What Can Your Regional Planning Agencies Do for You?

WEBINAR | FEBRUARY 18, 2021

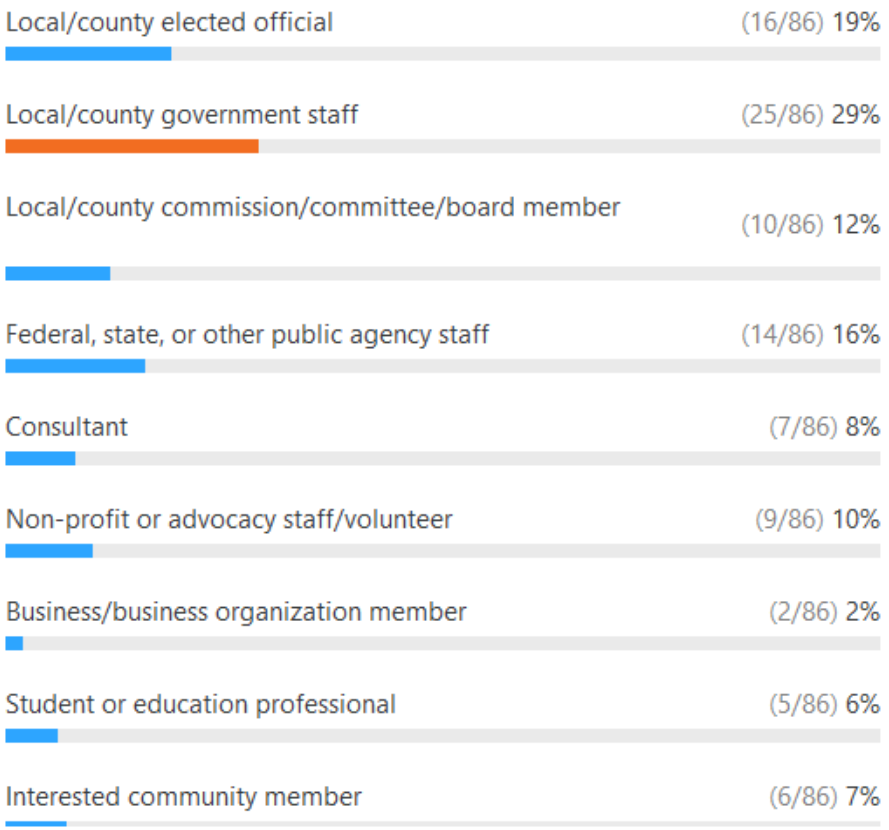
GREATER MADISON mpo

CAPITAL AREA rpc

POLL

Tell us who you are!

(Results):



CAPITAL AREA rpc

MPO-CARPC Relationship

Historically

RPC served as MPO until 2000

2019

MPO-CARPC Workgroup

Co-location at 100 State Street

2020-Present

Align regional long-range planning cycles

Joint agency rebranding

Coordinate public engagement

GREATER MADISON mpo + CAPITAL AREA rpc

What Can CARPC Do for You?

TOOLS, RESOURCES & SERVICES FOR COMMUNITIES

Steve Steinhoff, AICP
Caitlin Shanahan
Mike Rupiper, PE, ENV SP
Sean Higgins, AICP

CAPITAL AREA rpc

WHAT WE'LL COVER

01. Agency Overview

02. Comprehensive Planning

03. Water Resources Planning

04. Data & Mapping

CAPITAL AREA rpc

01

Who We Are What We Do & Why

Commission

13 Commissioners appointed by

- Mayor of Madison (4)
- Dane County Executive (3)
- Dane County Cities & Villages Association (3)
- Dane County Towns Association (3)

Staff

8 full-time staff

Mission

The Capital Area Regional Planning Commission strengthens the region by engaging communities through planning, collaboration and assistance.

Vision

A region where communities create exceptional quality of life for all by working together to solve regional challenges.

Core Functions

Land use + water resources

Develop and promote regional plans

Support local planning efforts

Community & Regional Planning

REGIONAL DEVELOPMENT FRAMEWORK

Community Planning

Data Services

Environmental Resources Planning

DANE COUNTY WATER QUALITY PLAN

Sewer Service Area Planning

Water Resources Planning

Plan Implementation

02

Comprehensive Planning

Comprehensive plans…

Define a community's values, goals, and vision for the future

Provide a basis for policies, regulations, and development decisions

Determine how land is used

Are required by Wisconsin Comprehensive Planning Law (s. 66.1001)

Common challenges

State requirements without state funding

Staff + budget limitations

Balancing requirements with practicality

Issues transcend municipal boundaries

How CARPC can help

Customization: recognize constraints and tailor approach accordingly

Capacity: leverage data, tools, and expertise

Coordination: manage joint planning processes

Comprehensive Planning

INTRODUCTION

Wisconsin "Smart Growth Law" and Village of Mazomanie Comprehensive Plan

The Wisconsin Legislature enacted a comprehensive planning law in 1999, set forth in Section 66.1001 of the *Wisconsin Statutes*. The requirements supplement earlier provisions in the Statutes for the preparation of county development plans (Section 59.69(3) and local master plans (Section 62.23), and provide a framework for developing, adopting, implementing, updating, and amending comprehensive plans in Wisconsin. The law includes a "consistency" requirement, whereby zoning, subdivision, and official mapping ordinances adopted and enforced by counties, cities, villages, and towns must be consistent with the comprehensive plan adopted by the county or local unit of government.

"A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for communitywide effort to achieve its vision."

In 2007, the Villages of Mazomanie and Black Earth and the Town of Black Earth received a multi-jurisdictional grant from the Wisconsin Department of Administration (DOA) to address the state comprehensive planning requirements. As a result, each local government partner adopted comprehensive plans to satisfy the statutes. The Village of Mazomanie's original comprehensive plan is documented in the first edition of this report, *Village of Mazomanie, Wisconsin, Comprehensive Plan: 2009 – 2028*, which was adopted by the Village Board on October 27, 2009. The first edition of the Village's comprehensive plan is documented in an extensive report that features a wide range of data and mapping and addresses the nine comprehensive planning elements and corresponding goals, objectives, policies, and programs required by the comprehensive planning law.

A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for communitywide effort to achieve its vision. Village officials and staff use the comprehensive plan as a basis for coordinated decision-making on planning, zoning, platting, development, infrastructure, and budgeting issues. Others who may find the comprehensive plan useful include residents, property owners, business owners, community groups, and other units of government, such as the Wisconsin Heights School District. Each of these individuals and groups may have different interests in the plan—engaged with understanding and reading of particular elements.

The law requires that the comprehensive plan be updated no less than once every 10 years but does not specify what the update must include or how extensive the update must be. This update reflects changes

NINE ELEMENTS OF A COMPREHENSIVE PLAN

Issues and Opportunities	Transportation	Intergovernmental Cooperation
Agricultural, Natural, and Cultural Resources	Utilities and Community Facilities	Land Use
Housing	Economic Development	Implementation

in current conditions and to the community's vision for long-term growth since the first edition. It focuses on updating the land use map, which is a visual representation of the comprehensive plan and serves to support its stated goals, objectives, and policies that also are updated here as needed. It updates other elements of the first edition directly relevant to updating the land use maps.

Community Participation in the 2020 Comprehensive Plan Update Process

The Wisconsin comprehensive planning law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future. The uniqueness of individual comprehensive plans reflects community-specific and locally driven planning processes.

The Village Board, the Plan Commission, and Village staff oversaw the process to update the comprehensive plan. Restrictions on in-person public meetings imposed by state and county officials in response to the COVID-19 pandemic curtailed opportunities for direct community participation in the update process, which included the following major public engagement steps:

1. **Village Board adopts Comprehensive Plan Update Public Participation Resolution (Appendix B)** – January 2020
2. **Village resident and property owner feedback gathered via public survey (Appendix B)**: January – April 2020
3. **Community Visioning Meeting at Wisconsin Heights High School** – February 2020

Comprehensive Planning

COMPREHENSIVE MASTER PLAN

Village of Rockdale, Wisconsin

MONTH 2020

DRAFT

Prepared by
The Village of Rockdale Plan Commission
The Capital Area Regional Planning Commission

Cover credit: Photograph by Andrew Dahl of Rockdale, Wis., ca. 1873-79
Courtesy of the State Historical Society of Wisconsin

Chapter 1: Overview of 2021 Update

Comprehensive plans typically have a life span of 10 to 20 years, with minor updates and amendments completed at regular intervals. This plan is an update of the 2005 Master Plan prepared with the assistance of Capital Area Regional Planning Commission staff.

The Village of Rockdale began updating its *Comprehensive Master Plan* in the summer of 2020 with assistance from the Capital Area Regional Planning Commission. The main goals of this update process were to bring the plan into compliance with state comprehensive planning requirements and to provide updated goals, recommendations, data, and other information as a basis for Village decisions. This section outlines the update process, along with key changes that have occurred since 2005 and progress made on the plan's original recommendations.

2020-2021 Update Process

The Village's 2020-2021 update process included five meetings of the Village of Rockdale Plan Commission. The Plan Commission began by reviewing the existing plan's goals, objectives, policies, and recommendations and revising them to reflect current conditions, priorities, and progress made since 2005. The public participation plan was also updated early in the process; the updated participation plan was approved with revisions following the August Plan Commission meeting and shared on the Village's website.

To update the plan's text and tables, CARPC staff collected current data from the US Census Bureau and other sources and researched relevant plan, program, and policy updates. Related plans reviewed for the update include the Village of Cambridge and Town of Christiana comprehensive plans, the CamRock County Park Master Plan (2008), and the 2018-2023 Dane County Parks and Open Space Plan. The plan's appendices were reviewed and revised with updated information on growth management tools and Dane County's environmental corridor system; a new appendix containing the Village's 2008 Urban Service Area amendment was also added. Updated maps were created to display current information on the Village's boundaries, facilities, infrastructure, resources, and land use.

A draft plan with updated data, text, and maps was shared for a 30-day public comment period from December XX to January XX. A public hearing was held on January XX. The Village Board passed a resolution to adopt the updated plan on February XX, 2021.

Key Changes since 2005

Many of the goals, objectives, and recommendations of Rockdale's 2005 *Comprehensive Master Plan* were formulated with the expectation that the Village would soon be experiencing significant population growth. This anticipated growth was not ultimately realized, resulting in less funding than expected for some proposed projects. Recent population trends have shown slower, more steady growth than observed at the county level, indicating that Rockdale can expect to maintain a relatively

stable population over the next several years. The plan's goals, objectives, and recommendations have been updated to reflect current conditions and expectations.

Major local developments since 2005 include the purchase of the historic mill site by Dane County in 2003, finalizing the parkland connection between Cambridge and Rockdale. The mill and its associated outbuildings were subsequently deconstructed. In 2008, an upgraded Rockdale Wastewater Treatment Plant was installed. The new plant replaced the original 1971 facility and has the capacity to serve approximately 300 persons. The Village's Urban Service Area boundary was also amended in 2008. The amendment added 36.6 acres of developable land to the service area, removed 21.7 developable acres, and designated 0.9 acres of parkland within the existing USA as environmental corridor. This amendment also changed designation of the service area from Urban Service Area to Limited Service Area as the Village did not intend to provide municipal water service within the 20-year planning period.

Plan Recommendation Status

General Recommendations

2005 Recommendations	2020 Status
1. Adopt and implement the Comprehensive Plan, under the auspices of SS 62.23 Ws. Statutes.	In progress.
2. When possible, enter into intergovernmental agreements with neighboring municipalities to foster implementation of the Comprehensive Master Plan.	Ongoing.
3. Amend the Comprehensive Master Plan as necessary to comply with Wisconsin's Comprehensive Planning (Smart Growth) Law.	Ongoing.
4. Adopt a comprehensive plan for the Village of Rockdale by January 1, 2010 that complies in full with Wisconsin's Comprehensive Planning Law (SS. 66.0295).	Revised. Adopt an updated comprehensive plan for the Village of Rockdale that is fully compliant with Wisconsin's Comprehensive Planning Law (§66.0295 Wis. Stats.) in 2021.

Housing Recommendations

2005 Recommendations	2020 Status
1. Single-family detached units should make up about 90% of new housing in the Village.	Revised. New housing in the Village should consist primarily of single-family detached units. Multifamily units, as described below, will be evaluated on a case-by-case basis.

Future Urban Development Area Planning

Goals

Protect natural resources

Promote efficient development

Preserve farmland

Process

Neighboring communities consider future development scenarios

Joint steering committee + joint staff team

Optional public involvement

Outcomes

Reports + maps to guide:

- Future land use planning
- Local comprehensive planning (Middleton, DeForest, Westport)
- Development review processes (DeForest)

03

Water Resources Planning

Water resources planning

Preserve the recreational, economic, and ecological value of water resources

Restore impaired water resources

Mitigate flooding and increase flood resiliency

Prioritize actions to make the best use of limited resources

Common challenges

Water resources, stormwater runoff, and pollutants cross municipal boundaries

Local staffing + funding limitations

Balancing the interests of different stakeholders

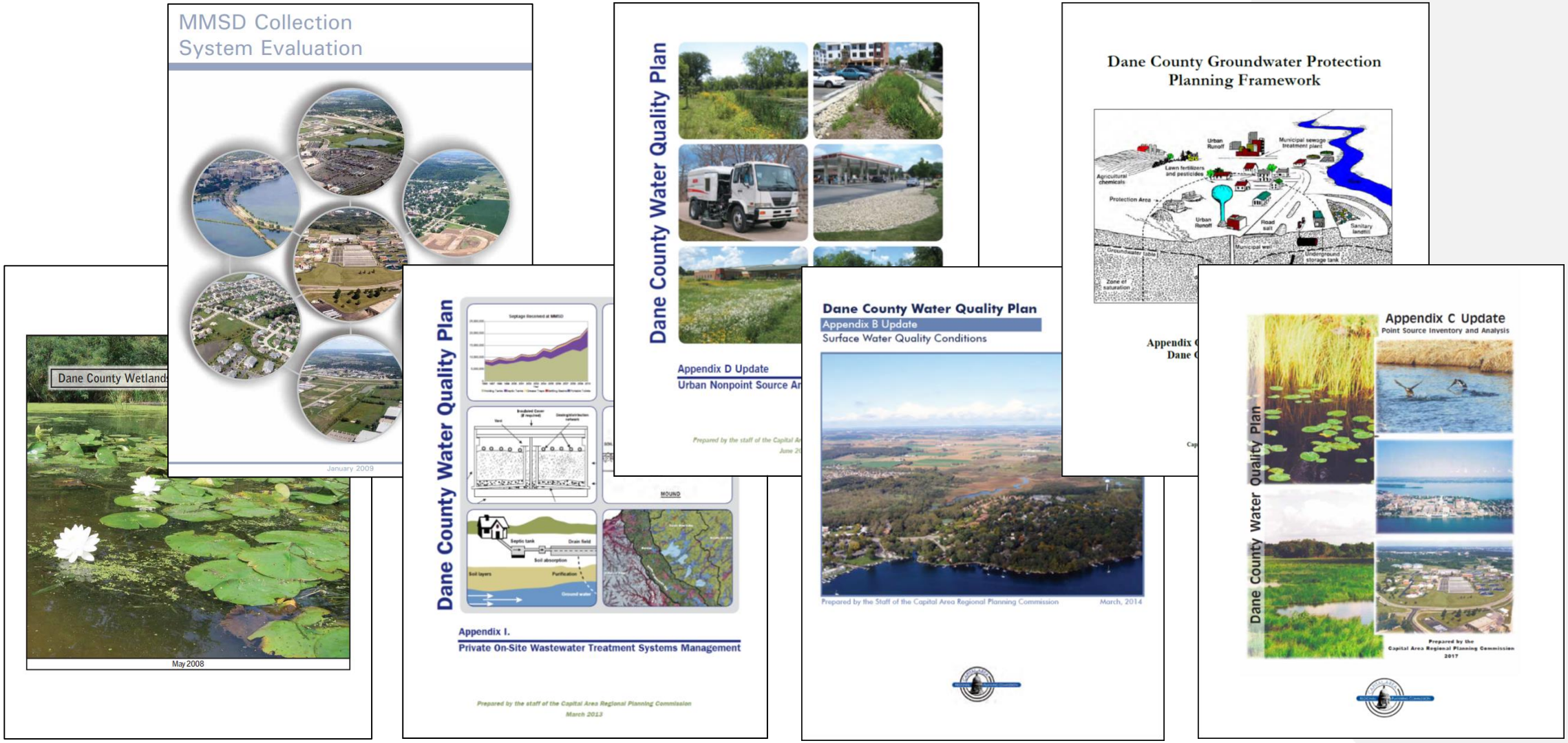
How CARPC can help

Convener: bringing people together to address an issue, problem, or opportunity

Capacity: data, tools, and expertise

Funding: leverage our staff time to bring in state and federal grants

Planning Reports and Studies



Starkweather Creek Watershed

Chloride Management Plan

Steering Committee

Monitoring

Outreach - SaltWise practices

WDNR River Planning Grant

Black Earth Creek Watershed

Green Infrastructure Plan

Flood protection, water quality benefits, recreational, economic, and ecological benefits

Steering Committee

Wisconsin Silver Jackets State Hazard Mitigation Team

FEMA / WEM Hazard Mitigation Grant

04

Data & Mapping

Data & Mapping

Unpopular opinion:

Not every picture
(map, table, or graph)
is worth 1,000 words.

