Quality Management Plan; and

WHEREAS, the Policies, and Criteria for the Review of Sewer Service Area Amendments were last updated and adopted in 2017; and

WHEREAS, a streamlined and simplified process for minor amendments, where there are no environmentally sensitive areas or other potential concerns, results in a more cost-effective sewage collection system; and

WHEREAS, a public hearing was held during the Regional Planning Commission meeting on February 13, 2020, to take testimony on the proposed policies and criteria for the review of minor sewer service area amendments.

NOW, THEREFORE, BE IT RESOLVED that in accordance with Wis. Stats. § 66.0309, and Sec. 208 of Public Law 92–500, the Capital Area Regional Planning Commission recommends the amendment of the Dane County Water Quality Plan by establishing the proposed policies and criteria for the review of minor sewer service area amendments.

February 13, 2020
Date Adopted

__________________________________________
Larry Palm, Executive Chairperson

__________________________________________
Kris Hampton, Secretary
Re: Consideration of Resolution No. 2020-04, Adopting Fees for Minor Sewer Service Area Amendments (actionable item)

Requested Action:

1. Motion for Approval of Resolution No. 2020-04, Adopting Fees for Minor Sewer Service Area Amendments

Background:

The Commission adopted Resolution CARPC No. 2018-03, on July 12, 2018, which created the current Sewer Service Area Amendment Fee Collection Policy.

The current fee collection policy is:
1. The fee for service area amendments that add more than one net developable acre shall be equal to the actual cost incurred.
2. The fee for the following amendments shall be a fixed fee of $3,500.
   a. Service area amendments that exclusively remove developable acreage from the service area (amendments that exchange acreage shall be charged the full fee as described in paragraph 1 above).
   b. Service area amendments that add one or fewer acres of net developable area.
3. Amendments that solely include existing development on septic systems that is being brought into a sewer service area are exempt from fees.

Commissioners discussed options for a potential minor amendment process at the November 14, 2019 Commission meeting and directed staff to determine what fee should be charged for minor amendments based on an estimate of the actual staff time and associated costs to review this type of amendment.

Options, Analysis, Recommendation:

Very limited data is currently available on the actual staff hours and associated costs with minor amendments. The 2018 amendment involving a single lot, existing residence on septic required 44.5 staff hours of staff time. If fees were charged, the associated cost (direct and indirect) would range from approximately $2,200 - $3,600, depending on the specific staff involved. Given the abbreviated staff analysis report and reduced timeframe proposed for minor amendments, staff believes that a fixed fee of $1,500 represents a reasonable estimate of the actual staff time and associated costs to review a minor amendment.

Staff recommends that the current fee exemption for amendments that solely include existing development on septic systems that is being brought into a sewer service area (as previously established by Resolution CARPC No. 2018-03) be retained.

Staff further recommends that the fee for minor amendments be reviewed and revaluated in the future, after several minor amendments have taken place and more data is available on the actual staff hours and costs associated with minor amendments.

Attachments:

1. Resolution CARPC No. 2020-04, Adopting Fees for Minor Sewer Service Area Amendments
**Staff Contact:**

Mike Rupiper  
Deputy Agency Director  
[MikeR@capitalarearpc.org](mailto:MikeR@capitalarearpc.org)  
608-474-6016

**Next Steps:**

If adopted by the Commission, the fee for minor sewer service area amendments will be effective beginning February 13, 2020.
CARPC Resolution No. 2020-04

Adopting Fees for Minor Sewer Service Area Amendments

WHEREAS, the Capital Area Regional Planning Commission ("CARPC") is authorized to carry out a range of planning activities, pursuant to Wis. Stats. § 66.0309(8), and contracts with the Wisconsin Department of Natural Resources (WDNR) to conduct area-wide water quality management planning, pursuant to Chapter NR 121 Wis. Adm. Code, for the Dane County region; and

WHEREAS, consistent with the local resolutions that petitioned the Governor to create CARPC, the Budget and Personnel Panel approved that fees be charged for such plan amendments to cover the associated costs; and

WHEREAS, CARPC adopted Resolution CARPC No. 2014-8 on June 12, 2014, and Resolution CARPC No. 2016-13 on September 8, 2016, and Resolution 2018-03 on July 12, 2018 which adopted service area amendment fees and created a process for establishing and revising the fees; and

WHEREAS, the annual CARPC Work Program includes continual planning work which involves periodic amendments and updates to the Dane County Water Quality Plan; and

WHEREAS, CARPC adopted Resolution CARPC No. 2020-03 on February 13, 2020, which recommended policies and criteria for the review of minor sewer service area amendments.

NOW, THEREFORE, BE IT RESOLVED that the Capital Area Regional Planning Commission hereby adopts the following fees for minor sewer service area amendment, to be effective starting February 13, 2020:

1. The fee for sewer service area amendments meeting the criteria for minor amendments shall be a fixed fee of $1,500, except;

2. Amendments that solely include existing development on septic systems that is being brought into a sewer service area are exempt from fees (as established by Resolution CARPC No. 2018-03).

