

**DRAFT MINUTES**  
**of the Proactive Planning Committee**  
**of the Capital Area Regional Planning Commission**

**November 9, 2022, 4:00 pm**  
**CARPC Office, 100 State Street, Suite 400, Madison & Zoom Meeting**

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**Members Present In Person:** David Pfeiffer, Randy Bruce, Heidi Murphy, David Wallner

**Members Present Via Zoom:** Jay Lengfeld, Steve Greb, Jim Simpson, Maureen Crombie

**Members Absent:** Dean Grosskopf

**Staff Present:** In Person: Steve Steinhoff. Via Zoom: Mike Rupiper, Sean Higgins

**Others Present:** None

1. Welcome and Identification of Quorum

Chair Pfeiffer opened the meeting. Steve Steinhoff confirmed that a quorum was present.

2. Public Comment

No members of the public were present.

3. Approval of Minutes of September 14, 2022 Meeting

A motion by Crombie and a second by Wallner was made to approve the minutes of the September 14 meeting. The motion passed on a voice vote.

4. Check in on Committee Work Plan

Mr. Steinhoff reviewed the work plan charge, activities, schedule, and where the committee is at in the process. He noted that the greatest focus to date has been on meetings with local government officials. He noted that the work plan component of preparing an education plan will fall later in the schedule than initially intended. He also noted that Proactive Planning Committee members will be invited to join CARPC commissioners for a strategic planning session in the March-April timeline. Chair Pfeiffer explained that the session will focus on CARPC transitioning to proactive planning for implementation of the Regional Development Framework. This schedule is a change from having the Commission consider Proactive Planning Committee recommendations after they are complete. Agreement was expressed with this approach.

5. Update on Land Use Code Assessment Project

Mr. Steinhoff provided an update including that CARPC entered into agreement with UW-Madison to secure a Project Assistant for the project and that six communities pledged funds to support extension of the project to a full year, which is now a go. The project has a lot of potential to benefit the region and support proactive planning. It will engage local communities. Mr. Pfeiffer noted that

the timing of the project will allow informing this committee's work but will be a tool to help implement committee recommendations.

#### 6. Regional Development Framework Indicators

Mr. Higgins introduced himself and presented provided a presentation. Indicators measure progress towards Framework goals, objectives and strategies. He reviewed each indicator and provided data where available. Some indicators are still works in progress. Discussion addressed vehicle miles travelled, tree canopy cover (City of Madison Street Tree Canopy Committee implementation status), housing production by type relative to population growth, housing vacancy rates. Mr. Steinhoff emphasized the importance of performance indicators for determining if progress is being made and for providing feedback to policy makers. There was further discussion on VMT and the difficulty in using it as a metric because it is not a closed system. Also further discussion on farmland preservation and suggestion by Mr. Greb for more concrete goal of the percent of remaining farmland that we want to preserve. How to get to that goal may require greater conversation across the region. Viability of agriculture is also a consideration.

#### 7. Meetings with Local Government Officials and FUDA Review

Mr. Steinhoff gave an overview of themes of recent meetings. Conversations have focused on updates to comprehensive plans taking place through cooperative planning that leads towards agreement on future urban growth and an Urban Service Area application for a larger increment of development. This falls within CARPC's and this committee's work to shift from addressing land use and development during USA processes to addressing them proactively early in the planning process. This approach would be more comprehensive, cooperative, provide greater certainty for development, and generate cost savings. This would entail changes to CARPC processes and programs. It would also represent a cultural shift from planning on a municipal level to the assumption of cooperatively planning with neighboring jurisdictions. This type of shift can take a long time. CARPC is well positioned to lead this discussion being the only regional entity comprised of elected officials from cities, villages, and towns.

Mr. Pfeiffer stated that meetings with local officials focused on the value of cooperative planning. We learned that communities overcame competing interests by taking the time to build working relationships. Where those relationships do not exist, CARPC can have a role as a neutral mediator, by elevating examples of where relations have worked well, and by providing incentives such as more efficient and effective USA reviews. Mr. Rupiper stated that communities have been planning in silos and need to plan cooperatively.

Discussion ensued about receptivity of those ideas. Communities gave a lot of positive feedback. Towns are more skeptical that cities and villages will truly reach out and include them in their planning and less certain that CARPC will be able to effect change to that. CARPC can communicate the benefits of cooperative planning which reduces conflicts at the tail end of the process. Concern was expressed that larger areas of USA amendments will remove a choke point for development proposals and the leverage that such chokepoints bring. More comprehensive and cooperative comprehensive planning can generate better growth plans that in turn have the authority of comprehensive plans and supporting ordinances, where the controlling factor is located. CARPC could provide information on relative development costs of alternative growth proposals and helping with public education about fiscal benefits of denser development. Overall, the meetings have been very positive and committee members expressed appreciation while recognizing that further cultivation of relationships will be needed. Different communities are at different places, and some are more ready to work on cooperative planning than others.

8. Next Meetings – Wednesdays, 4:00 pm on January 11, March 8, May 10
9. Adjournment. Mr. Wallner moved adjournment, Mr. Bruce seconded and the motion passed on a voice vote.

Minutes recorded by Mr. Steinhoff