Data & Mapping

Unpopular opinion:

Not every picture
(map, table, or graph)
is worth **1,000 words*.**

***2 pages, single-spaced, Arial, 12 pt. font**

Common challenges

What data are out there?

Where's "*there*"?

What's it all mean?

Now what?

CARPC can

CARPC staff speak data.

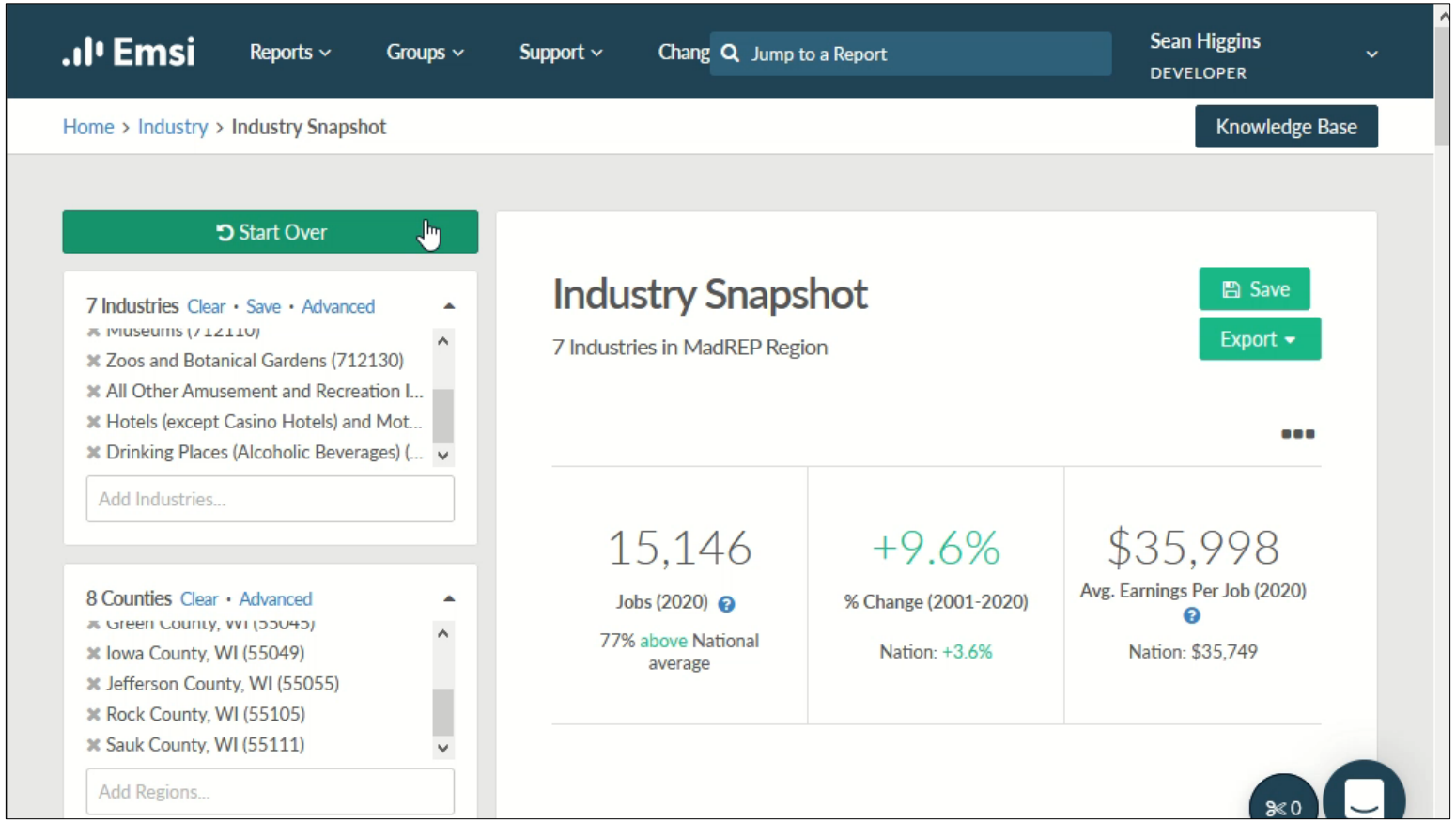
We know the alphabet soup of data-producing agencies (USGS, HUD, NCRS).

We like figuring out what it all means.

We have neat tools.

Data and Mapping

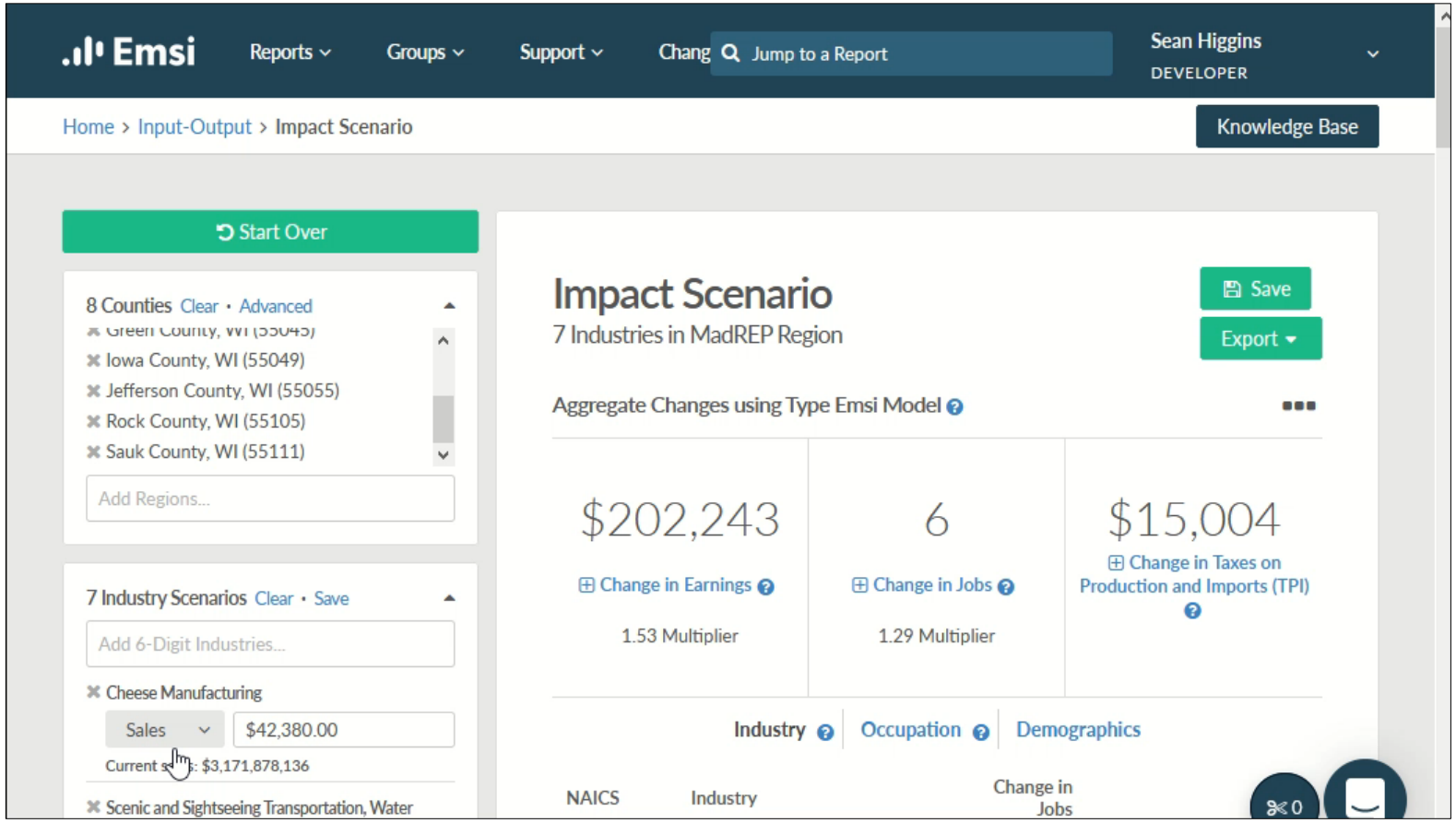
EMSI—Labor Market Analysis



- Custom Industry Clusters
- Custom Region of Interest
- Jobs and Pay
- Regional Comparison
- Staffing Patterns
- Demographic Profile
- Regional Impact

Data and Mapping

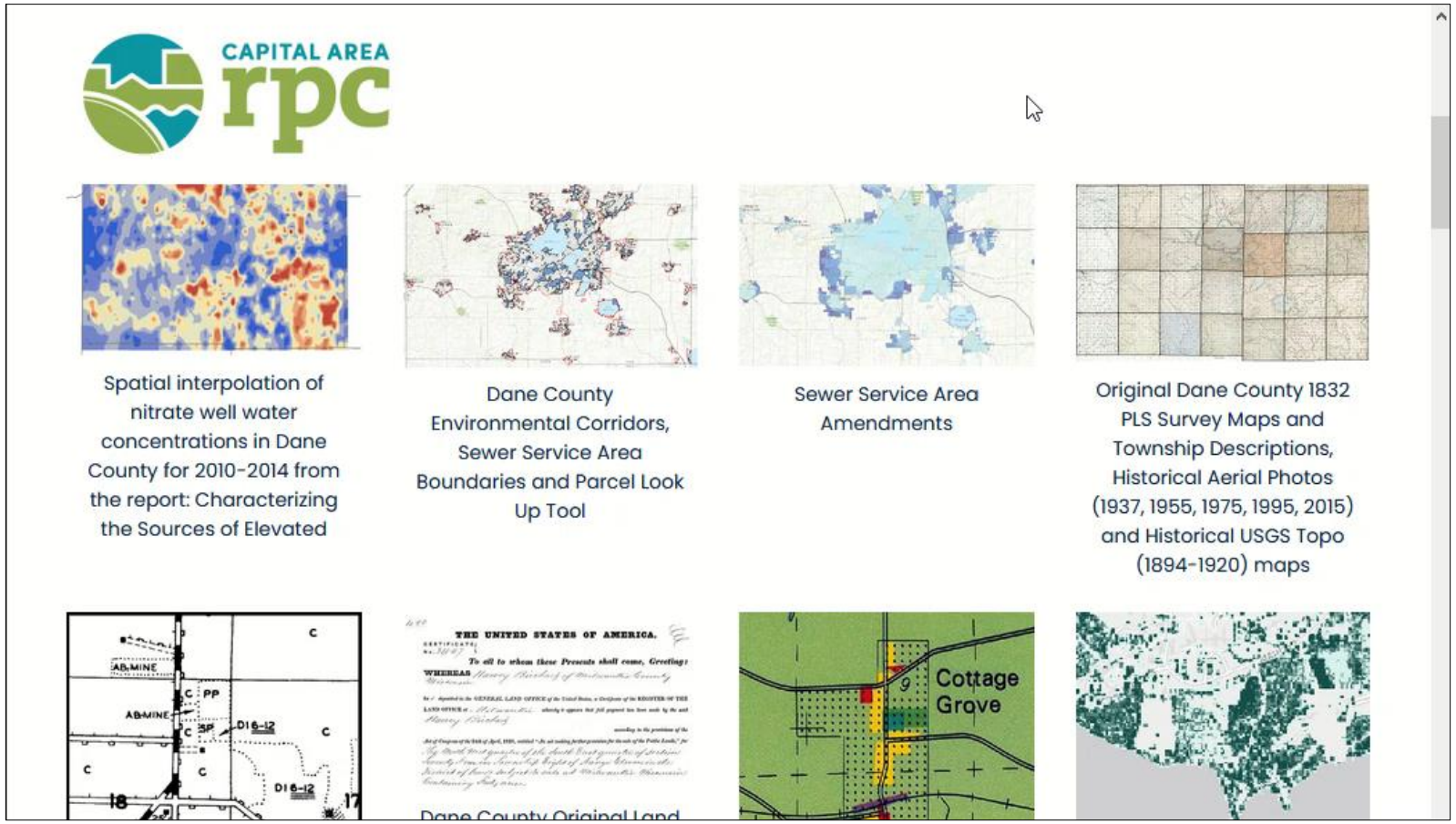
EMSI—Labor Market Analysis



- "What if" scenarios involving jobs, earnings, and sales
- Jobs Multipliers
- Taxes on production and imports
- Job distribution