February 13, 2020
Date Adopted

Larry Palm, Executive Chairperson

Kris Hampton, Secretary
Re: Consideration of Supporting the Legislative Priorities of the Wisconsin Chapter of the American Planning Association *(actionable item)*

**Requested Action:** Acceptance and approval

**Background:**

The Wisconsin Chapter of the American Planning Association (APA-WI) Board recently approved 2020 Legislative Priorities. APA-WI will advocate for their priorities during "Planner’s Day at the Capitol" on Wednesday, February 12. While Commission consideration of the legislative priorities occurs after the Planner’s Day event, APA-WI encourages subsequent support and advocacy to area legislators.

**Staff Comments:**

The attached APA-WI 2020 Legislative Priorities focus on:

1. Addressing Wisconsin’s affordable housing shortage through funding and reforms
2. Support for and restoration of local zoning authority (restoration of local zoning control over nonconforming structures, borrow pit locations and quarries
3. Support for property tax fairness and transparency at the local level (“dark store” issue)
4. Support for multi-modal transportation options and long-term funding solutions

Priorities 1 and 4 above align with CARPC draft land use goals and objectives. CARPC has not addressed priorities 2 and 3. One option would be to support all legislative priorities. Another option would be to support priorities 1 and 4. Staff has no recommendation.

**Attachments:**

1. 2020 Legislative Priorities: Wisconsin Chapter of the American Planning Association

**Staff Contact:**

Steve Steinhoff  
Agency Director  
608-474-6010  
*SteveS@CapitalAreaRPC.org*

**Next Steps:**

Communicate support for the priorities to area legislators.
2020 Legislative Priorities
Wisconsin Chapter of the American Planning Association

1. **Addressing Wisconsin’s affordable housing shortage through funding and reforms.** Planners are on the front lines of the housing affordability crisis, and often have firsthand knowledge of what is influencing the production of housing at the local level. Planners know that developer incentives that improve the profitability of building housing for all income levels are crucial. Any pre-emption of local zoning authority must be tied to financial incentives for both local governments as well as developers to truly move the needle on housing reform. APA-WI supports:
   a. Tax Increment Financing (TIF) reform that authorizes workforce housing TIFs and/or increases the statutory max of mixed-use TIF districts devoted to housing beyond 30%.
   b. Authorizing local governments to extend the life of successful TIF districts in order to fund affordable or workforce housing developments beyond the statutory 1-year limit.
   c. Authorizing local governments to exceed the 12% statutory limit upon the equalized value that can be within TIF districts when funding workforce housing developments.
   d. Encouraging local governments to approve affordable housing developments by expanding levy limit flexibility beyond the statutory bonus of $1K per unit.
   e. Balancing state pre-emption with WI’s tradition of local control by incentivizing zoning reforms through a menu of choices tied to state funding similar to Utah’s Senate Bill 34.
   f. Reverse recent pre-emptions of local control that actually eliminate existing affordable housing, such as the short-term rental pre-emption. This pre-emption is actively converting affordable units into weekly rentals and inhibiting local efforts to enable Accessory Dwelling Unit (ADU) reforms out of concerns about community character.

2. **Support for and restoration of local zoning authority.** Pre-emption bills interfere with local decision-making and apply one-size-fits-all standards to the entire state, resulting in unintended consequences and land use conflicts. Planners support democracy at the local level, which requires local tools and decision-making authority. APA-WI supports:
   a. Restoration of local zoning control over nonconforming structures.
   b. Restoration and protection of local zoning control over borrow pit locations and quarries.
   c. Transparency and fairness during the review & approval of new state legislation.

3. **Support for property tax fairness and transparency at the local level.** The dark store strategy is being used throughout WI to force assessment settlements that shift property tax burdens from big box retailers to homeowners and small businesses. These tax avoidance moves increase homeownership costs statewide. APA-WI supports:
   a. Closure of the Dark Store and Walgreen’s loopholes by codifying that vacant stores cannot be used as comparables when assessing or valuing commercial property.
   b. Protection and enhancement of locally supported revenue options (established and new).

4. **Support for multi-modal transportation options and long-term funding solutions.** APA-WI supports the #JustFixItWI movement’s call for stable, long-term funding solutions to the state’s infrastructure crisis and our over-reliance upon debt. APA-WI supports:
   a. Any or all of the user-based revenue solutions (e.g. indexing, tolls, miles-based fees) proposed by the “Filling Potholes” report by the Local Government Institute of WI and the “Keep WI Moving” report by the WI Commission on Transportation Finance and Policy.
   b. Authorization of Regional Transit Authorities to give local regions the choice of self-funding their own transit systems.
   c. Repeal of the prohibition on using eminent domain to acquire land for complete streets, bike paths, sidewalks, and recreational trails.
1. Roll Call

Chair Palm called the meeting to order at 7:03pm. Quorum was established.

