Regional Development Plan Technical Advisory Committee
Zoom Meeting | June 10, 2020 | 3:00-4:00pm

PARTICIPANTS

Todd Schmidt  Village of Waunakee  Paul Jadin  MadREP
Scott Kugler  City of Sun Prairie  Bill Schaefer  MATPB
Sonja Kruesel  City of Fitchburg  Steve Steinhoff  CARPC
Ben Kollenbroich  Town of Dunn  Mike Rupiper  CARPC
Erin Ruth  Village of Cottage Grove  Sean Higgins  CARPC
Olivia Parry  Dane County  Caitlin Shanahan  CARPC
Todd Violante  Dane County  City of Madison

MEETING NOTES
Revised Goals, Objectives and Indicators – review and feedback (10 min)

- Objectives revised to be more directly related to land use and development aspects
  - Ex: resilience to climate change: changing objectives from % renewable energy to tree canopy and stormwater runoff
- Regional dev planning/reg dev framework
- Indicators still a WIP – for example, VMT per person compared to more drastic VMT reductions called for in Dane County CAP
- Scott K: how to deal w/ potential conflicts between objectives? Ex housing prod mtg demand may not always coincide w/ conservation objs, esp for communities have limited growth areas – example Waunakee, Sun Prairie – productive farmland is sometimes one of the only options for developable land. Indeed a core challenge/struggle for the region – hoping to move in the right direction through planning process/engaging communities
- Scott K: what are thoughts for measuring vacancy rates for owner and renter housing - ACS data? MGE? MGE data is better/more timely, but not countywide; combination of this and others; HUD: housing production by type, building permit tracking; affordability measures typically from ACS data – how often measuring these and what are best sources to use, esp for outlying communities?
- TAC members want to see: details on data source + timeline for measuring, ability of public to visualize what’s being measured
- Sonja K: redevelopment and infill indicators – how to show whether any of these indicators are meant to track infill/redev – can be difficult for communities to track/measure so may be worth thinking through more; recent intern did GIS analysis – ex tracking land vs improvement val on major corridors over time
- Olivia P: data for regional housing strategy – potential creation of a countywide dashboard – potential to sync up timing with RDF to use same data
• Bill S: annual performance measures report – one issue is changes that occur in data measurement methodology, recording, etc. – throws off trend analysis – recommend being aware of this going in and trying to think ahead

Material: PowerPoint

Population Projections 2050 – review interim countywide and municipal projections (15 min)

• DOA projections continue to be pushed back, so CARPC has developed interim projections to use in our planning effort as a stand in for DOA #s. attempting to predict/pre-create what DOA projections will be so that we can continue our work
• Tells us how much growth but not what kind – that is dictated by local comp/neighborhood plans, zoning, etc.
• Also doesn’t tell us where – local FLUMs contain that info
• These two things will inform how we interpret these/DOA projections
• Pop + households – straightline projections of the data that DOA uses: DOA annual pop estimates or Census info (pop = DOA + decennial census); hh (decennial + ACS 5 yr)
• Likely to be conservative estimates in line w/ DOA’s typical estimates (in reality we’ve seen growth occur more rapidly)
• 1 – county totals, 2 – % share w/in different sectors (CUSA, OUSA, rural areas) b/o assumptions on where dev is likely to occur in future (example more in outlying service areas); 3 – ea community’s trendline w/in sectors 4) %total growth applied to control totals w/in urb serv areas
• Adjustments required: alternative trendlines applied to communities with pop/household decline, small villages/landlocked villages (ex Monona) where growth is limited without infill/redevelopment projects, communities partly in another county, communities showing counterintuitive changes in hh size adjusted
• Comments: DOA’s methods tends to underestimate for rapidly growing communities; infrastructure planning 5-10 years (CIPs), not 20-30 years; dep on many things not just pop projections; nationwide study indicates COVID may cause a slight decrease in pop projections – example of how it’s hard to predict, conservative estimates may end up being closer to reality; town population – projected decrease by 1,000 may be something to examine further, will look further at impacts of Town of Madison/Blooming Grove dissolution + dissolution of T Burke to Madison, SP and DF;

Material: PowerPoint; once final, spreadsheet?

UrbanFootprint mapping – overview of process (15 min)

• Overview/demo of how UF works, procedure for creating a composite 2050 status quo planned development scenario + future alternatives – base canvas, building and place types, analysis modules
• MATPB traffic zone level forecasts – working w/ CoM and CARPC – recommended planned scenario will be used for those forecasts; travel forecast model (being developed now) is using those building types in UF b/o data from hh travel survey
• Over summer will be prepping planned dev scenario b/o comp plan FLUMs, draft growth scenario by end of 2020; will be working w/ TAC members to reflect plans as accurately as possible
• MATPB planning to meet w/ local staff over the course of the summer to get feedback b/o comp plans, dev proposals, your perspective

Examples of Regional Development Frameworks in U.S. – presentation and discussion of research to date (20 min)

• Common factors of plans that allocate growth: Regional-scale land use types, hierarchy of some type of centers
• Applying findings to our region: mapping intersection/employment density, look at questions of Do we want to use reg land use types? Or just go in and start mapping at smaller scale. Look at hierarchy of centers? Ex Madison east town/west towne.
• Feedback: support for incorporating centers and identifying diff types of centers – a helpful skeletal framework from a transportation view; outlying communities for developing future transit; site suitability analysis, planning econ centers good for econ dev planning
• Todd V: urban centers makes sense for a lot of logical planning reasons, caveat that we not lose sight of rural communities – how to factor rural into regional framework; consult w/ towns on how to envision their future as well
• Including ag preservation – what is done in example plans?

Community Engagement – discussion of summer outreach (15 min)

Want to set up individual meetings w/ each TAC member over the summer to discuss whether rdf would be beneficial for your planning and dev, if so how, best ways to engage leaders/citizens of your community to develop broadest poss support

Next Meeting Topics and Communication (5 min)

Next meeting is in Aug – 2nd Wed: planned dev scenario,

Other

Adjourn