Data and Mapping

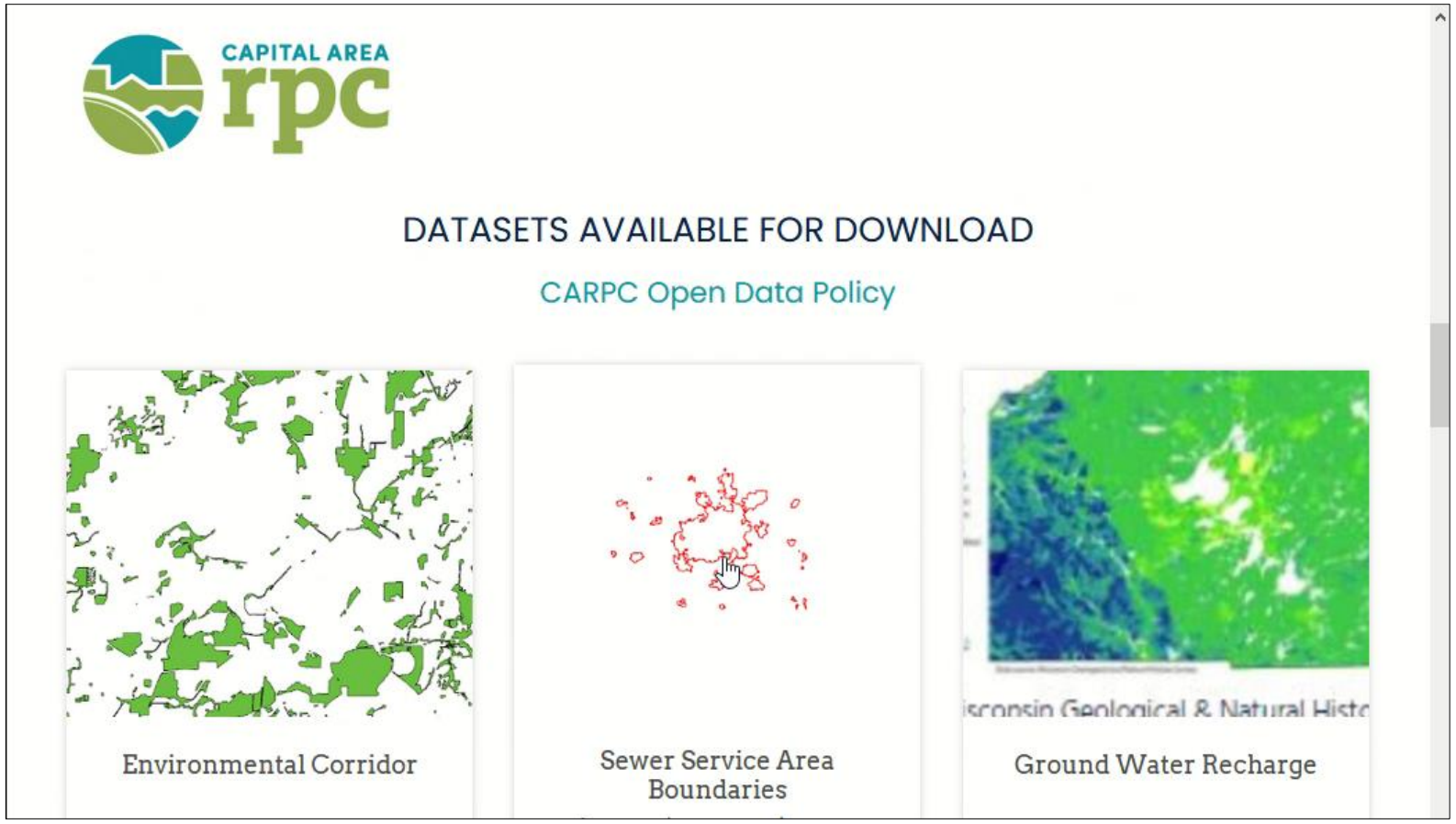
ArcGIS Online—Hosted Interactive Maps



- Interactive maps
- SSA Amendment timing
- Amendment details
- CARPC and DNR documentation

Data and Mapping

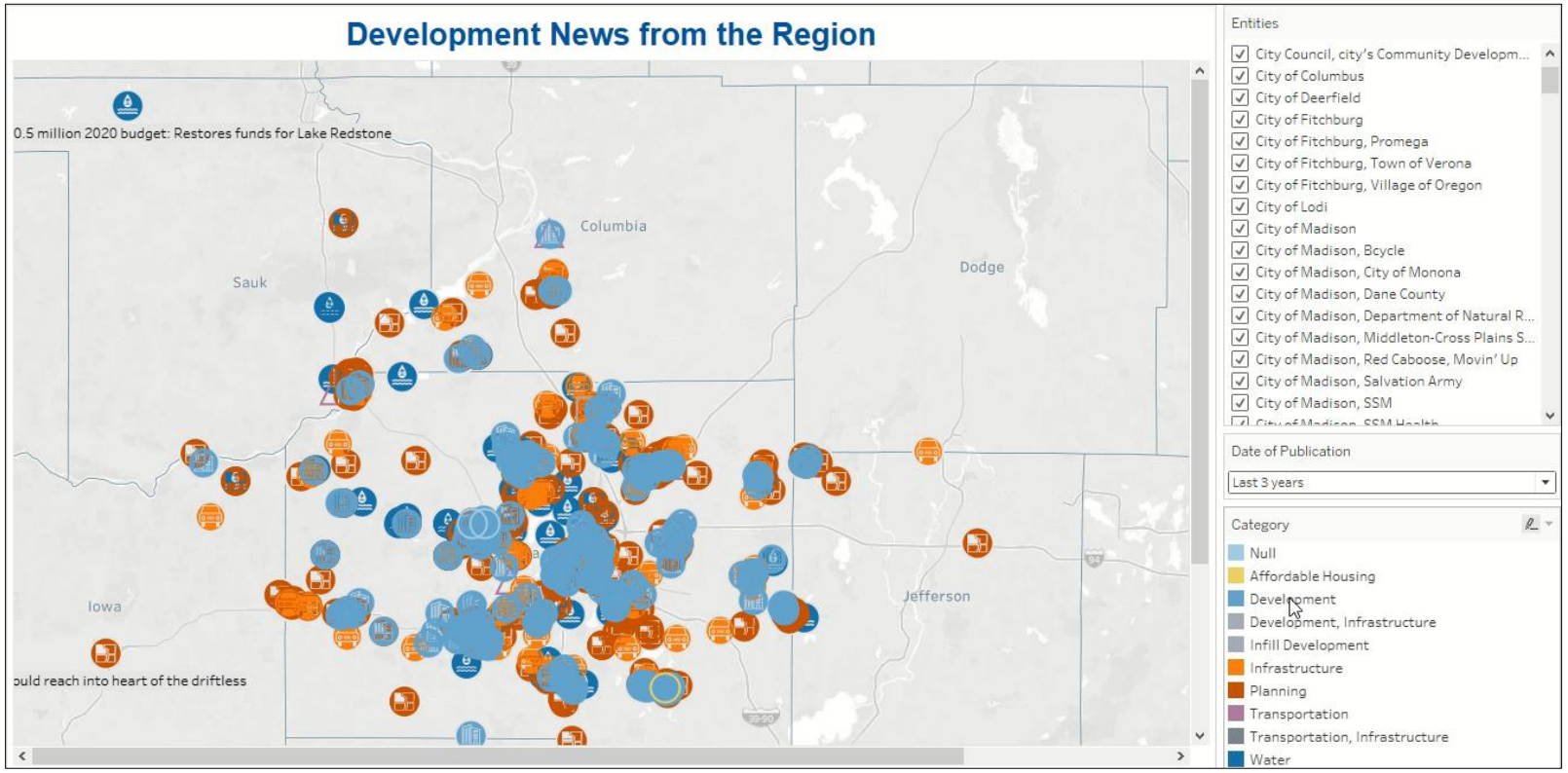
CARPC Open Data Portal—
Geospatial Data for Download



- GIS layers for download
- Multiple file formats
- APIs to link in your system
- New and interesting content

Data and Mapping

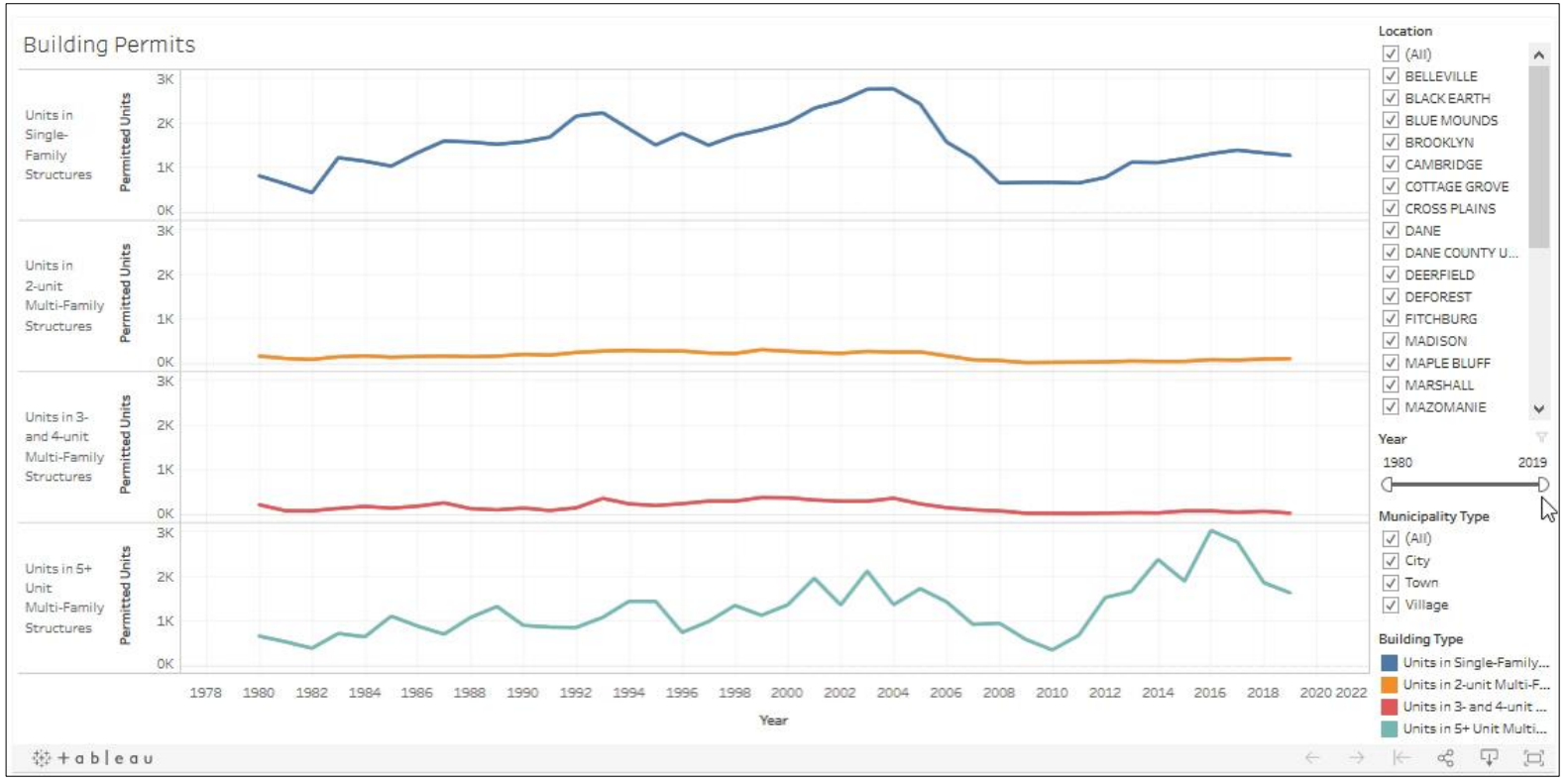
Tableau—Data Analytics and Visualization



- Area newspapers
- Published bi-weekly
- 3+ years of content
- Categorized by topic
- Convenient summaries
- Link or print location of original article

Data and Mapping

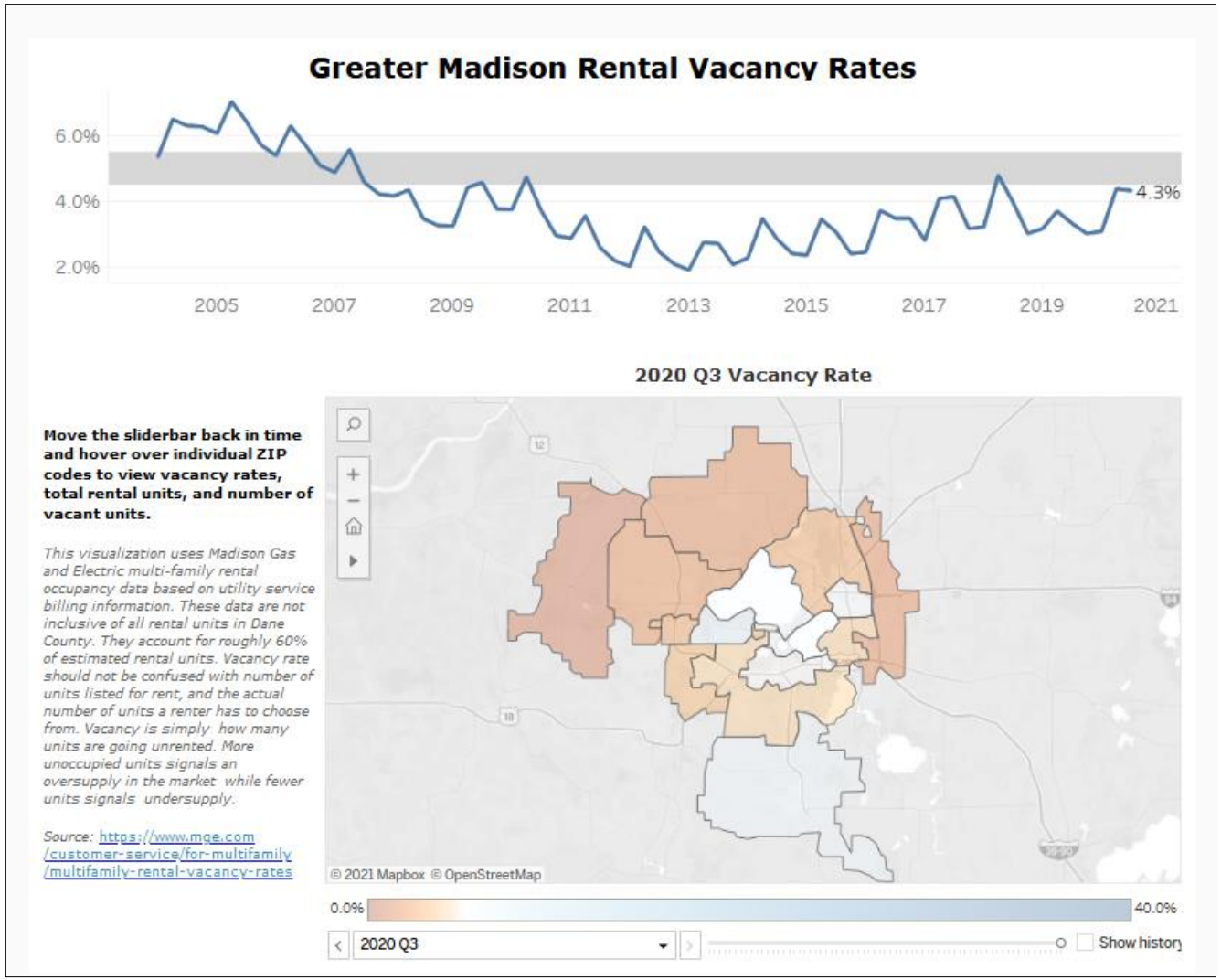
Tableau—Data Analytics and Visualization



- Annual Building Permit Data
- Customized the Timeline…
- …Building Type…
- …Community