2. Relaxing the Rules to Discuss Informally (actionable item)

Mr. Hampton moved to relax Robert's Rules so there could be informal discussion; Mr. Minihan seconded. The motion passed on a voice vote.

Lauren Cnare announced that she will be resigning from the Commission when her term expires in Spring 2020.

3. Election of Officers: Chairperson, Vice-Chairperson, Secretary, and Treasurer (actionable item)

Chair Palm asked Ms. Cnare to preside over the election of the Chairperson. Mr. Hampton nominated Mr. Palm for the position of Chairperson; Ms. Crombie seconded. The nomination passed on a voice vote.

Ms. Cnare transferred control of the meeting back to Chair Palm.

Mr. Stravinski nominated Mr. McKeever for the position of Vice Chairperson; Ms. Crombie seconded. The nomination passed on a voice vote.

Mr. Pfeiffer nominated Mr. Hampton for the position of Secretary; Ms. Cnare seconded. The nomination passed on a voice vote.

Ms. Terrell nominated Mr. Geller for the position of Treasurer; Mr. Minihan seconded. The nomination passed on a voice vote.

4. Appointment of Executive Committee Members (actionable item)

Chair Palm asked Ms. Firestone to read the section of the bylaws regarding membership of the Executive Committee. The third paragraph of Article V Section 2 of the bylaws state “The Executive Committee shall be appointed by the Commission and shall consist of officers of the Commission and up to two (2) additional Commissioners. The Executive Committee shall be comprised of not less than one (1) representative from each appointing authority.”

Mr. McKeever nominated Mr. Pfeiffer and Ms. Crombie to be the additional Commissioners on the Executive Committee; Mr. Minihan seconded. Mr. Pfeiffer and Ms. Crombie both stated that they would accept their nomination. The nomination passed on a voice vote.
5. **Designation of Chairperson as CARPC Employee with Title “Executive Chairperson” (actionable item)**

Mr. Hampton moved to designate the Chairperson as a CARPC employee with the title “Executive Chairperson”; Ms. Crombie seconded. The motion passed on a voice vote.

6. **Consideration of Adoption of CARPC Resolution 2020-01 Expression of Appreciation for Executive Committee Service in 2019 (actionable item)**

Ms. Cnare moved to adopt CARPC Resolution 2020-01; Ms. Terrell seconded. The motion passed on a voice vote.

7. **Motion to Return to Standard Robert’s Rules (actionable item)**

Ms. Cnare moved to return to the standard Robert’s Rules; Mr. Hampton seconded. The motion passed on a voice vote.

8. **Consent Agenda (actionable item)**

   a. **Consideration of Approval of Minutes of the December 12, 2019 CARPC Meeting (actionable item)**

      Ms. Murphy moved to approve the minutes of the December 12, 2019, CARPC meeting; Ms. Cnare seconded. The motion passed on a voice vote.

   b. **Report of the Executive Committee from January 9, 2020 Meeting (actionable item)**

      (1) **Consideration of Approval of Evaluation of Agency Director (actionable item)**

      (2) **Consideration of Approval of RPC Self-Certification (actionable item)**

      (3) **Consideration of Approval Cooperative Monitoring Agreements with the USGS, City of Madison, and City of Middleton (actionable item)**

      (4) **Consideration of Approval of Amendment to the 2019 Agreement to Provide Water Quality Management Planning Assistance to the Wisconsin Department of Natural Resources (actionable item)**

      (5) **Consideration of Approval of Amendments to Agreements with the Towns of Sun Prairie, Bristol, Springfield, Blue Mounds, Berry, and Westport for 2020 Services (actionable item)**

      (6) **Consideration of Approval of Changes to Appendix E of CARPC Personnel Manual (actionable item)**

      (7) **Consideration of Authorizing Agency Director to Execute Engagement Letter with Johnson Block CPAs for 2019-2021 Financial Audits (actionable item)**

      (8) **Consideration of Approval of January 2020 Disbursements and Treasurer’s Report for December 2019 (actionable item)**

      Ms. Crombie moved to accept the consent agenda; Mr. Hampton seconded. The motion passed on a voice vote, with one abstention (Chair Palm).

9. **Public Comment on Matters not for Public Hearing**

   No members of the public attended the meeting.

10. **Presentations and Discussions**

    a. **Report of the Members of the Madison Area Transportation Planning Board**

       Mr. Stravinski and Mr. Minihan reported on the January 8, 2020, MATPB meeting. The MPO has hired a company called Distillery to work with the MPO on branding and ride share branding, as well as help with the creation of the MPO’s mission and vision statements. Mr. Steinhoff stated that Bill Schaefer has requested to attend the February CARPC meeting to give a presentation on the MPO’s work and how it intersects with CARPC’s work.
11. Report of Directors
   a. Report and Discussion on Division of Community and Regional Planning Activities

       Mr. Steinhoff stated that staff had started working on the work plan for preparing the regional development plan, and on the Village of Mazomanie comp plan assistance. Future actions of the AGMV Executive Committee, including future participation by outside agencies and Executive Committee members, were discussed. Also discussed was how AGMV members could be influencers in their communities and in the region.

   b. Report and Discussion on Division of Environmental Resources Planning Activities

       Mr. Rupiper highlighted a few items. He has met with the Cities and Villages Association and Towns Association about participating in the Yahara CLEAN Compact as collaborators; the UW Water Resources Management Practicum has finished its final report, which has been sent to the Technical Advisory Committee for the Waubesa Wetlands Project; and there will be two public hearings during the February CARPC meeting (public hearings on the USA amendment for the Windsor school site, and the draft policy for minor USA amendments).

