

**MEETING ANNOUNCEMENT**  
**Joint Meeting of Madison Area Transportation Planning Board - A Metropolitan Planning  
Organization (MPO) and Capital Area Regional Planning Commission (CARPC)**

**June 3, 2020**

**Virtual Meeting**

**6:30 p.m.**

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This meeting is being held virtually to help protect our communities from the Coronavirus (COVID-19) pandemic. You may participate in the meeting from your computer, tablet, smartphone, or telephone by registering at <https://us02web.zoom.us/meeting/register/tZErfuqurTgoEtKkDfAYF6bqxkS8nZSYL9kK>. Registrants will receive an email with details on how to join the meeting. If you do not have Internet access, call Dan Seidensticker at (608) 266-9119 to register. Public comments may also be sent via email at least 24 hours prior to the meeting to [mpo@cityofmadison.com](mailto:mpo@cityofmadison.com).

**AGENDA**

1. Roll Call
2. Public Comment (for items *not* on Agenda)
3. Presentation and Discussion on MPO and CARPC and MPO TDM Program Branding Identity Proposals  
(Nadia Abudi and Brad Nellis, Distillery)
4. Presentation and Discussion on Dane County Climate Action Plan  
(Kathy Kuntz, Dane County Office of Energy & Climate Change)
5. Review and Discussion on Status of Implementation of Short-Term Recommendations in Joint CARPC-MPO Workgroup Report and Potential Next Steps
6. Presentation on CARPC Regional Development Guide
7. Adjournment

Next Regular MATPB (MPO) Meeting:

**Wednesday, July 1, 2020 at 6:30 p.m.**  
Virtual Meeting

**Joint MPO - CARPC Meeting Agenda Cover Sheet  
June 3, 2020**

**Item No. 3**

**Re:**

Presentation and Discussion on MPO and CARPC and MPO TDM Program Branding Identity Proposals

**Staff Comments on Item:**

Our rebranding project consultant, Distillery, provided a presentation for the board that staff reviewed at the March meeting on the results of the audit process to get stakeholder and community feedback on perceptions of the MPO and TDM program, transportation concerns, and other information to inform the project. Potential new names for MPO and TDM program were discussed with the board. Based on the audit and feedback from the board, staff worked with the consultant to come up with recommended agency and TDM program names as well as draft mission and vision statements. Those were reviewed with the board at the May meeting, and the board approved the new names - Greater Madison MPO and RoundTrip for the TDM program. Suggestions for edits to the mission and vision statements were made and alternative, revised versions will be presented to the board at the July meeting.

Distillery developed 3-4 alternative logos and associated visual elements for the MPO and CARPC and for the TDM program and presented those to an ad hoc group of board members and staff from both agencies. There was consensus among the group on the preferred alternatives to move forward with for further refinement. Suggestions were made for potential revisions for Distillery to work on.

Alternatives for the options selected will be presented at the joint agency meeting for further input in order to finalize the new logos/visual elements, including a potential “partner agency” branding using the individual agency logos.

It is anticipated that both agencies will approve the final logos at their July meetings.

**Materials Presented on Item:**

1. None. If available, presentation slides will be sent out prior to the meeting.

**Staff Recommendation/Rationale:**

Staff is looking for board consensus on the MPO and TDM program logo/visual elements following the discussion, but final action is expected at the July 1 meeting.

**Joint MPO - CARPC Meeting Agenda Cover Sheet  
June 3, 2020**

**Item No. 4**

**Re:**

Presentation and Discussion on Dane County Climate Action Plan

**Staff Comments on Item:**

Staff from Dane County's relatively new Office of Energy & Climate Change led work on the county Climate Action Plan, which was overseen by the Dane County Council on Climate Change with input from numerous work groups addressing different issue areas. The plan report was published last month and can be found at this link: <https://daneclimateaction.org/climate-action-plan>.

MPO and CARPC staff felt the joint meeting would be a nice opportunity for both agencies to learn more about the plan and discuss ways the two agencies could support it.

**Materials Presented on Item:**

1. Plan Executive Summary. [Note: Presentation slides will be made available after the meeting.]

**Staff Recommendation/Rationale:**

For discussion purposes only.