Data and Mapping

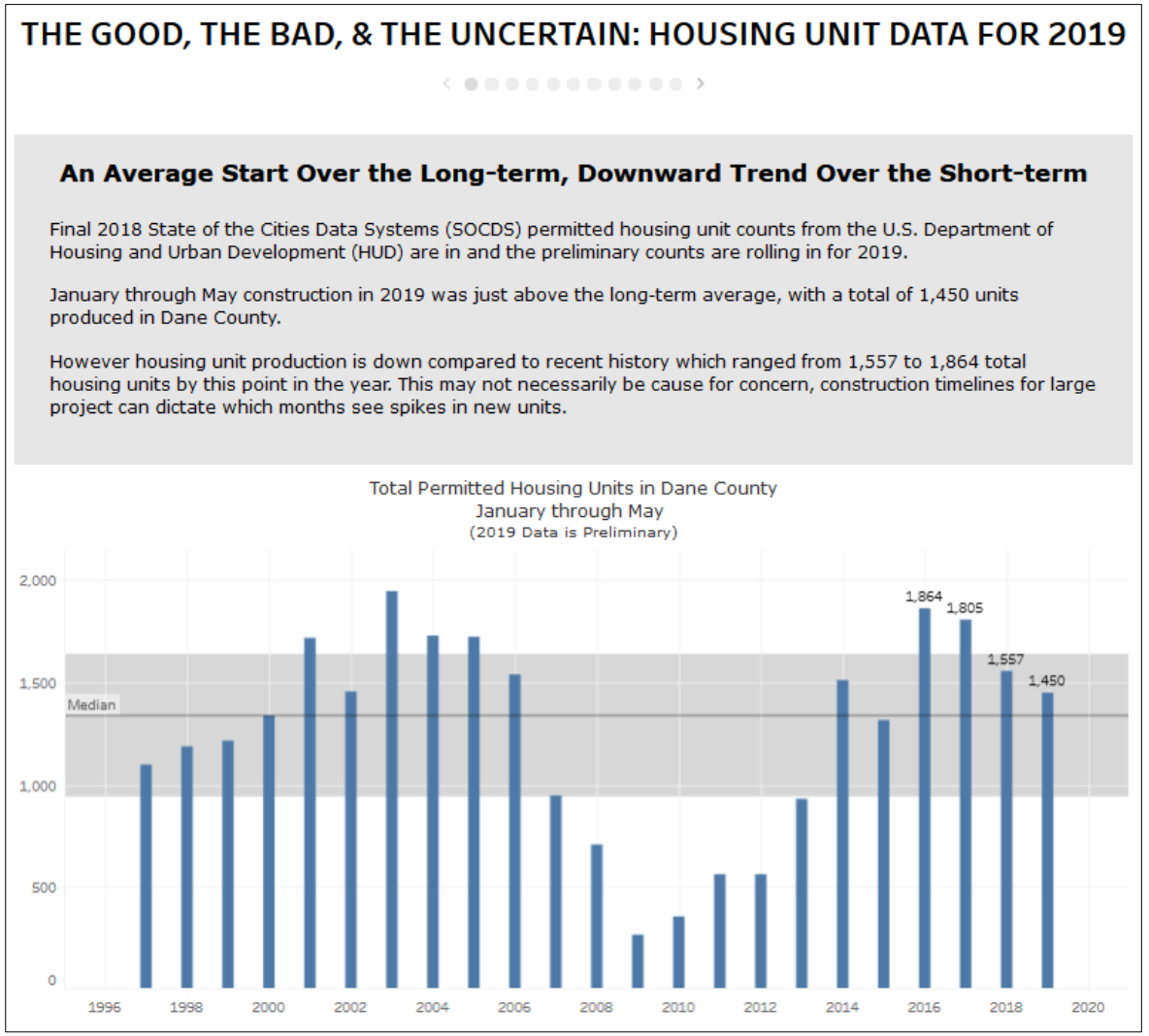
Tableau—Data Analytics and Visualization



- **Data Dashboards**
- Issue “Papers” & Guided Storylines
- Infographics

Data and Mapping

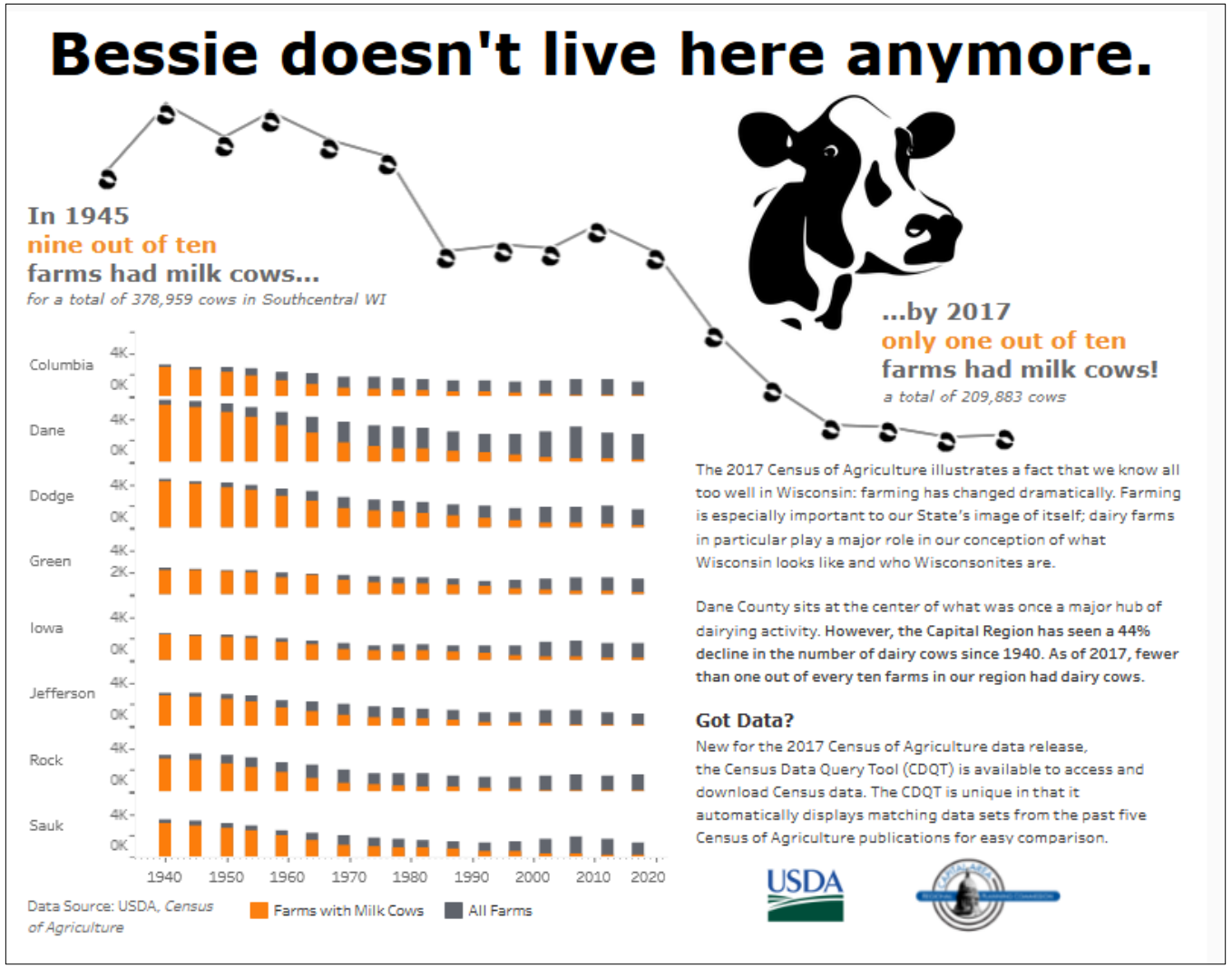
Tableau—Data Analytics and Visualization



- Regularly-updated Dashboards
- **Issue "Papers" & Guided Storylines**
- Infographics

Data and Mapping

Tableau—Data Analytics and Visualization

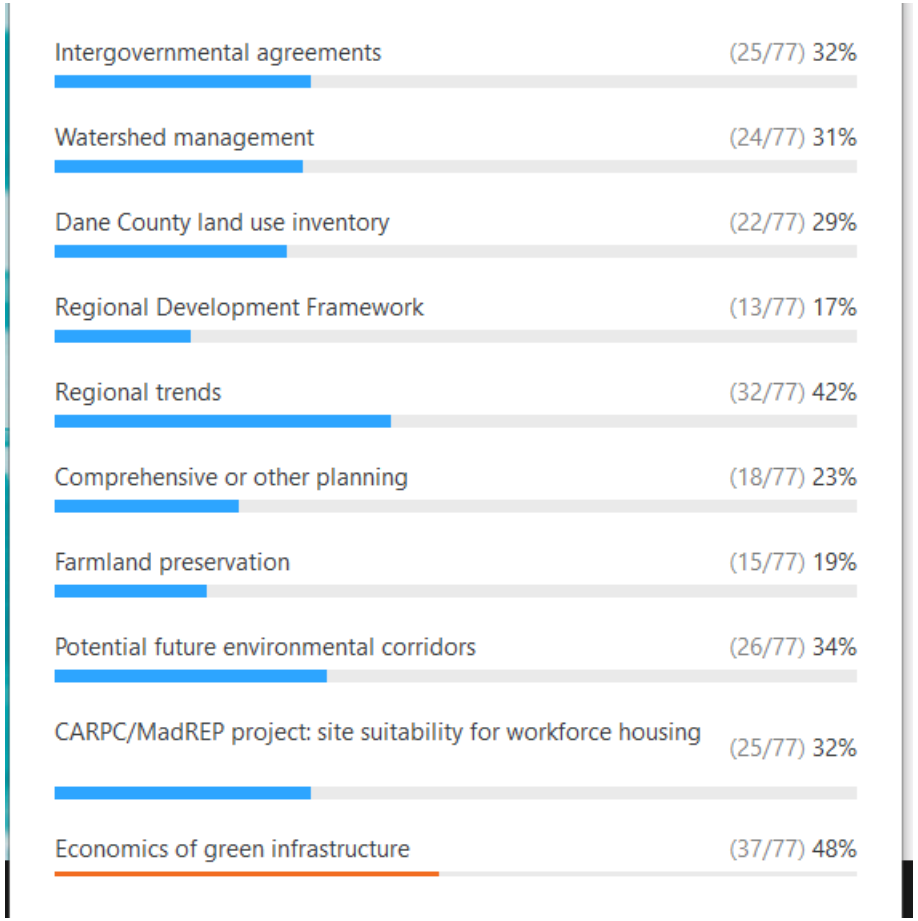


- Regularly-updated Dashboards
- Issue "Papers" & Guided Storylines
- **Infographics**

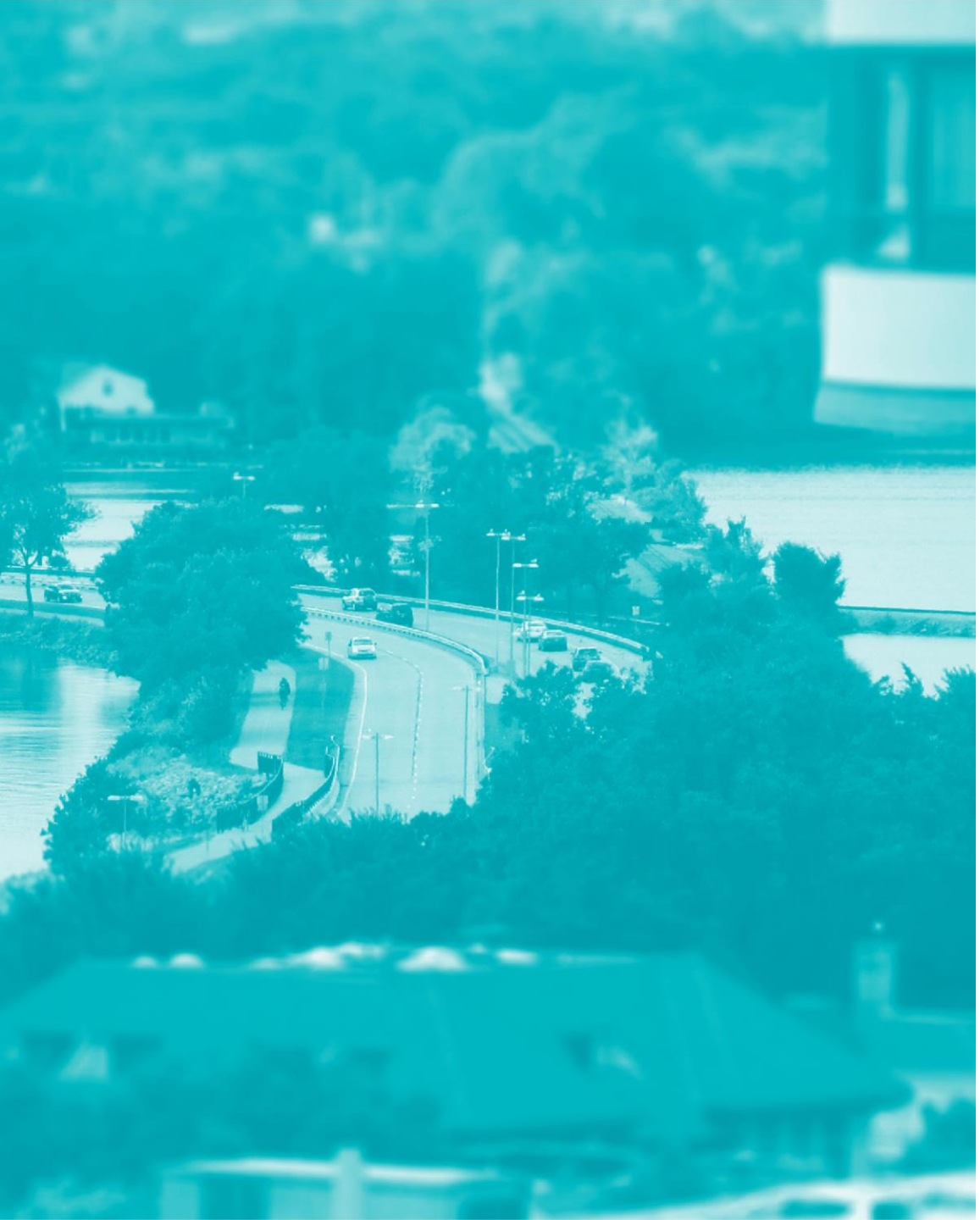
POLL

What topics would you like to hear more about from CARPC in future webinars?

(Results):



CAPITAL AREA rpc



Get to Know Your MPO: Connecting People, Places & Opportunities

Tools, Resources, and Services to Support Local Communities

GREATER MADISON mpo

What We'll Cover

Introduction to the MPO

MPO Funding Opportunities

Special Studies

Online Data & Mapping Services

Traffic Forecasting and StreetLight Travel Data

Transportation Demand Management (TDM) & the Rideshare Etc. Program

01

Introduction to the MPO

MISSION

Lead the collaborative planning and funding of a sustainable, equitable transportation system for the greater Madison region.

VISION

A sustainable, equitable regional transportation system that connects people, places, and opportunities to achieve an exceptional quality of life for all.