12. Future Agenda Items (Next meeting is February 13, 2020, at Windsor Elementary School, 4352 Windsor Road, Windsor, WI)

   There will be the following items during the February CARPC meeting:
   - Committee of the Whole for the strategic planning process;
   - Public hearing on the USA amendment for the Windsor school site;
   - Public hearing on the draft policy for minor USA amendments;
   - Presentation by Bill Schaefer of the MPO;
   - Action on regional development planned goals and objectives;
   - Presentation of the public participation plan for the regional development plan; and
   - Title VI implementation plan update.

13. Adjournment

       Mr. Hampton moved to adjourn; Mr. Pfeiffer seconded. The motion passed on a voice vote. The meeting adjourned at 7:51 pm.

Minutes taken by Linda Firestone and reviewed by CARPC staff

Respectfully Submitted:

_________________________________________
Kris Hampton, Secretary
Re: Report of the Executive Committee from February 10, 2020 Meeting (actionable item)

Requested Action: Approval

Background:

Article V, Section 2 of the bylaws of the Capital Area Regional Planning Commission states: “The Executive Committee is to provide advice and counsel to the Executive Director and the Commission on the operations of the Agency, including management, budget, personnel, and contracts.

“Unless delegated by the full Commission, the Executive Committee is not intended to make policy. Decisions made by the Executive Committee acting as the Personnel Committee may be appealed to the full Commission upon request by the Executive Director or employee.”

Options, Analysis, Recommendation:

The Executive Committee recommendations include the following items:

(1) Consideration of Adoption of CARPC Resolution 2020-02 Title VI/ADA Non-Discrimination Policy (actionable item)
(2) Consideration of Recommendation to Commission for Three Options for Agency Mission Statement (actionable item) (This is on the CARPC agenda as item 3.a.)
(3) Consideration of Options for Addressing CARPC 2020 Budget Issues (actionable item)
(4) Consideration of Approval of Letter of Support of Designation of U.S. Highway 151 as an Alternative Fuels Corridor (actionable item)
(5) Consideration of Adoption of Revised CARPC Internal Control Procedures (actionable item)
(6) Consideration of Approval of February 2020 Disbursements and Treasurer's Report for January 2020 (actionable item)

Additionally, the Executive Committee discussed “Conflict Between Deputy Agency Director Job Description and CARPC Bylaws Regarding Executive of Contracts” which is on the CARPC agenda as item 8.b.

Attachments:

1. Attachments may be viewed in the Executive Committee Meeting Packet (available at https://www.capitalarearpc.org/meetings/ )

Staff Contact:

Steve Steinhoff
Agency Director/Division Director
608-474-6010
steves@capitalarearpc.org

Next Steps: None
Re: Presentation and Discussion of Activities for Update of Regional Land Use (Development) Plan

**Requested Action:**
- None

**Background:**
At the December meeting commissioners reviewed and provided input to the draft work plan ("plan to plan") for updating the regional land use (development) plan. The work plan included short-term activities of preparation and approval of regional land use goals and objectives, and a participation plan. CARPC surveyed local community officials in the Fall of 2019 to obtain feedback on draft goals and objectives for the regional land use plan update.

**Staff Comments:**
- Land Use Goals and Objectives - The attached survey report summarizes responses to the CARPC survey on draft land use plan goals and objectives and identifies recommendations.
- Participation Plan – The attached participation plan builds on and continues the work of A Greater Madison Vision to result in a plan that decision makers and the public support and implement.

**Attachments:**
1. Regional Development Plan Goals and Objectives Summary Survey Report
2. CARPC Draft Regional Land Use (Development) Participation Plan

**Staff Contact:**
- Steve Steinhoff
  - Agency Director
  - SteveS@CapitalAreaRPC.org
  - 608-474-6010
- Sean Higgins
  - Senior Community Planner
  - SeanH@CapitalAreaRPC.org
  - 608-474-6018

**Next Steps:**
- Action to approve draft goals and objectives; action to adopt participation plan.
CARPC Land Use Plan Draft Goals and Objectives Survey Summary  
February 3, 2020

CARPC received 166 surveys providing feedback to draft land use goals and objectives. This represents a response rate of 40 percent. Response rate to the open response questions was very strong. Twenty to 40% of people took the time to answer the open answer questions, providing additional feedback on the Goals and Objectives. Villages and towns were slightly less likely than cities, and especially Madison, to agree or strongly agree that the goals and their corresponding objectives were important and useful. Unsurprisingly, they were less likely to have active initiatives to address the issues. Nevertheless, over 50 percent of responses from all community types still indicated support or strong support for all questions asked in the survey.