# Executive Summary



The Dane County Office of Energy & Climate Change initiated work on this climate action plan in 2017, working with representatives from 38 organizations and another 75 individuals from across the county to help research and develop the top program, policy, and project recommendations that will enable Dane County to sharply reduce greenhouse gas emissions (GHG) and put Dane County on a path to deep decarbonization.

## Major findings

1. Southern Wisconsin will continue to get hotter and wetter. The number of days each summer that the high temperature is above 90 °F is historically 10 to 15 days a year. In 2050 that range will be 30 to 40 days each summer.
2. The Intergovernmental Panel on Climate Change (IPCC), says that to keep global warming to 1.5 °C, we need to reduce GHG emissions by 45% by 2030. Modeling shows that by implementing the policies, programs, and projects in this Climate Action Plan we will reduce Dane County-wide fossil-fuel GHG emissions by up to 50% by 2030 and put Dane County on a path to deep decarbonization.
3. The modeling done as part of this plan shows that the recommendations will leave us far short of the goal the plan establishes to make Dane County carbon-neutral by 2050, and new solutions will be required in areas such as replacing natural gas as a heating fuel.
4. This plan gives Dane County a goal to meet one-third of its electricity use with solar power (1200 MW) and one-half with wind power (700 MW) by 2030.
5. Dane County, as a whole, needs to transition away from petroleum-based vehicles to electric vehicles (EVs) and renewable natural gas (RNG) vehicles as quickly as possible. Dane County government is a national leader in the transition to RNG.
6. All of Dane County needs to drastically increase its investment in energy efficiency, energy conservation, and other demand-side emission reduction strategies.
7. By reducing our GHG emissions by more than 45% by 2030 we can give a major boost to economic development in Dane County, a major boost to equity, and a major boost to public health.

8. To reach the necessary GHG emission levels in Dane County and globally, we need more sustainable agriculture systems, and Dane County can be a leader in that transition.

This report is about the geographic place we call Dane County. More specifically, it is about how coming together as the community of Dane County to address climate change can preserve and enhance the quality of life here in many ways, especially for future generations. Any time we come together to consider topics of great consequence to the geographic place we stand, it is important to recognize the people who lived here first; the people who lived here in harmony with nature and the land, in this case, the Ho-Chunk Nation. It is our hope that we can learn from their teachings.

We cannot talk about the impacts of climate change and the strategies to mitigate them without talking about climate justice. Climate change, like so many other environmental disasters, disproportionately affects low-income citizens, communities of color, and other vulnerable populations such as the youngest

▼ Food waste is a major contributor to greenhouse gas emissions. Locally grown organic food tends to be healthier and to reduce greenhouse gas emissions by decreasing transportation distances. *Photo: Center for Resilient Cities 2019*



and oldest among us. Invariably climate change has the largest impact on the individuals who have the smallest carbon footprints, and we considered that as we constructed this plan.

We used these six guiding principles to develop the climate action recommendations:

- 1. Equity/Justice** The climate solutions must be available to all Dane County citizens, regardless of race, income levels, or any other differences. The CAP must put the most vulnerable people in our communities first.
- 2. Economic Benefits** We will pursue climate solutions in the most cost-effective way possible and in ways that maximize the considerable local economic benefits.
- 3. Health Benefits** We will also implement these climate mitigation strategies in ways that maximize the considerable health benefits that will accrue from reducing GHG emissions.
- 4. Resiliency/Security** We will design and implement climate solutions in ways that build the resiliency of our communities, provide critical infrastructure, and give vulnerable communities increased energy security.
- 5. Bridging the Urban and Rural Divide** The CAP will recognize the critical role that the rural areas play in Dane County's economy and quality of life and the enormous role rural areas can play in climate solutions.
- 6. Ecosystem Benefits** Nature provides critical food, water quality, medicine, fiber, and construction material resources to our society. Nature also provides critical cognitive developmental, educational, inspirational, and spiritual benefits. We need to design and implement our climate solutions in ways that protect, preserve, and increase the ecosystem's ability to provide these benefits to Dane County citizens.

This CAP presents more than 100 different climate actions we can take to reduce greenhouse gas emissions. These actions were modeled by Sustainable Energy Economics and the modeling tells us that the actions proposed here can achieve up to a 50% reduction of greenhouse gas emissions by 2030 and a 68% reduction by 2050. The specific actions fall under nine main recommendation categories.