William Schaefer
MPO Manager

Sherry BonDurant
Admin Clerk

Colleen Hoesly
Planner

Bill Holloway
Planner

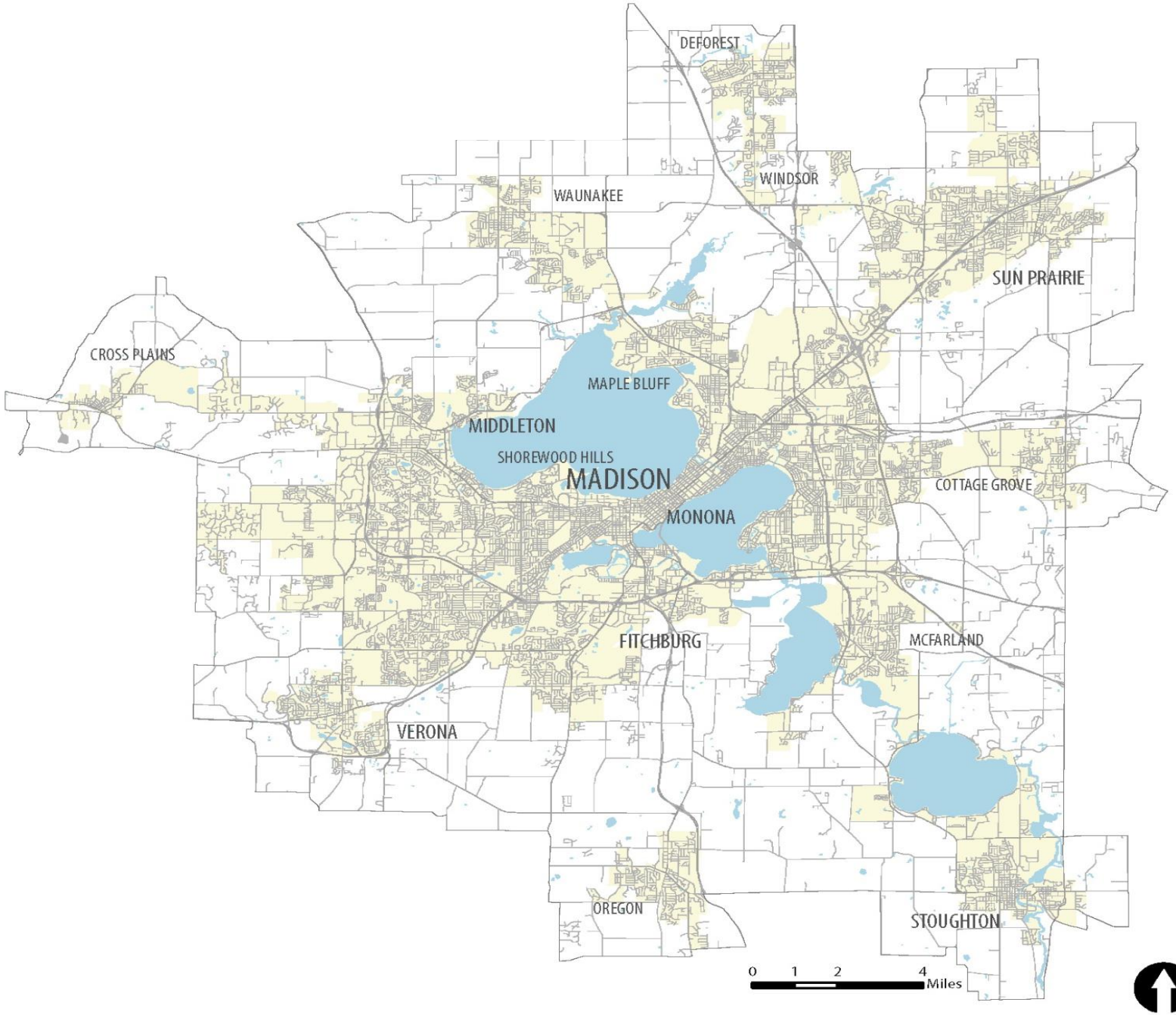
David Kanning
Planner

Ben Lyman
Planner

Dan Seidensticker
GIS Specialist

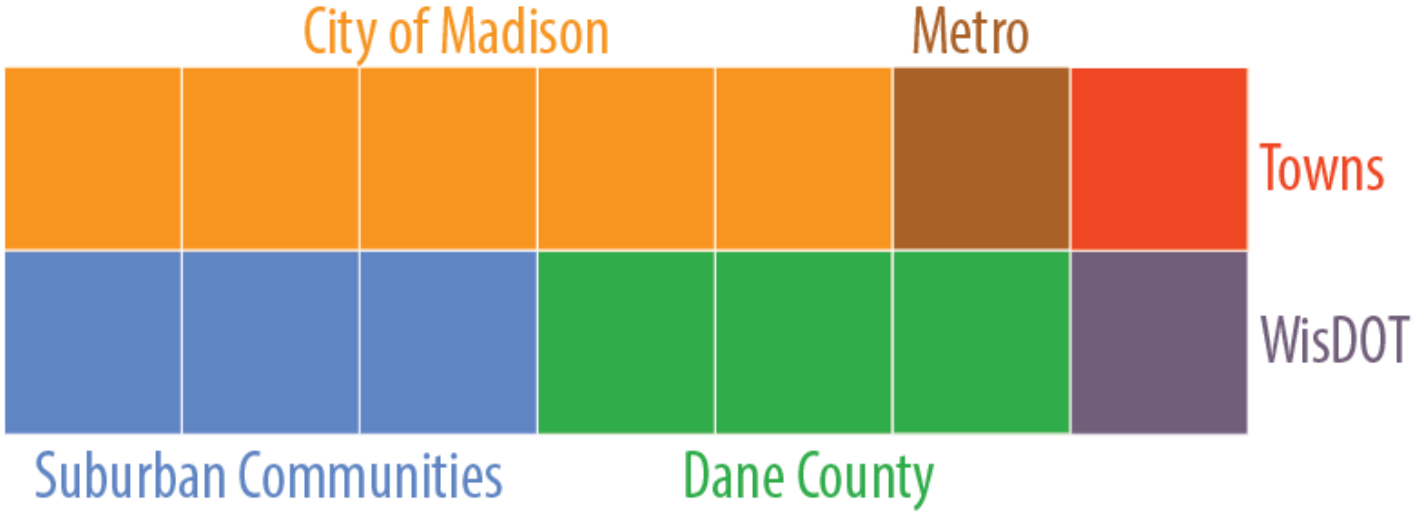
Zia Brucaya
RideShare Etc. Manager

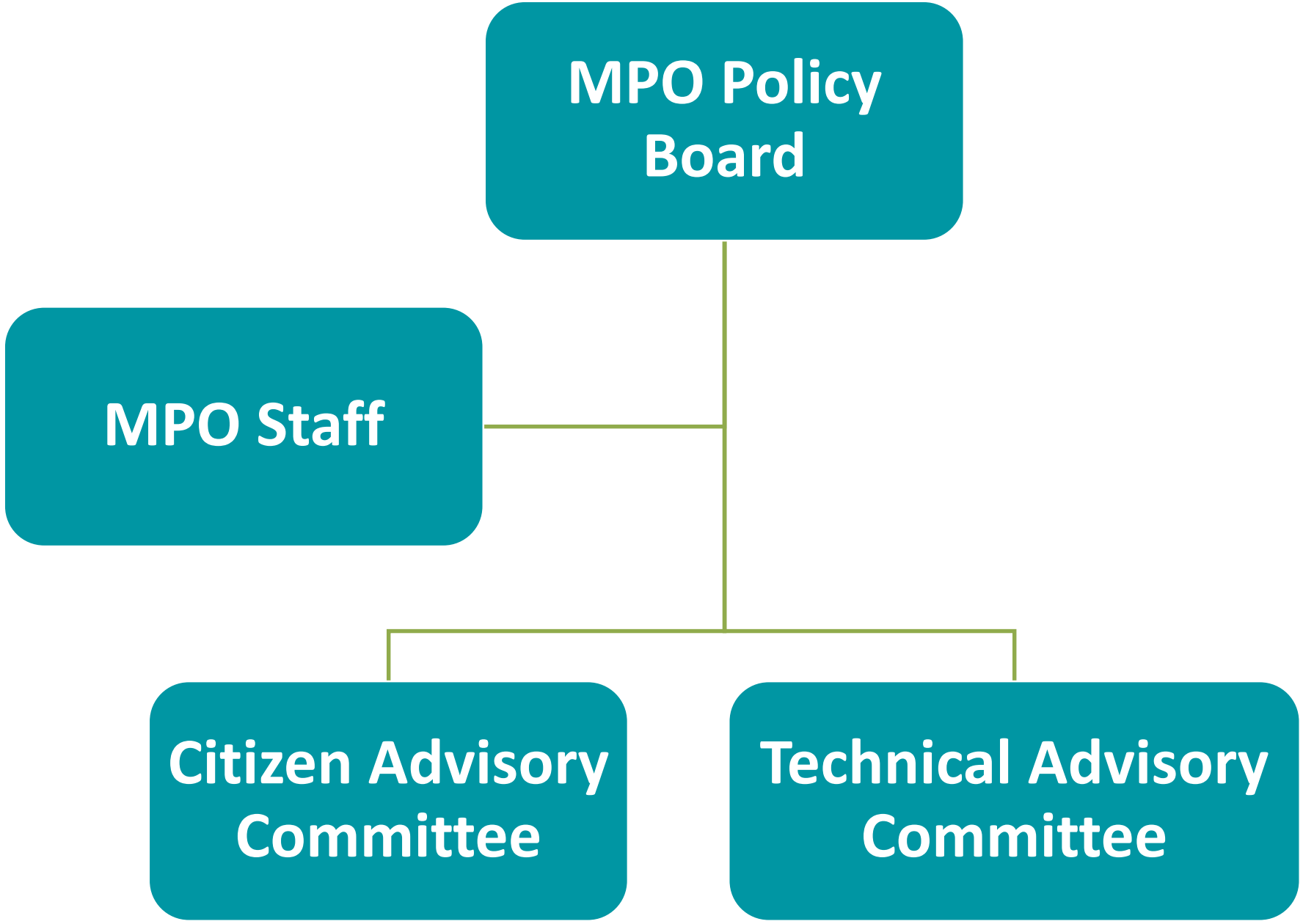
About the Greater Madison MPO



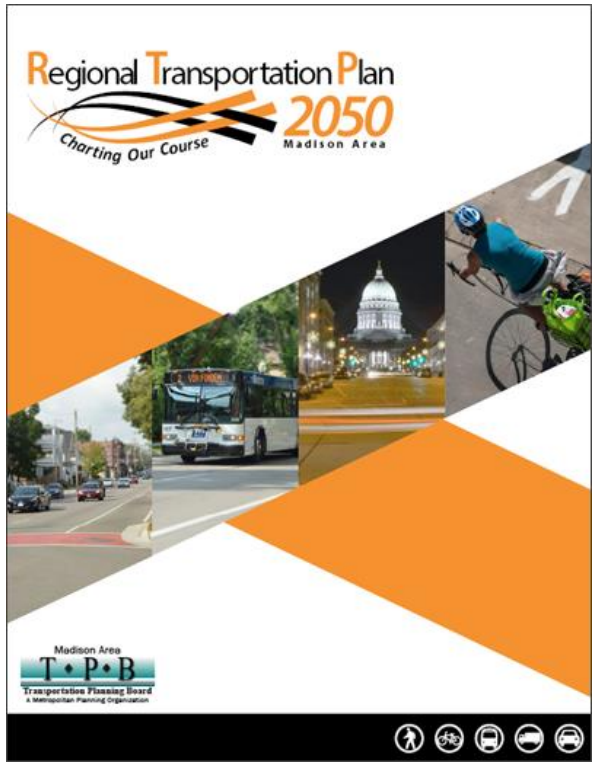
Governance Structure

of the MPO Policy Board




MPO Policy Board
MPO Staff
Citizen Advisory Committee
Technical Advisory Committee

What the MPO Does



Core Responsibilities

- Forum for regional transportation decision making
- Long-range Regional Transportation Plan (RTP)
- Special plans and studies
- Approve federal funding for projects through the Transportation Improvement Program (TIP)
- Transportation Options Program (Rideshare, Etc.)

What the MPO Does Not Do

The MPO Does Not:

- ✖ Design, construct and maintain roadways or bike paths
- ✖ Control (e.g., signs and signals) traffic or enforce traffic laws
- ✖ Operate public transit services
- ✖ Plan land use or zone property

02

MPO Funding Opportunities

Surface Transportation Block Grant (STBG)-Urban

Flexible, multi-modal funding

Around $ 7 million annually with application process every 2 years

YWCA JobRide Vans

Monona Drive

Lacy Road

CTH M

University Ave

Metro Buses

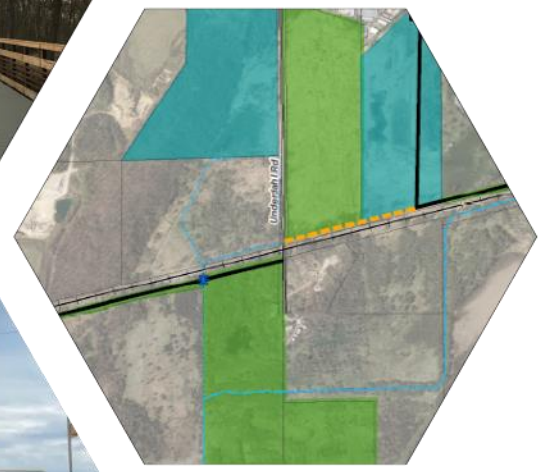
Attachment A of the TIP outlines the project selection process, policies, and scoring criteria

Transportation Alternatives Program (TAP)

For bicycle/pedestrian projects

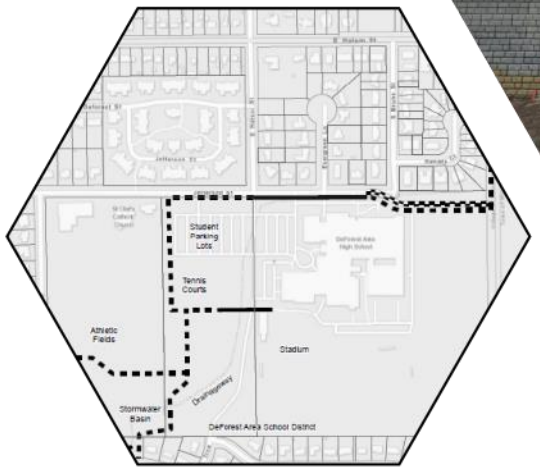
Around $600,000 annually with application process every 2 years

Lower Yahara River Trail



Glacial Drumlin Trail Connector

Gammon Road Underpass



DeForest School Improvements

Project selection process, policies, and scoring criteria can be found at: https://www.greatermadisonmpo.org/planning/improvementprogram.cfm

Federal Transit Administration (FTA) Section 5310 Program

For projects that improve mobility for seniors and individuals with disabilities by removing barriers to transportation service and expanding transportation mobility options

Around $300,000 annually with annual application process

Project selection process, policies, and scoring criteria can be found at: https://www.greatermadisonmpo.org/planning/SpecializedTransportation.cfm

Sun Prairie Shared Ride Taxi

paratransit

metro transit

MARC.