Key Take-Aways
- Over half were board or commission members.
- Larger community meant more responses. Response evenly split among cities, villages and towns.
- No spatial pattern to response, responses came from all around the county.
- The Goals and Objectives are clear, important, and would be helpful to many communities’ plans.
- Many communities already have initiatives or related language in their plans.
- The process and purpose of drafting the Goals and Objectives is not immediately clear to everyone; additional outreach is needed to bring more stakeholders on board.

Recommended Changes to Goals and Objectives & Outreach
- Articulate that the Goals pertain to development in general, not just land use planning
- Focus objectives on land use and development changes related to broader goals
- Make CARPC’s role and responsibility clear
- Emphasize the importance and responsibilities of other agencies, Dane County communities, the business community, etc. in achieving the Goals and Objectives
- Include details in the language of the objectives about their measurement that will clarify intent
- Work with communities—especially villages and towns—to find ways for them to see themselves in the Goals and Objectives language. Communities were less likely to strongly agree that the Goals and Objectives would support current plans or help long-range planning efforts than they were to express similar agreement with other portions of the survey.
Clarity of Goals and Objectives

People generally felt that the Goals and Objectives were clear. However, there is room for improvement on all the Goals’ Objectives as indicated by some of the comments.

Importance of Goals and Objectives

A strong majority of people felt the goals were important, although the intensity of support was less for Goal #2 and #3. One in five people were either neutral or disagreed with the farmland and natural resource conservation and protection Goal and Objectives. In contrast, nine out of ten thought resilience to climate change is important. This discrepancy may partially be a result of not randomizing Goal and Objective order in the survey. Peoples general enthusiasm may have decreased as the survey went on. The slight drop in support may also echo some of the confusion over the intent and explanations of the Objectives. Comments indicate that Goal #2 and Goal #3’s objectives need additional explanation.

Helpfulness of Goals and Objectives and Supportiveness to Existing Plans

A majority of people thought the Goals and Objectives were helpful for future planning or supportive of existing efforts. The least ammount of agreement was expressed for Goal #3. Again, this may be more a function of survey mechanics and/or confusion over definitions. Some comments acknowledge that the usefulness of these Goals and Objectives will ultimately come down to implementation.
Current Action on Goals and Objectives
Over three quarters of people indicated their community has or would potentially be open to the idea of having initiatives or related goals and objectives. Efforts include:

[Bar chart showing responses to questions on goals and objectives.]

Constructive Criticism of the CARPC Land Use Plan Draft Goals & Objectives
Most constructive criticism of the draft Goals & Objectives concerned:
- Ambiguous terminology/definitions
- A lack of information about what indicators would be used to measure the Objectives
- A belief that land use planning will/should impact all Goals & Objectives
- Misunderstanding CARPC’s role vs. that of others in accomplishing the Goals and Objectives

Some of this confusion could be expected because the level of detail offered was limited in order to keep the length of the survey reasonable. This strategy was effective in receiving a strong response. However, by opting for a shorter and more concise survey, the audience was left without some helpful information. Still, as the preceding summary of the survey indicates, a majority of respondents are supportive and on-board with the overall concepts introduced. Concerns and proposed changes to the Goals & Objectives follow on the next three pages.
Goal: Promote land use\(^1\) that fosters community resilience to climate change\(^2\)

Objectives\(^3\):

- Reduce stormwater runoff
- Increase the tree canopy
- Increase renewable energy\(^4\)
- Reduce energy use\(^4\)

1. The phrase “promote land use” could be changed to “promote development” for all the goals. After the survey was released, staff recommended changing the title of the document to the Regional Development Plan to reflect that multiple functional areas like transportation, workforce, etc. will be involved in realizing the regional plan, not just land use. (Although land use is the primary focus.)

2. The term “climate change” was a trigger for some. A few responses indicated a rejection of the notion that there is any human agency in our changing climate. Others criticized the goal as being overtly political or “environmental activism,” a role outside the arena of land use planning which they consider to be CARPC’s proper purpose. Part of improving on this goal and its objectives will require articulating how CARPC is not the sole actor and land use is not the only factor being addressed by this goal or the larger plan.

3. In general, there was some confusion as to why the objectives for each goal were chosen and not others. It will be important to acknowledge in future documentation how these factors relate to climate change and that these actions result in the greatest impact. Some clarification is also required explaining which objectives react to the effects of climate change and which reverse or mitigate climate change itself.

