

# Regional Development Plan Technical Advisory Committee

## Zoom Meeting | June 10, 2020 | 3:00-4:00pm

### PARTICIPANTS

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

### MEETING NOTES

#### 1. Revised Goals, Objectives and Indicators

Steve Steinhoff presented the most current planning objectives, which were revised to be more directly related to land use and development based on feedback received from CARPC's survey of local officials. For example, the objectives for the climate change resilience goal were changed from percent renewable energy to tree canopy and stormwater runoff. The plan's indicators are still being revised; for example, to accommodate VMT reductions recommended by the Dane County Climate Action Plan.

Material: [PowerPoint](#)

Potential conflicts may exist between objectives. For example, housing production may conflict with conservation objectives, especially for communities with limited growth areas such as Waunakee and Sun Prairie; productive farmland is often one of the only options for developable land. This is a core challenge for the region that should be examined during the planning process.

For indicators, TAC members would like to see details on data sources, along with a measuring timeline/frequency. Concerns raised included selecting a data source for housing vacancy rates, ensuring the public's ability to visualize what's being measured, and planning ahead for potential changes in data measurement methodology, recording, etc. that can occur year to year. Redevelopment and infill indicators can be difficult for communities to measure/track, so it may be helpful to think through a good way of doing this. Fitchburg recently completed a GIS analysis tracking land vs. improvement value on major corridors over time, which may provide a starting point.

Dane County Planning & Development may create a countywide data dashboard for its upcoming regional housing strategy; there is potential to coordinate with CARPC's planning process to use the same data.

## **2. Population Projections 2050**

DOA's regularly published population projections continue to be delayed, so CARPC is developing interim countywide and municipal projections to use in our planning efforts until DOA numbers become available. Sean Higgins presented CARPC's preliminary population projections and described the methodology behind their development.

Population projections can tell us how much growth to expect, but not what kind (this is dictated by markets, local plans, zoning, etc.) or where (local FLUMs contain that info). These two things will inform how we interpret CARPC/DOA projections. We view these projections as conservative estimates, following the pattern of DOA's typical estimates; in reality, we've seen growth occur more rapidly. Adjustments will be required; for example, we will have to apply alternative trendlines to communities experiencing population/household decline and small and/or landlocked villages such as Monona where growth is limited. Adjustments will also be needed for communities partly in another county or those showing counterintuitive changes in household size.

DOA's methods tend to underestimate rapidly growing communities; however, a recent nationwide study indicates that COVID-19 may cause a slight decrease in population projections, so conservative estimates may end up being closer to reality. It should be noted that infrastructure planning typically occurs on a 5 to 10-year timeframe, rather than 20-30 years, and depends on many things in addition to population projections. The projected town population decrease of 1,000 persons and the impacts of the Towns of Madison/Blooming Grove/Burke dissolutions will be examined further.

## **3. UrbanFootprint mapping**

Sean Higgins provided an overview and demonstration of UrbanFootprint, the mapping software that will be used to generate development scenarios for this planning process. He outlined the basic procedure for creating a composite 2050 status quo planned development scenario and future alternatives, including components such as the base canvas, building and place types, and analysis modules. Over the summer, CARPC will be prepping the planned development scenario based on comp plan FLUMs. A draft growth scenario is expected by the end of 2020. CARPC will be working with TAC members to reflect local plans as accurately as possible.

Bill Schaefer explained that MATPB is working with the City of Madison and CARPC on traffic zone level forecasts. The recommended planned scenario from CARPC's planning process will be used for those forecasts. The travel forecast model being developed now uses those building types in UrbanFootprint based on data from the household travel survey. MATPB also plans to meet with local staff over the course of the summer to get feedback based on comp plans, development proposals, and local perspectives.

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

Steve Steinhoff described CARPC's survey of regional planning frameworks. The regions examined included: [Wasatch Front](#), [SEWRPC](#), [Twin Cities Met Council Thrive MSP 2040](#), [Central Puget Sound Regional Council Vision 2050](#), [Des Moines Area MPO – The Tomorrow Plan](#) (2013), [Boulder Valley Comprehensive Plan](#), [Denver Region Council of Government – Metro Vision Plan](#), [Center for Transit-Oriented Development](#) (Bay Area CA)

Material: [PowerPoint](#)

Two common elements of plans that allocate growth are 1) regional-scale land use types and 2) a hierarchy of some types of center. Applying these findings to our region may mean mapping intersection/employment density, deciding whether to use regional land use types or map at a smaller scale, and potentially looking at a hierarchy of centers. 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

TAC members indicated support for incorporating centers; identifying different types of centers could provide a helpful skeletal framework for regional transportation planning, including outlying communities interested in developing future transit. Centers would also be useful in site suitability analyses and economic development planning. However, it is important that we not lose sight of rural communities; we must consider how to factor rural areas into the regional framework, consult with the towns on how to envision their futures, and include ag preservation.

#### **5. Community Engagement – discussion of summer outreach (15 min)**

CARPC will set up individual meetings with each TAC member over the summer to discuss whether a framework would be beneficial for local planning and development and the best ways to engage leaders/citizens of your community to develop the broadest possible support.

#### **6. Next Meeting Topics and Communication (5 min)**

The next meeting on Wednesday, August 12 (3:00-4:00pm) will focus on the planned development scenario.