## Recommendation Categories

- 1. Energy Efficiency** Dane County will develop, commission, and execute a county-wide energy efficiency program that will reduce GHG emissions by increasing the efficiency of energy and transportation systems for homeowners, renters, and businesses. The Dane County energy efficiency program will prioritize the most vulnerable communities and neighborhoods.
- 2. Buildings** The Office of Energy & Climate Change will support the creation of advanced, voluntary building guidelines to help developers build highly energy efficient, and eventually net-zero energy and net-zero carbon buildings.
- 3. Transportation** Dane County will work with municipalities, utilities, and other stakeholders to implement up to a dozen programs designed to encourage and incentivize the purchase of EVs. We will continue to expand our nation-leading RNG efforts to transition Dane County diesel vehicle fleets to RNG. And Dane County will pursue multiple strategies to reduce driving including smart growth, urban villages, active transportation, regional transit, and other strategies to reduce vehicle miles traveled. We will prioritize these transportation solutions for communities of color, low-income neighborhoods, and otherwise vulnerable citizens.
- 4. Renewable Energy** The Office of Energy & Climate Change will accelerate solar and wind energy development to meet one-third of Dane County's electricity use with solar and one-half with wind power by 2030. We will accelerate energy storage development at Dane County facilities and will help to identify finance tools for storage projects at municipal government facilities as well as private businesses. We will also launch a comprehensive solar education program aimed at businesses, make incentives available for solar on affordable housing, and work with municipalities to help them reach their renewable energy and GHG emission goals.
- 5. Agriculture and Forestry** Dane County will pursue a variety of advanced agriculture systems and practices that sequester more carbon including alley cropping, silvopasture, perennial cropping, and riparian buffers. We will also accelerate development of biodigesters, composting, and other manure management strategies. We will use a combination of existing tree and canopy inventories to establish a tree canopy baseline and then implement several reforestation and afforestation strategies, and help private landowners manage existing forests for greater carbon sequestration.



- ▲ Compressed renewable natural gas (RNG) from the Dane County landfill is sold in Kwik Trip gas stations across the state. RNG achieves an 88% reduction in carbon pollution compared to diesel vehicles.

- 6. Water** The Office of Energy & Climate Change will support the efforts of the Madison Water Utility to develop and implement a residential water efficiency and rainwater incentive program and work with all the municipalities to build off Madison's successes. We will also build a water efficiency focus into the energy efficiency program developed per the first recommendation (Energy Efficiency).
- 7. Waste Materials to Resources** Dane County will continue the transition from traditional waste programs to resource management systems in a circular economy. Dane County will create new programs to divert additional waste materials from landfilling, in ways that are economically and environmentally sustainable, thus reducing methane emissions from landfill operations and other GHG emissions from the use of more virgin materials. Dane County will continue to expand our nation-leading renewable natural gas (RNG) efforts to convert landfill gas to renewable vehicle fuel, with future efforts aimed at capturing the carbon component of the remaining landfill emissions.

8. **Finance Solutions** The Office of Energy & Climate Change will work with existing finance programs, such as the Property Assessed Clean Energy (PACE) program and performance contracting, to help finance clean energy projects for businesses, governments, and other organizations. The Office of Energy & Climate Change will also explore tools such as loans with credit enhancements, climate bonds, and green banks, and work with key stakeholders to create a voluntary carbon market.
  
9. **Cross-sector Solutions** The Office of Energy & Climate Change will develop and award Dane County Clean Energy District designations to neighborhoods and communities that develop broad-based clean energy programs for their citizens and businesses and create plans to target clean energy benefits to those most vulnerable within their community. The Office of Energy & Climate Change will also work to establish a research and development fund to support research directly related to climate mitigation and adaptation.

▼ Modeling analysis tells us that large precipitation events that cause floods will become increasingly frequent in the future if we don't achieve deep reductions in carbon pollution emissions. Here rescue workers get a family safely out of their home in Mazomanie during severe flooding in August 2018. *Photo: Mitchell Travis*



The 1,000-year flooding that occurred in Madison and western Dane County in August 2018, causing loss of life and more than a hundred million dollars of property damage, was surely just a taste of the costly effects of climate change to come. You, your family, your neighbors, and your co-workers, can have a significant influence on the degree of future climate impacts. And the good news is that taking the actions described in the following pages will not only reduce climate change, but holds the potential to promote equity and justice, boost our economy, and protect public health and welfare.