4. Increasing renewable energy and reducing energy use are mostly outside CARPC’s wheelhouse. There was confusion with each of these objectives because of their concise wording. Since the proposed indicators that go along with each were not included in the survey questions, one could not be expected to know that the objectives are referring to increasing the proportion of renewables and reducing energy use on a per capita basis. Both bits of information should be added to the language of the objectives.
Goal: Promote land use that increases access to jobs, housing and services for all people

Objectives:

- Reduce energy and transportation costs
- Reduce the housing affordability gap
- Reduce the tax burden of providing safe, quality infrastructure
- Increase access to jobs, transportation options, and services

1. Some commenters pointed out just how all-encompassing this goal is and how difficult it would be to achieve. It is like a goal made up of other large goals. Commenter acknowledged that this goal has many influencing factors outside of just land use.

2. Perhaps restate this objective to increasing transportation choices and encouraging alternative transportation and practices that reduce energy use like live-work arrangements?

3. Reword to “increase housing options”?

4. The goal promotes increasing elements that rely on increased taxes, yet this objective talks about reducing taxes. The term “tax burden” may need to be reconsidered as it paints taxation and the public benefits received in a negative light.
Goal: Promote land use that conserves farmland, water resources, and natural areas

Objectives:

- Identify and preserve priority protection areas
- Decrease the developed area per person
- Increase the share of conservation agriculture and regenerative agriculture
- Decrease water pollution

1. Many commenters pointed out that there are often trade-offs between development and preservation. While the objectives speak about “priority protection areas” and decreasing land per person, there may be a need to articulate that this goal is not seeking to preserve/conserv all farmland, water resources, and natural areas and as a result prevent all future development.

2. This objective was met with some resistance and the lack of clarifying indicators caused confusion. Some took this to mean taking land from residents or prohibiting all development. A possible way to rephrase this goal would be to speak about efficiency of development that increases housing density and increases the intensity of uses.

3. The terms “conservation agriculture” and “regenerative agriculture” were not understood by some commenters. Some felt that such change to conventional farming practice would be met with substantial resistance from farmers.
PARTICIPATION PLAN FOR PREPARATION OF THE
CAPITAL AREA REGIONAL PLANNING COMMISSION
REGIONAL DEVELOPMENT PLAN

INTRODUCTION

Preparation of the Regional Development Plan follows the work of A Greater Madison Vision. As shown in the AGMV Summary in Appendix A, participation during the AGMV process involved extensive Steering Committee engagement, an initial “values survey”, outreach and presentations, focus groups, workshops, an extensive public survey including significant outreach and marketing, media campaigns, and further outreach to communicate key survey findings.

The AGMV Community Engagement Work Group provided guidance to staff who prepared an “AGMV Community Engagement Strategy” which the Steering Committee accepted. The Engagement Strategy which guided participation activities included these principles which are also relevant to the Regional Development Plan Process:

- Employ a mix of engagement techniques in a variety of learning styles and adapted to the needs of each phase and audience.
- Go to where people are and use trusted messengers as intermediaries.
- Emphasize how planning for future growth and change impacts people on a personal level.
- Engage traditionally underrepresented groups, including but not limited to: people of color, young people, and low-income residents.
- Facilitate mutual learning and develop long-term strategies for participants to be empowered and active in crafting an authentic, local vision and strategy for growth.

PARTICIPATION GOALS

A Greater Madison Vision touted a purpose to “Create a vision and strategy for growth that is so inclusive and compelling that the public and private sectors use it, and the people feel ownership and commit to achieving it.”

This purpose also applies to the Regional Development Plan. Thus, the Regional Development Plan process should include participation that is sufficiently robust and inclusive that people will feel ownership over the resulting plan, want to use it, and commit to achieving it.

The Greater Madison Vision Steering Committee reinforced this goal when they developed goals and actions for the region. Drawing from survey findings, they set a goal to “ensure equitable and inclusive planning and participation” to make sure outcomes result in broad-based benefits including to low-income persons.

Drawing from those previous experiences and general understanding of best practices, goals for Regional Development Plan participation are:
that leads to widespread support for achieving plan goals and objectives, as measured by indicators
by those who will be affected by plan including vulnerable and disadvantaged groups and communities

PARTICIPATION PLAN

Spectrum of Participation
To achieve goals above, participation will draw from the International Association for Public Participation (IAP2) Spectrum of Public Participation in the following methods.

Collaborate with local government officials (elected, appointed and key staff) who are the primary decision-makers who will implement the regional development plan, and are also key constituents of the Capital Area Regional Planning Commission.

Involve partners (state and regional agencies and organizations) with whom CARPC directly works on regional issues.

Consult with stakeholder groups (business and non-profit organizations) who represent people and interests that could be affected by a regional development plan.

Inform the general public.

IAP2 Spectrum of Public Participation
Many people in groups mentioned above participated on some level with AGMV. Participation efforts in the RDP will include looping back to those people to update them on current activities and invite their participation. Groups that participated in AGMV include:

- Local government officials (Madison, Sun Prairie, Middleton)
- Steering Committee members and their organization
- Business organizations (e.g. Chambers, DMI)
- Environmental groups
- Community and service organizations
- Educational institutions
- Religious organizations
- Development groups (builders, realtors, developers)
- General public

**Methods of Participation**

Participation methods are the means used to engage with people. While various methods of participation can be employed at any point along the IAP2 spectrum, some methods are particularly suited for certain levels. CARPC will generally emphasize the following methods along the spectrum:

- **COLLABORATE** – person to person, small group meetings
- **INVOLVE** – meetings, workshops, focus groups
- **CONSULT** – meetings, surveys, social media
- **INFORM** – media (social, traditional), newsletter, website, email, events

At each of these levels, efforts will be made to apply the participation principles and goals listed above.