Stoughton Shared Ride Taxi

FAMILY, INDIVIDUAL AND COMMUNITY STRENGTH

DANE COUNTY

DEPARTMENT OF HUMAN SERVICES

Transportation Call Center

MPO Planning Assistance

Data and mapping

Special studies

Traffic forecasts for plans and projects

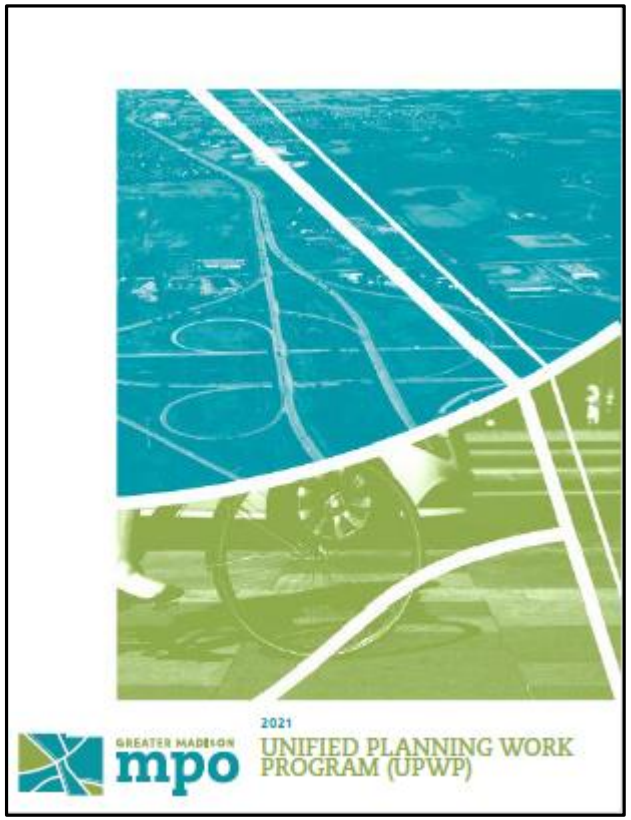
Research on best practices

Transit planning

Assistance to employers with employee transportation

Others by request

MPO Work Program (UPWP)



Describes planning activities MPO will undertake and be involved in

Opportunity for local communities to request assistance on major projects

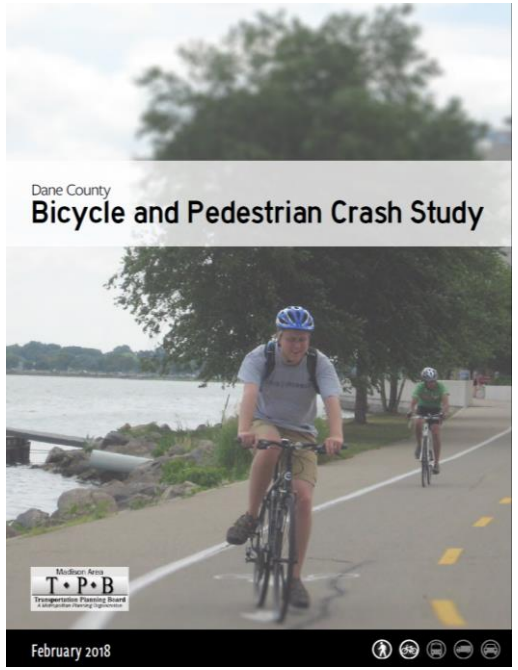
03

Special Studies

Special Studies: Bike + Pedestrian

Bike/Pedestrian Safety

Dane County Bicycle and Pedestrian Crash Study

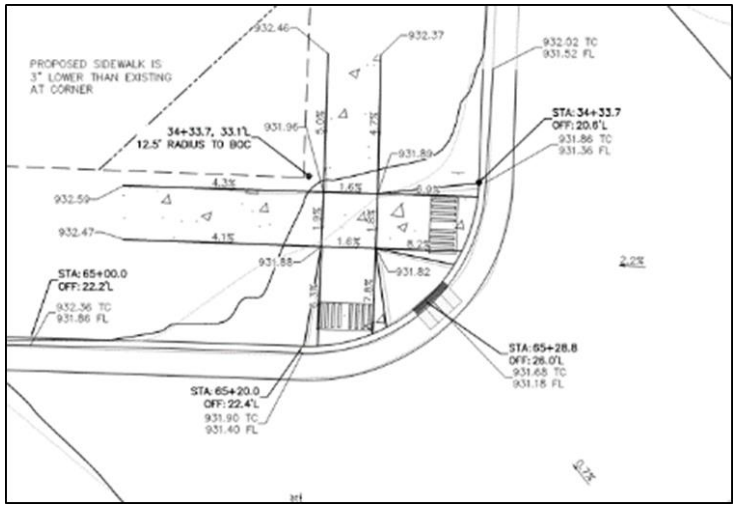


Level of Traffic Stress

Level of Traffic Stress (LTS) Analysis and Low-Stress Route Finder tool

Facility Requirements

Local Pedestrian & Bicycle Related Infrastructure Requirements



Dane County Bicycle and Pedestrian Crash Study (2018)

Analyzed all bike and pedestrian crashes in Dane County that occurred in 2011-2015

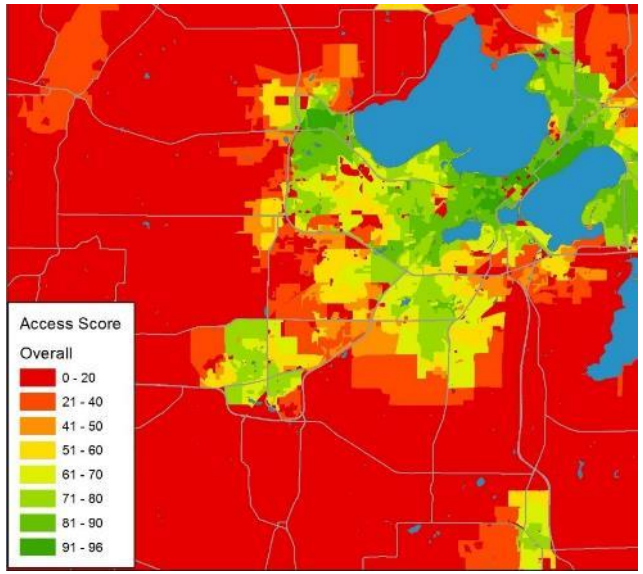
- Classified crashes according to two crash type classification schemes
- Identified the most common bike and pedestrian crash locations, crash types, and key risk factors

* There were about 3.5x more crashes involving bicycles traveling against traffic (on sidewalks and side paths) than traveling with traffic.

Level of Traffic Stress (LTS) Analysis and Low-Stress Route Finder Tool (2018)

Classified all streets and paths on a scale of 1 to 4 according to the level the level of traffic-related stress experienced by cyclists. LTS ratings have been used to:

- Inform planning decisions
- Identify appropriate construction detours
- Help the public select low-stress biking routes
- Quantify disparities in bicycle accessibility



Low-Stress Destination Accessibility

Local Pedestrian & Bicycle Related Infrastructure Requirements (2020)

Researched all Cities and Villages in MPO Planning Area:

Street Requirements

- Block Length & Street Network Connectivity
- Street Width
- Curb Radius
- Radius of Curvature

Sidewalk & Path Requirements

- Width Requirements
- When/Where Required

Sidewalk Snow Removal Ordinance

Pedestrian Access and Circulation Standards

Intersection Safety Network Screening

Crash Frequency

- The number of crashes at a given intersection

Crash Rate

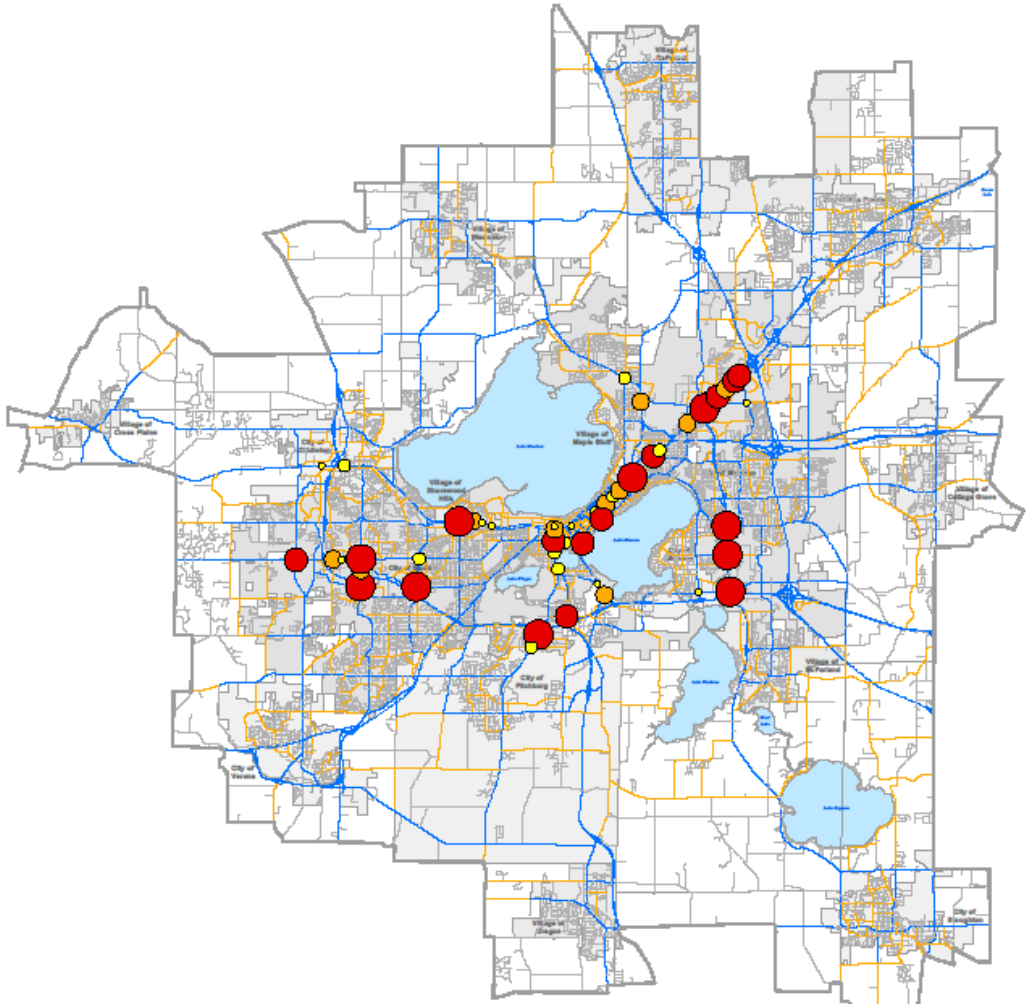
- Total number of crashes per million vehicles entering (MEV) a given intersection

Crash Severity Index

- The relative severity of crashes at a given intersection

Level of Safety Service (LOSS)

- The relation between the modelled expected crash frequency and severity compared to the actual crash history of the intersection



04

Online Data & Mapping Services

Mapping and Data

https://www.greatermadisonmpo.org/maps/

- On-line Mapping
- GIS Data
- Map List

On-line Mapping

Interactive Maps and Applications

Bicycling

- Dane County Bicycle Map
- Low-Stress Bike Route Finder

Roadways

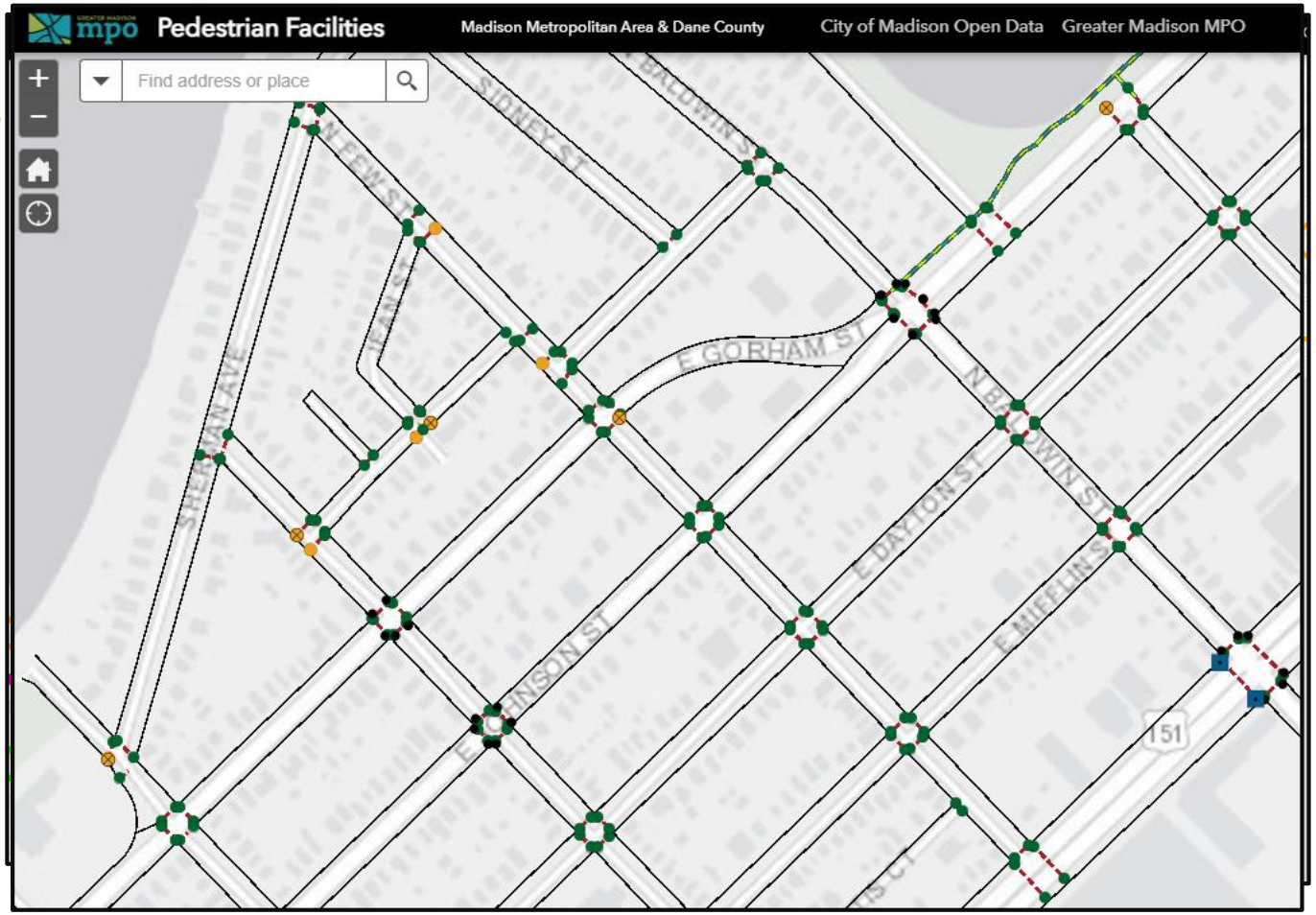
- Transportation Improvement Program
- Functional Classification System

Transit

- Metro Transit Ridership

Pedestrian

- Pedestrian Facilities



GIS Data

Sources

City of Madison Open Data Portal

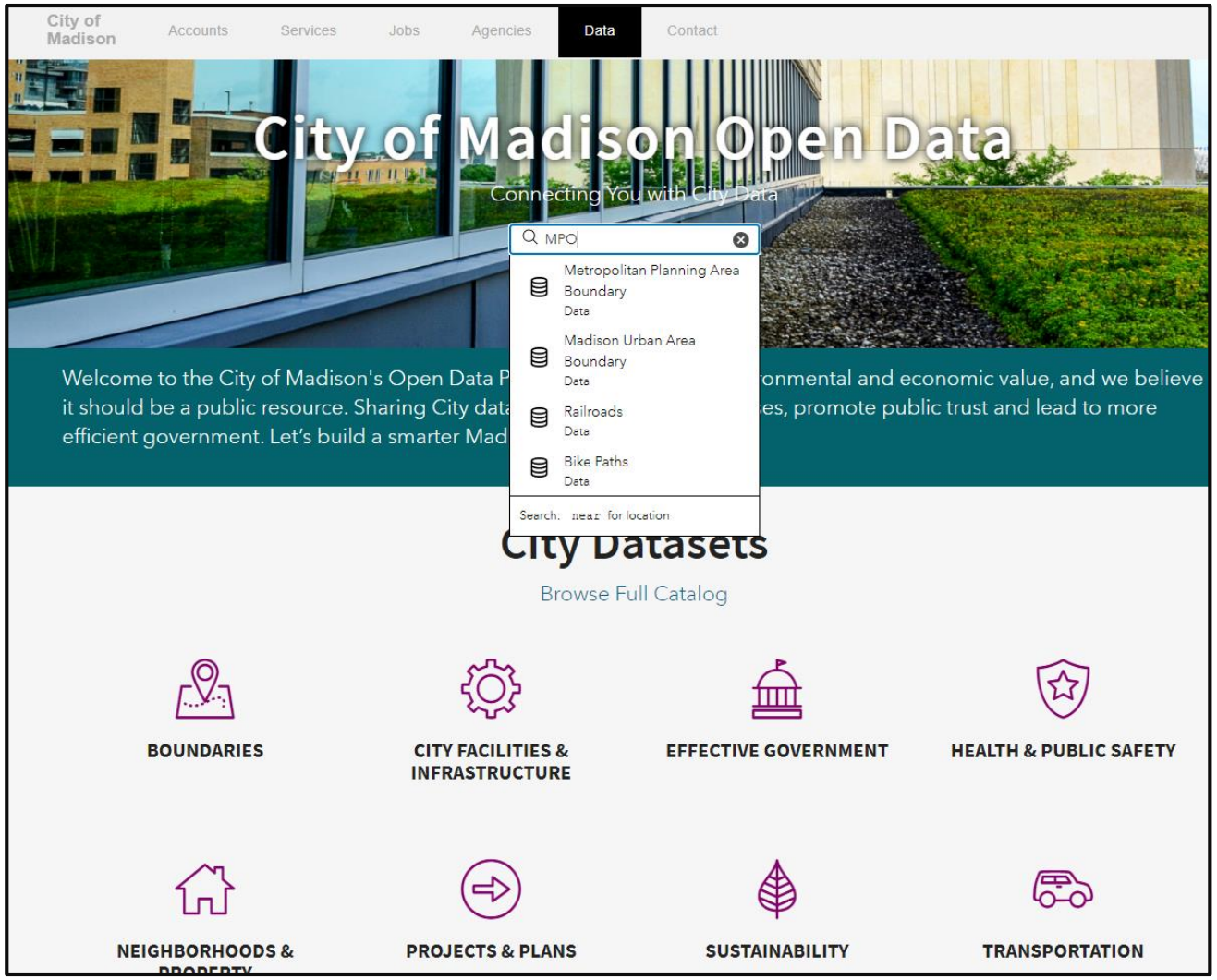
- Free download
- All data used in Interactive Maps
- Search “MPO”