By combining our efforts with the research and practices other communities, counties, and countries around the world are implementing, Dane County can reach up to a 50% reduction of greenhouse gas emissions by 2030. To reach the lofty goal of 100% reduction by 2050 will require continued research and innovation, and we are committed to filling those roles.

This is a high-level climate action plan that lays out some broad goals, some specific goals, and some broad recommendations for how to reach those goals. The next phase of the Office of Energy & Climate Change climate mitigation work will include a lot of community listening and community outreach to further develop the details of program design and implementation plans for the recommendations included here (see the Public Engagement section). Following those efforts, we will begin implementing these programs, projects, and policies (see the Moving Forward section). This CAP embodies many great thoughts and ideas from this particular time, but as we learn more, as technologies and markets advance, and as organizations, businesses, and individuals innovate, this plan will need to be revised and updated to ensure that we meet our longer-term GHG emission goals, and stay on the pathway to deep-decarbonization. We sincerely hope that you will join us on that pathway, because it will take all of us working together to achieve our climate goals and create a safer, healthier, more equitable and prosperous future for all citizens of Dane County.

**Joint MPO - CARPC Meeting Agenda Cover Sheet  
June 3, 2020**

**Item No. 5**

**Re:**

Review and Discussion on Status of Implementation of Short-Term Recommendations in Joint CARPC-MPO Workgroup Report and Potential Next Steps

**Staff Comments on Item:**

MATPB and CARPC established a joint work group to explore options and prepare a report outlining ideas for achieving more coordinated and integrated regional land use and transportation planning. A report was prepared and presented to the two agencies in January 2019. The report includes short-term (1-2 years) ideas recommended for consideration of immediate implementation and then medium-term (3-5 years) and long-term (6+ years) options for later consideration only as short-term methods are implemented. The medium- and long-term options were included for discussion only at the time.

Most of the short-term recommendations have been implemented or are in the process of being implemented. Staff will review these at the meeting and then engage the boards of the two agencies in a discussion regarding next steps, if any.

**Materials Presented on Item:**

1. Report of the Joint CARPC-MPO Work Group with brief notes added regarding the status of implementation

**Staff Recommendation/Rationale:**

For discussion purposes only.



## Report of Joint CARPC-MPO Work Group

### Methods for Interagency Coordination and Engagement for Integrated Regional Planning

#### Background

The Capital Area Regional Planning Commission (CARPC) and the Madison Area Transportation Planning Board (MPO) adopted resolutions in May and June 2017 respectively establishing a joint work group to explore options, and prepare a report outlining ideas for achieving more integrated regional land use and transportation planning. The work group met four times in 2017 and 2018 and developed this report for consideration.

#### Charge to Work Group from Resolution

Provide a report detailing potential short-term, mid-term, and long-term methods for the two agencies to coordinate and engage to establish regional planning that considers land use, environmental and transportation issues as a whole.

#### Overall Goal

Regional planning that considers land use, environmental and transportation issues as a whole.

#### Strategy

The work group charge states that the agencies should coordinate and engage. These strategies involve both planning and administration and governance. Joint or more integrated planning addresses land use, environment and transportation as inter-related functions. It involves sharing data, performance measures and planning tools to increase regional capacity to prepare for and respond to planning challenges, and to achieve regional goals.

Joint or shared administration and governance aligns staff, advisory committees, and policy bodies around shared goals and objectives. This facilitates integrated planning and increases the visibility of the two regional planning bodies. Joint or shared administration and governance fosters greater recognition of the two regional agencies as valued resources for objective planning, data, analysis, and policy recommendations. It also increases the agencies' capacity to partner with other regional entities.

#### Methods

This report presents current, and potential other short-, medium-, and long-term methods for interagency coordination and engagement.