**Participation for Plan Preparation Stages**

The participation outlined above will need to occur at varying levels throughout the preparation of the RDP. Plan preparation steps, which are described in the RDP “Plan to Plan” document, include:

1. Participation plan
2. Goals and objectives and indicators
3. Data and trends review
4. Regional development factors – how they will/should shape growth
5. Regional development concepts – evaluation, prioritization
6. Regional development plan drafting and adoption
7. Implementation

Participation is envisioned to occur in three phases based on deliverables associated with the above steps. The phases align with those of common regional development planning efforts identified in AGMV best practice research. They are:

1. **Laying the Groundwork** – February – August 2020
   a. Goals, objectives and indicators
   b. Adopted plan growth scenario
   c. Key regional development factors that will influence growth
a. Concept development  
b. Mapping and evaluation  

3. Plan Preparation – April – September 2021  
a. Draft  
b. Final  

Participation activities during each phase will include:  
- Identify plan preparation activities  
- Identify people and groups to emphasize for each activity  
- Identify general level of participation along spectrum for each group for each activity  
- Identify, plan for and execute participation methods and activities  

**Technical Advisory Committee**  
A Technical Advisory Committee includes experts who can provide technical input and support needed during the preparation of the Regional Development Plan. Technical support is needed for preparation of indicators, projections, growth concepts, and development mapping. Experts are needed in fields including planning, economic development, housing, environment, transportation and agriculture. The TAC will meet approximately six times over the course of one to two years during the process.  

**Evaluation**  
Upon completion of the Regional Development Plan, an evaluation of the process, including participation activities and results, should be conducted.
APPENDIX A

A Greater Madison Vision
The work of preparing a Regional Development Plan began with the initiative A Greater Madison Vision. The goal of AGMV was to build support and agreement among area leaders from the public and private sectors for goals and actions related to regional development. CARPC identified this goal through research into best practices nationally. This research included bringing the President and CEO of Envision Utah, a national regional planning model, to Madison to present to and meet with area leaders and members of the public. Envision Utah also consulted with CARPC on preparation for our Regional Development Plan process.

Over the course of 2015-2019, AGMV completed the following activities:
- Organized a steering committee of diverse leaders from the public and private sectors, including an executive committee and other committees to guide AGMV activities
- Commissioned a “values study” consisting of focus groups and a scientific survey to assess public priorities and associated core values as they relate to growth and development
- Prepared and accepted a marketing and community engagement strategy focused on inclusive participation, drawing from the findings of the values study
- Completed trend research and produced a Regional Baseline Assessment report
- Conducted an outreach and awareness campaign that included more than 40 presentations to various groups
- Conducted “driving forces” focus groups and workshops to identify forces likely to drive impactful change in the region over the next couple decades
- Prepared four alternative future scenarios for the greater Madison region in the year 2050 as a means of exploring potential changes, strategies for responding or preparing for them, and options for growth and development
- Prepared a regional scenario survey to gauge public priorities for strategies to address likely change and preferences for growth options
- Conducted an extensive marketing campaign that generated almost 9,200 completed surveys and 2,100 comments from people of diverse backgrounds from across the region
- Conducted an outreach campaign to promote the key findings from the scenario survey
- Developed goals and key actions for adoption and implementation by the steering committee

The AGMV Community Engagement Strategy

Principles:
- Employ a mix of engagement techniques in a variety of learning styles and adapted to the needs of each phase and audience.
- Go to where people are and use trusted messengers as intermediaries.
- Emphasize how planning for future growth and change impacts people on a personal level.
- Engage traditionally underrepresented groups, including but not limited to people of color, young people, and low-income residents.
- Facilitate mutual learning and develop long-term strategies for participants to be empowered and active in crafting an authentic, local vision and strategy for growth.
AGMV Engagement Strategy used IAP1 Spectrum of Public Participation and how it relates to engaging audiences (generally):

- Inform to move people from Unaware to Observers
- Consult to move people from Observers to Supporters
- Involve to move people from Supporters to Advocates

AGMV Engagement Strategy Steps
1. Establish a core group – recruit leaders and form a steering committee
2. Enlist a broader group of supporters
3. Public outreach

AGMV Engagement Outcomes
2017
- 38 presentations on “How we Grow Matters” and AGMV
- 20 workshops – iPlan and Driving Forces
- Presentations + workshops = 1,000+ people reached
- 9 events – tabling, posters, displays, talking to people – 600 – 850 people reached

2018
- Scenario survey – 9,200 people reached; 8,700 in Madison region, 8,200 in Dane County