Data Dictionary

- Email/call data requests

ArcGIS Online

- Search, add data directly into maps

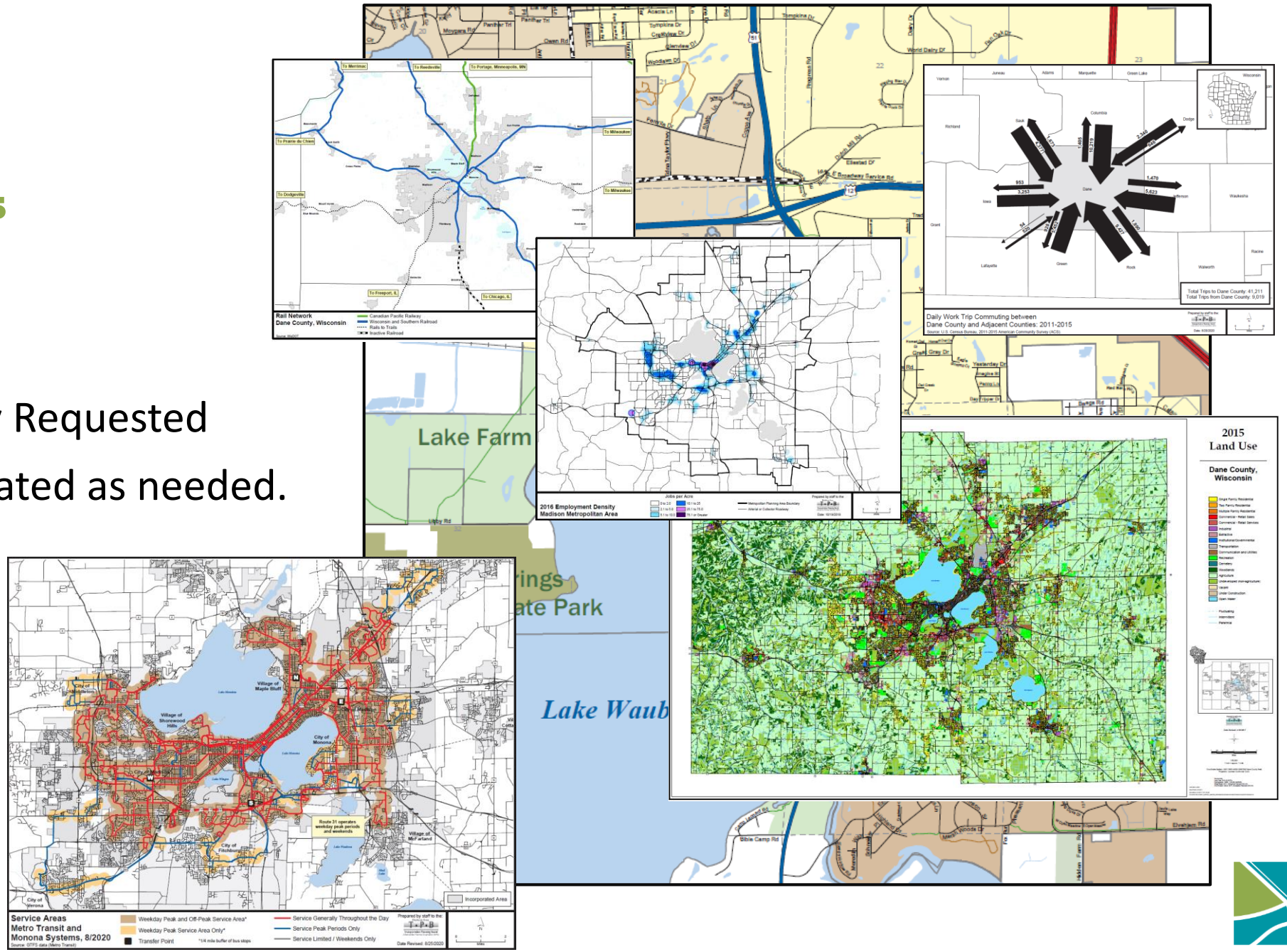


Map List

Published Maps

Map List

- PDFs
- Most Frequently Requested
- Static Maps updated as needed.



05

Traffic Forecasts & Streetlight Travel Data

Outline

MPO Traffic Forecasts:

1. Background
2. Travel Demand Model
3. Key Model Inputs
4. Traffic Forecast Example

StreetLight Data:

1. Background
2. Types of Analyses/Data Sets

Background

Traffic Forecasts

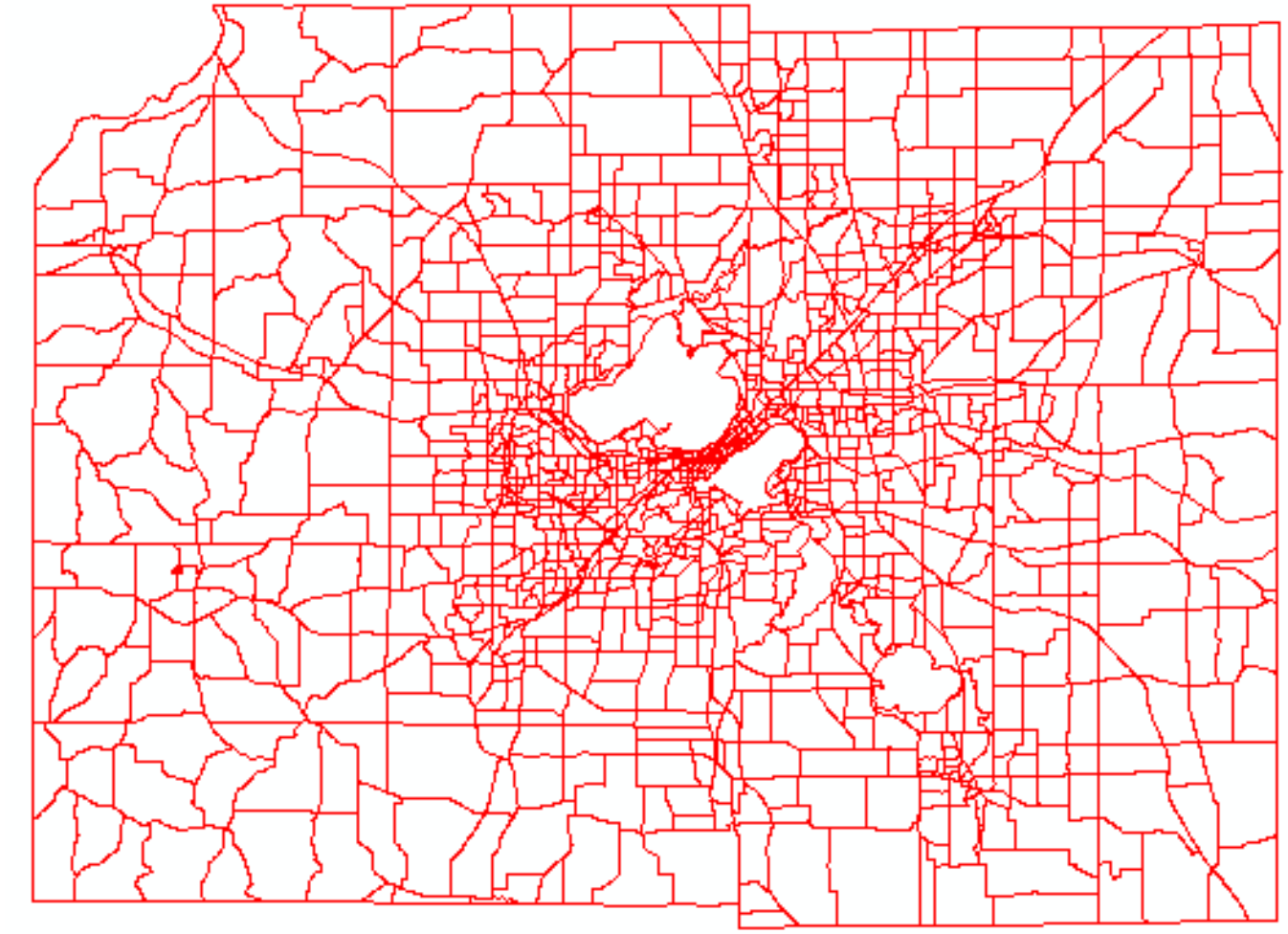
MPO travel model used for all traffic forecasts in Dane County

- WisDOT – lead responsibility for forecasts on state highways
- MPO – lead responsibility for forecasts on local roadways
- Roadway Projects
  - Mainline and Turning Movement Traffic Forecasts
- Neighborhood Development Plans
- Background Traffic Growth Rate Assumptions for TIAs

How are Traffic Forecasts Generated?

Dane County Travel Demand Model

- Dane County is divided into ~1,200 zones
- Trips generated and distributed between zones.
- Trips assigned to transit and roadway networks
- Model has base year and future year (2050)



Traffic Forecasts

Key Inputs for Travel Model

Zonal

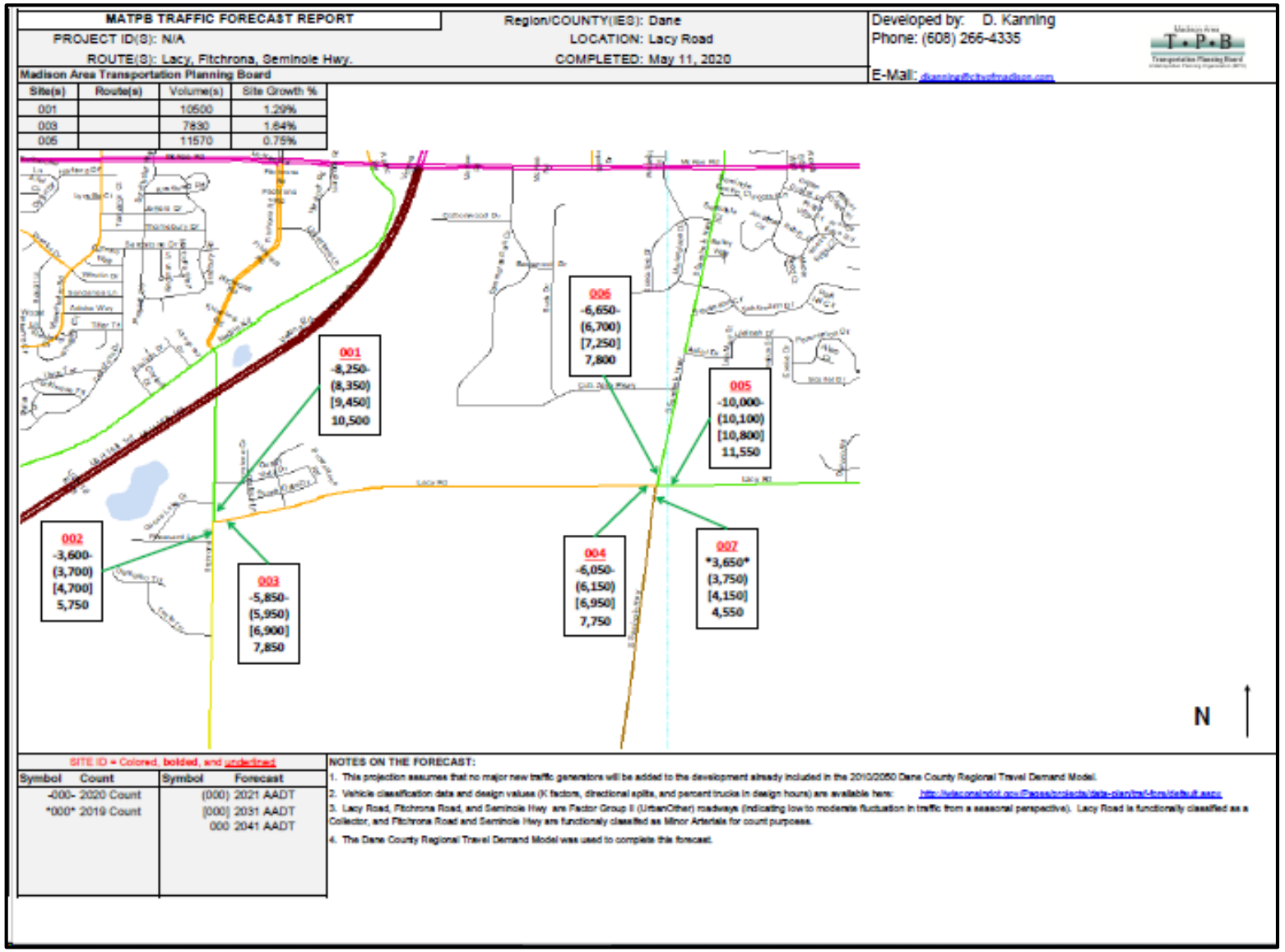
- No. and Size of Households
- No. and Type of Employees
- Workers per Household
- Vehicle Ownership
- Land Use type (NEW)

Network

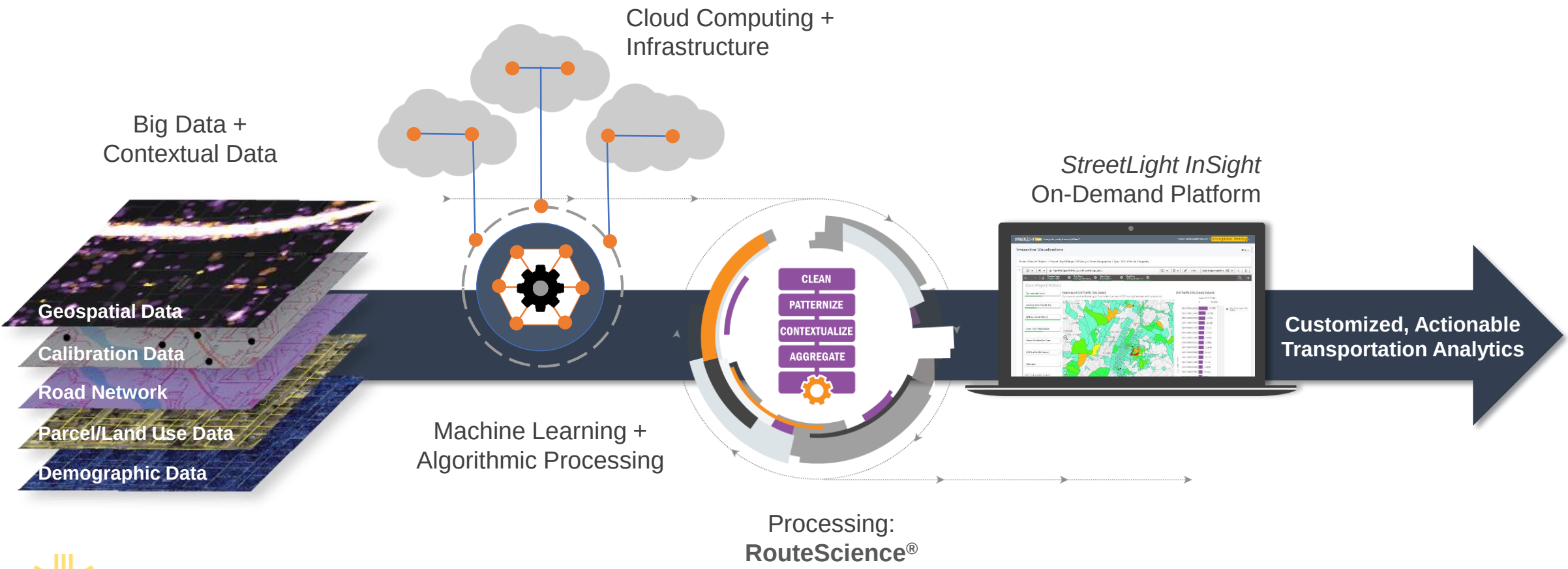
- Roadway characteristics
- Transit service
- Bicycle facilities (NEW)