Cost implications are noted below as follows:

\$ - within current budgets

\$\$ - additional costs that could be born within current budget frameworks (potentially requiring budget amendments)

\$\$\$ - requires additional revenue sources beyond what can be born within current budget frameworks (increase in current funding sources; additional funding sources)

## Current

### Planning

1. Coordinate in developing and use of common data and tools – population, employment and land demand projections; future planned land use data and maps; modeling tools (scenario) - \$
2. CARPC staff involvement in MPO effort to create multi-year strategic work plan for improving its planning tools - \$
3. MPO staff involvement in CARPC effort to create growth scenarios for A Greater Madison Vision, including development of the transportation scenarios for the growth scenarios - \$
4. Joint use of small amount of Wisconsin Dept. of Transportation (WisDOT) funding to support collaborative land use and transportation planning efforts (e.g. MPO reviews of urban service area amendments) - \$
5. Adoption by CARPC of Regional Transportation Plan 2050 goals and policies - \$
6. MPO effort to ensure Regional Transportation Plan 2050 goals and policies consistent with CARPC Regional Land Use Plan - \$
7. MPO integration of Capital Region Sustainable Communities framework into Regional Transportation Plan - \$

### Administration/Governance

8. Ad hoc sharing of commission/MPO board members - \$
9. Creation of Joint MPO-CARPC Work Group - \$
10. Joint representation of CARPC and MPO on A Greater Madison Vision - \$

## Short-term (1-2 years) Options Recommended for Consideration of Immediate Implementation

### Planning

11. Office co-location of staff, but with no change in staffing (see details below) - \$\$  
**COMPLETED**
12. Align planning cycles of long-range land use and transportation plans to enable integrated land use, environmental and transportation planning - \$  
**IN PROGRESS**
13. Joint review of, and comment on each other's work programs - \$  
**ONGOING**
14. Joint CARPC and MPO staff meetings to discuss, provide updates on planning activities and other relevant issues (as needed but approximately quarterly) - \$  
**ONGOING. CURRENTLY, MEETING MONTHLY**
15. Joint planning studies or projects as needed. Example ideas include providing local planning assistance; study of flood-prone areas; and study to develop recommendations for planning and policies related to connected autonomous vehicles and other emerging technologies - \$ to \$\$\$  
**NOT COMPLETED**

### Administration/Governance

16. Establish goals for sharing of commission/board members (e.g. giving appointment preference to existing members of the other board/commission) - \$  
**NOT COMPLETED**
17. Joint adoption of plans and/or plan goals and policies as framework - \$  
**IN PROGRESS**
18. Joint MPO board/commission meetings as needed to review and discuss joint projects and plans/projects/issues of interest to both agencies - \$\$  
**ONGOING. ANTICIPATE MORE FREQUENT JOINT MEETINGS OVER NEXT TWO YEARS AS REGIONAL DEVELOPMENT GUIDE AND REGIONAL TRANSPORTATION PLAN UPDATES ARE COMPLETED.**
19. Joint technical, citizen and/or ad hoc advisory committees as needed - \$  
**NOT COMPLETED. HOWEVER, MPO STAFF HAVE AND WILL CONTINUE TO IDENTIFY OPPORTUNITIES FOR CARPC STAFF PARTICIPATION AT MPO ADVISORY COMMITTEE MEETINGS AND VICE VERSA.**
20. Joint staffing of A Greater Madison Vision committees as need arises - \$\$  
**NOT COMPLETED**
21. Joint branding and messaging as partner agencies - \$\$ or \$\$\$  
**IN PROGRESS. NEW AGENCY LOGOS BEING COORDINATED WITH POSSIBLE UMBRELLA BRANDING**
22. Coordinated strategic planning to promote compatibility of each organization's vision, mission, goals and objectives, and strategies to achieve them - \$  
**PARTIALLY IN PROGRESS. BOTH AGENCIES HAVE OR ARE ADOPTING REVISED/NEW MISSION AND VISION STATEMENTS THAT ARE COMPLEMENTARY**

### Medium-term (3-5 years) Options for Further Exploration and Consideration as Short-Term Options are Implemented

#### Planning

23. Joint land use, environmental and transportation planning process and plan updates - \$\$
24. Continued joint planning projects - \$ to \$\$\$
25. Joint staffing of A Greater Madison Vision committees under contract with AGMV if requested by AGMV Steering Committee - \$\$ or \$\$\$  
**AGMV NOT CURRENTLY FORMING COMMITTEES OR DEVELOPING A FUNDING SOURCE**
26. Closer collaboration with other regional entities (Madison Region Economic Partnership, Madison Metro Sewerage District, Dane County Parks and Open Space Planning) - \$  
**THERE ARE OPPORTUNITIES FOR CLOSER COLLABORATION AS PART OF REGIONAL DEVELOPMENT GUIDE AND REGIONAL TRANSPORTATION PLAN PROCESSES**
27. Collaboration with staff in governments outside of Dane County - \$\$