2019
- 16 presentations of survey findings – estimated 300 people reached
- Media coverage on “For the Record” and WVOM – reach?
Re: Report of Directors (Report and Discussion on Division Activities)

<table>
<thead>
<tr>
<th>Requested Action:</th>
<th>None</th>
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<tr>
<td><strong>Background:</strong></td>
<td>A monthly joint report from the Agency Director/Director of Community and Regional Development Planning Division, and the Deputy Agency Director/Director of the Environmental Resources Planning Division.</td>
</tr>
<tr>
<td><strong>Options, Analysis, Recommendation:</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>Attachments:</strong></td>
<td>1. Combined Director’s Report</td>
</tr>
</tbody>
</table>
| **Staff Contact:** | Steve Steinhoff  
Agency Director/CRDP Division Director  
608-474-6010  
steves@capitalarearpc.org  
Mike Rupiper  
Deputy Agency Director/ERP Division Director  
608-474-6016  
miker@capitalarearpc.org |
| **Next Steps:**   | None |
Regional Water Quality Planning

- Water Quality Plan Coordination
  - Summary Plan Update – Completing development of a website for this information.
  - Watershed Based Planning – DNR River Planning Grant application submitted for study/plan for chlorides in the Starkweather Creek watershed. First Steering Committee meeting scheduled for February 17th.
  - Clean Lakes Alliance – Member of their Community Board and Strategic Implementation Committee. Participating in the Yahara CLEAN Compact as a Collaborator. DCCVA and DCTA are also participating as Collaborators.
  - Dane County Lakes & Watersheds Commission – DCLWC has made several budget recommendations to advance the volume trading recommendations of the joint Stormwater Technical Advisory Committee, as a result of the joint DCLWC – CARPC work group discussions.
  - Waubesa Wetlands Study Plan – The U.W. Water Resources Management Practicum has completed their final report, *Assessing Land Use Impacts and Promoting Community Engagement in the Waubesa Wetlands Watershed*. The report has been distributed to the Waubesa Wetlands Technical Advisory Committee and a meeting is being scheduled to discuss next steps.
  - WI Salt Wise Partnership – Collaboration with other members of the partnership to provide education and best practices to reduce salt pollution in our lakes, streams and drinking water.

- Water Quality Plan Amendment –

- Water Quality Plan Consistency - 2 new sewer extension review (not including reconstructions and commercial building lateral extensions)

Regional Flood Resilience Planning

- Wetlands by Design
  - Identified potential wetland restoration sites for flood mitigation throughout the region. The results will be summarized in CARPC’s 2019 Annual Report. Working with Groundswell Conservancy and the U.W. Madison CEE Capstone to further evaluate several sites in 2020. Working with Dane County and The Nature Conservancy to prioritize sites.

- Black Earth Creek Green Infrastructure Plan
  - Submitted FEMA grant application for this project. Working with US Army Corps of Engineers and other stakeholders to develop a Silver Jacket project for watershed modeling to support the green infrastructure planning.
Cooperative Water Resources Monitoring

- Annual agreements with Madison and Middleton currently going through the local approval process.

Regional Land Use Planning

- Regional Development Plan Preparation
  - Draft goals and objectives prepared based on survey input.
  - Draft participation plan prepared
  - Future Land Use Map updated
- A Greater Madison Vision
  - Work underway on inventory of existing efforts, identification of gaps, and identification of AGMV role in filling gaps.
- Dane County Housing Initiative – Steering Committee to consider playing a role in a regional housing study that would support CARPCs Regional Development Plan work.
- Planning Data - 2020 data publishing: annual regional development review; quarterly white paper on topic of interest; monthly data highlights when available; data development to support Regional Development Plan preparation; periodic updates to datasets.

MARK CALENDARS FOR JUNE 11-12 AWRPC BIANNUAL SUMMIT, WI RAPIDS

Regional Transportation Planning

- CARPC to provide population and household forecast services for the MPO.
- CARPC and MPO 2020 Work Programs include activities to integrate land use, transportation and environmental planning
- Discussions underway regarding coordinated communications and marketing through annual report, newsletter and branding. First MPO story published in December CARPC newsletter.

Community Assistance Planning

- Village of Mazomanie – working with CCL Consulting to provide data, mapping and document production portion of comprehensive plan update.
- Village of Blue Mounds – Providing initial guidance to Comprehensive Plan Update Committee while developing scope of services for CARPC assistance for update in 2020.
- Towns of Bristol, Springfield, Blue Mounds, Sun Prairie, Westport and Berry mapping services – ongoing.
- Pending and prospective assistance projects - Towns of Bristol, and Springfield. Village of Rockdale

Commission and Administration

- Strategic plan update in process
- Environmental Engineer recruitment
- Document digitalization in progress
- Audit firm for 2019 started
- 2019 Cost allocation plan update (including indirect cost rate) complete and submitted to WisDOT for approval
- Outreach and Communication – January newsletter published, updates to CARPC website, attended DCCVA and DCTA January meeting,