Traffic Forecast Example

Lacy Road and Vicinity Forecast



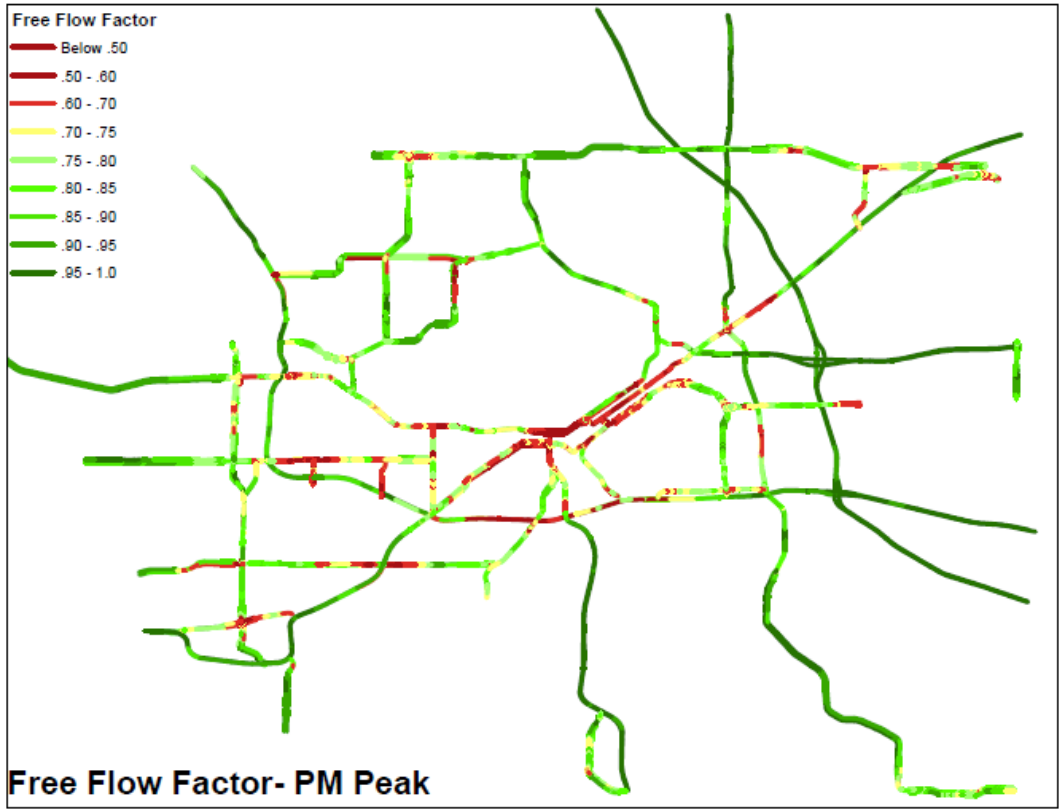
StreetLight InSight® turns Big Data into actionable transportation analytics on demand



StreetLight

Types of Analyses

- Vehicle Volume Estimates
- Turning Movement Volume Estimates
- Bike Count and Transit Usage Estimates
- Daily Vehicle Miles Traveled (VMT)
- Origin – Destination (O-D)
- Origin-Destination Routing
- Corridor Congestion During Peak Periods
- And more…



06

TDM & Rideshare Etc.

Overview

Rideshare Etc. is a **transportation demand management (TDM)** program of the MPO.

The program's mission is to connect individuals, businesses, and organizations in the Madison region with convenient alternatives to driving alone.

The program uses **information, encouragement, and incentives** to promote behavior change.

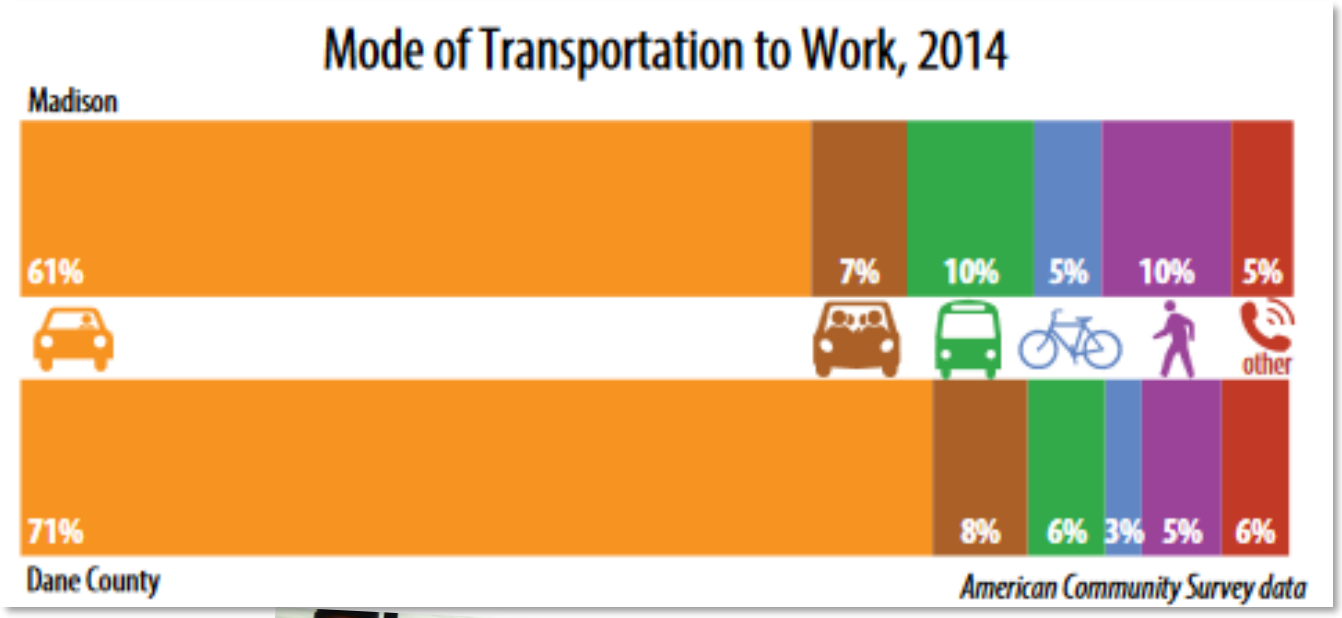
TDM graphic: Mobility Lab, TN DOT

Why TDM?

TDM **encourages & supports alternatives to driving alone**, to help meet goals for environmental sustainability, economic development, equity, and quality of life in our region.

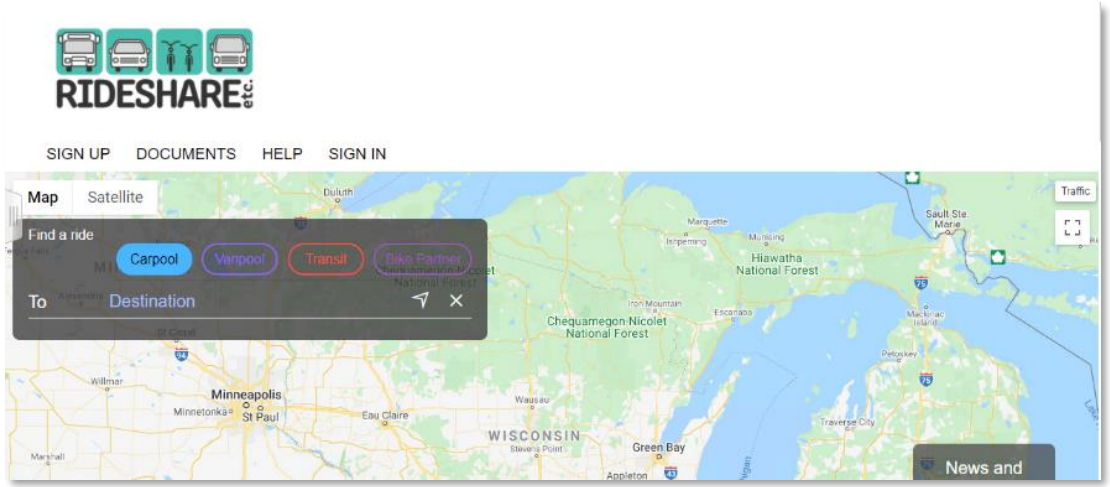
TDM supports regional goals to reduce vehicle miles traveled (VMT):

- Reduce VMT per capita – MPO Regional Transportation Plan 2050
- Reduce total VMT 15% by 2050 – 2020 Dane County Climate Action Plan



Primary Program Activities

- Administer Rideshare Etc. online, the Guaranteed Ride Home program, and Dane County employee bus passes
- Assist individuals, employers, property managers, and local governments
- Coordinate with partners



rideshare /etc

WISCONSIN DEPARTMENT OF TRANSPORTATION

COUNTY of DANE WISCONSIN 1839

SUSTAIN DANE LIVE FORWARD

metro transit

CITY OF MADISON WISCONSIN

Individual Assistance

www.RideshareEtc.org

Provides connections to carpool partners, state vanpools, park-n-rides, Metro routes, and bike buddies.

- 4,507 total registrants
- 308 bike match registrants
- 1,021 searches run in 2020

Guaranteed Ride Home Program

› Provides an emergency ride for commuters who bus, bike, or rideshare.

› Participants receive up to six taxi vouchers per year, worth $75 each.

› 1,442 commuters registered

›› *I wanted to thank you for helping provide this program. This is an amazing benefit and gives me peace of mind getting to and from work!*

Organizational Assistance

Employers, Property Managers, Agencies

Commute Solutions Program assistance

- Assessment, planning, communications

Outreach, communications & incentives

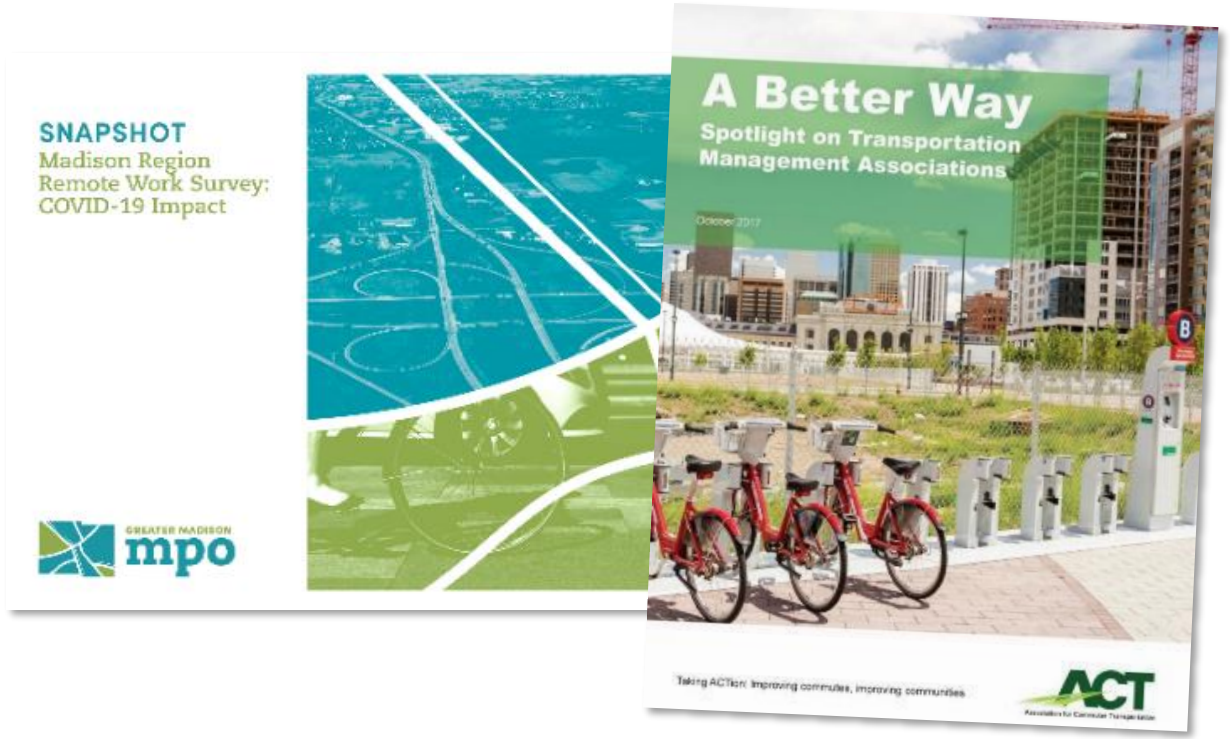
- E-newsletter for employer contacts
- Marketing materials for GRH & Rideshare
- Attendance at brown bags, fairs, etc.
- Free regional bicycle challenges

Assistance with TDM plan review

What's Next in 2021

- New brand & website rollout - **RoundTrip**
- Improvements to online platform, GRH voucher delivery, digital resources
- Regional Bike Challenge in May
  - www.LoveToRide.net/Madison
- Regional remote work survey #2 & support for Sustain Dane telework assistance scoping project
- Strengthen employer connections
- Continue to support City of Madison TDM program development

RoundTrip
Smart options for everyday trips



POLL

What topics would you like to hear more about from the MPO in future webinars?

(Results):

MPO and WisDOT project funding opportunities	(25/71) 35%
Online data and mapping	(23/71) 32%
StreetLight travel data	(21/71) 30%
Traffic and ped/bike safety data, trends, and studies	(26/71) 37%
Bicycle level of traffic stress concept and use for planning	(23/71) 32%
Report on local ped/bike infrastructure requirements and policies	(23/71) 32%
Public transit options for suburban communities and available funding	(28/71) 39%
Regional traffic forecasting	(24/71) 34%
Transportation demand management program (Rideshare Etc. & related work)	(19/71) 27%
Transportation impacts of COVID-19	(14/71) 20%

Thank You!

CARPC

www.capitalarearpc.org

info@CapitalAreaRPC.org

: @CapitalAreaRPC

Data Links:

- CARPC Tableau Data
- CARPC Open Data Portal

Greater Madison MPO

www.GreaterMadisonMPO.org

mpo@cityofmadison.com

: @GreaterMadisonMPO

Rideshare Etc.

www.RideshareEtc.org

rideshare@cityofmadison.com

(608) 266-7433 (RIDE)

GREATER MADISON mpo + CAPITAL AREA rpc