#### Administration/Governance

28. Identify and define options for joint/shared administrative and governance functions - \$
29. Office colocation with potentially some shared staff as opportunities arise - \$\$
30. Collaborations with governmental bodies outside of Dane County - \$\$ or \$\$\$
31. Agreements with A Greater Madison Vision regarding governance if requested by AGMV Steering Committee - \$\$ or \$\$\$  
**AGMV NOT CURRENTLY FORMING COMMITTEES OR DEVELOPING A FUNDING SOURCE**

## **Long-term (6+ years) Options for Consideration as Medium-Term Options are Finalized and Implemented**

### **Planning**

32. Institutionalized collaboration with other regional entities - \$\$ or \$\$\$

### **Administration/Governance**

33. Merging of MPO staff into CARPC, but maintenance of separate MPO board and brand. In this scenario, MPO staff could take employment direction from a CARPC Executive Director and the Regional Planning Commission, MPO board, or Executive Committee of the two boards. Same options exist with respect to MPO budget. Cost sharing among communities towards MPO budget would likely be necessary unless county (through RPC levy) covered the local share funding of MPO budget. - \$\$\$
34. Creation of an RPC that extends beyond Dane County (multi-county or Dane plus portions of other counties) - \$\$\$
35. Complete merger of MPO into CARPC with one board and brand governing entire agency, but separate MPO policy committee - \$\$\$
36. Creation of a multi-county RPC with additional staffing - \$\$\$

### **Implementation**

This report outlines various planning and administrative/governance options for achieving a more complete integration of the land use, environmental, and transportation planning activities of the two agencies. The options have been categorized as short-, medium-, and long-term. The Joint Workgroup recommends an incremental approach to implementation. A commitment should be made first to begin implementing short-term actions starting with incorporation of them into the agencies' work programs. Experience with and outcomes from these short-term actions, and other external factors, will inform development and implementation of medium-term actions. Implementation of medium-term options could, in turn, inform development and implementation of long-term options.

It should be noted that implementation of any of the long-term options related to administration/governance would require adoption of new RPC and MPO agreements. That process would require more extensive discussions with and involvement of county and local government leaders and officials.

## **ATTACHMENT A – Resolutions Creating the Workgroup**

### **Resolution CARPC No. 2017-09**

#### **Creating a Joint Madison Area Transportation Planning Board (MATPB) – Capital Area Regional Planning Commission (CARPC) Coordinating Workgroup**

WHEREAS, the Madison Area Transportation Planning Board and Capital Area Regional Planning Commission jointly met on March 30, 2017, to learn more about each other's plans and projects, and discuss how the two agencies can work more cooperatively to engage in community planning, and

WHEREAS, the Madison Area Transportation Planning Board was created through an intergovernmental agreement on May 2, 2007, to assume the responsibilities to conduct transportation planning and programming for the metropolitan area, and

WHEREAS, the Capital Area Regional Planning Commission was created on May 2, 2007, by Executive Order of Wisconsin Governor James Doyle to plan on a collaborative, proactive and long-term basis for our urban growth with protection of our vital water resources, and

WHEREAS, the Dane County Regional Planning Commission was formed in 1968 with three main divisions: regional and community development, environmental and natural resources, and transportation. As such, the Dane County Regional Planning Commission was the federally-designated area-wide transportation planning policy body, called the metropolitan planning organization (MPO), and

WHEREAS, in 1999 thirty-two local units of government petitioned for the dissolution of the Dane County Regional Planning Commission and the Wisconsin Legislature dissolved the Regional Plan Commission effective October 1, 2002.

WHEREAS, in 2000, the metropolitan planning organization (MPO) function was separated from the Dane County Regional Planning Commission and transferred to the Madison Area Transportation Planning Board with staffing provided by the City of Madison.

WHEREAS, in 2001, the Wisconsin Legislature pushed back the date of dissolution to October 1, 2004, and

WHEREAS after a lawsuit and temporary restraining order, the Dane County Regional Planning Commission was ultimately dissolved on October 1, 2004 by Governor Scott McCallum, and

WHEREAS, the planning functions of the former Regional Planning Commission were carried out as the Community Analysis and Planning Division of the Dane County Department of Planning and Development until in 2007 it was transferred to the newly created Capital Area Regional Planning Commission, and

WHEREAS, regional planning is optimal when land use, environmental, and transportation issues are considered as a whole and that there are benefits for stronger engagement between the staff and boards of the Madison Area Transportation Planning Board and the Capital Area Regional Planning Commission, and

WHEREAS, at the March 30, 2017, joint meeting members expressed a strong desire to begin a process to coordinate between the agencies,

NOW THEREFORE BE IT RESOLVED, that a joint “MATPB-CARPC Coordinating Workgroup” be established to provide a report detailing short-term, mid-term, and long-term methods for the two agencies to coordinate and engage,

NOW THEREFORE BE IT FUTHER RESOLVED, that the Chair of the Madison Area Transportation Planning Board will appoint up to three members from the Board and the Executive Chair of the Capital Area Regional Planning Commission will appoint up to three members from the Commission,

NOW THEREFORE BE IT FINALLY RESOLVED, that the Workgroup will produce said report within six months of the initial Workgroup meeting and the report will be reviewed at a future joint meeting of the Madison Area Transportation Planning Board and Capital Area Regional Planning Commission.

May 11, 2017  
Date Adopted

\_\_\_\_\_  
Larry Palm, Chairperson

\_\_\_\_\_  
Kris Hampton, Secretary

## **Resolution TPB No. 129**

### **Creating a Joint Madison Area Transportation Planning Board (MATPB) – Capital Area Regional Planning Commission (CARPC) Coordinating Workgroup**

WHEREAS, the Madison Area Transportation Planning Board (MATPB) – A Metropolitan Planning Organization (MPO), and the Capital Area Regional Planning Commission (CARPC) jointly met on March 30, 2017, to learn more about each agency's plans and projects, and discuss how the two agencies can work more cooperatively to engage in regional and local planning; and

WHEREAS, the MATPB was created through an intergovernmental agreement on May 2, 2007, redesignating the MPO for the Madison metropolitan area in accordance with federal law, with the MATPB assuming responsibilities to conduct transportation planning and programming for the metropolitan area from the previous MPO, the Madison Area MPO, following the MPO's reorganization; and

WHEREAS, the Madison Area MPO had assumed metropolitan area transportation planning and programming responsibilities from the Dane County Regional Planning Commission (DCRPC) in 1999, with staffing provided by the City of Madison, as part of a prior redesignation of the MPO; and

WHEREAS, the Madison metropolitan planning area within which the MATPB has official jurisdiction and the federal transportation planning rules apply, consists of 415 square miles (not including lakes) or about 36% of the county's land area and includes a 2010 Census population of over 435,000 or 89% of the county's total; and

WHEREAS, the Capital Area Regional Planning Commission was created on May 2, 2007, by Executive Order of Governor James Doyle to plan on a collaborative, proactive and long-term basis for the county's urban growth to ensure protection of our vital water resources; and

WHEREAS, the DCRPC was formed in 1968 with three main divisions: regional and community development, environmental and natural resources, and transportation. As such, the DCRPC was the MPO, the federally designated area-wide transportation planning policy body, until the aforementioned redesignation of the MPO in 1999; and

WHEREAS, in 1999 thirty-two local units of government petitioned for the dissolution of the DCRPC and the Wisconsin Legislature dissolved the commission effective October 1, 2002; and

WHEREAS, in 2001, the Wisconsin Legislature pushed back the date of dissolution to October 1, 2004; and

WHEREAS after a lawsuit and temporary restraining order, the DCRPC was ultimately dissolved on October 1, 2004 by Governor Scott McCallum; and

WHEREAS, the planning functions of the former RPC were carried out by the Community Analysis and Planning Division of the Dane County Department of Planning and Development until 2007 when they were transferred to the newly created CARPC; and

WHEREAS, the MPO and RPC have continued efforts to coordinate regional land use and transportation planning to the extent possible through mechanisms such as using the same county and urban service area (USA) growth projections, MPO transportation analysis of USA amendment applications, working together on the Sustainable Communities project, and other joint projects such as the Regional Values Survey, and creation of the Active Living Index; and

WHEREAS, regional planning is optimal when land use, environmental, and transportation issues are considered together as a whole; and

WHEREAS there are benefits to stronger engagement and more collaboration between the staff and boards of the MATPB and CARPC; and

WHEREAS, at the March 30, 2017, joint meeting members expressed a strong desire to begin a process to more closely coordinate between the agencies, particularly at a policy board level:

NOW THEREFORE BE IT RESOLVED, that a joint “MATPB-CARPC Coordinating Workgroup” be established to provide a report detailing short-term, mid-term, and long-term methods for the two agencies to coordinate and engage;

NOW THEREFORE BE IT FUTHER RESOLVED, that the MATPB Chair will appoint up to three members from the MATPB and the CARPC Executive Chair will appoint up to three members from CARPC;

NOW THEREFORE BE IT FINALLY RESOLVED, that the Workgroup will produce said report within six months of the initial Workgroup meeting and the report will be reviewed at a future joint meeting of the MATPB and CARPC.

June 7, 2017  
Date Adopted

Al Matano, Chair  
Madison Area Transportation Planning Board

## **ATTACHMENT B - Work Group Meeting Summaries**

November 11, 2017

- Background information
- Open discussion

January 23, 2018

- Reviewed and discussed existing Wisconsin MPO-RPC structures and potential structures for Dane County
- Reviewed and discussed range of options for land use and transportation planning integration; with focus on staff colocation option, including a request of staff to gather more information regarding colocation
- Materials: merger SWOT Analysis; Wisconsin MPOs and RPC Structures; List of Options for Increasing Planning Integration

April 30, 2018

- Reviewed and discussed colocation options and costs; with request for clearer articulation of benefits
- Discussion on potential merger with agreement that intergovernmental agreements could be a more feasible method for achieving much of the desired regional land use and transportation policy and operations integration
- Discussion on short and medium term methods for better planning integration prior to, or without, merger; agreement that the list should serve as starting point for next discussion and request of staff to prepare a report for consideration at next meeting

September 20, 2018

- Received update on efforts to investigate potential co-location of MPO and CARPC staff.
- Reviewed and suggested some edits to the draft Workgroup report. Clarified that short-term ideas for enhancing plan integration would be recommended for implementation while continuing to discuss and evaluate the medium (3-5 year) and long-term (5+ year) ideas in the report. Determined there was not a need to continue the Workgroup moving forward with implementation of the report recommendations to be overseen by the two agencies.
- Discussed outreach to local officials regarding the Workgroup and decided that any further outreach should wait until after the two agencies accepted the report.

## ATTACHMENT C – MATPB/CARPC Merger SWOT Analysis (12/20/17)

### Strengths

- Better integration of regional land use/transportation policy and planning, including data collection to support those efforts
- Makes hiring of CARPC Executive Director more financially viable and fiscally responsible because of additional transportation planning funds and cost efficiencies
- Potentially improves perception of MPO as being objective and not biased in favor of City of Madison
- Potentially improves the visibility and strength of the merged organization as the single regional planning entity
- Greater ability in the long term to again combine the regional land use and transportation plans – much more effective to plan together since transportation is so dependent upon land use

### Weaknesses

- Potential negative affect on integration of City of Madison and MPO planning efforts with Madison being where many of the most important transportation issues are centered – MPO has close working relationships with City Traffic Engineering as well as Planning staff
- MPO currently benefits from some free city services (see 1<sup>st</sup> bullet under Opportunities below)
- May involve costs associated with separating some CARPC operations from county systems (GIS/land information, IT services, facilities)
- Complicates budgeting/accounting because of need to separate out MPO and non-MPO costs since federal/state transportation planning funds cannot be used for non-MPO planning activities

### Opportunities

- Cost efficiencies in some cases in sharing administrative and other support staff, office space, equipment, website, accounting and IT support, etc.
  - On the other hand, MATPB currently benefits from free city IT, legal, HR, etc support, but that also hinders flexibility in some cases such as website/social media. CARPC benefits from access to county
- CARPC benefits from ability to use MPO funding for some transportation related land use/environmental planning activities
- AGMV effort creates opportunity to demonstrate the value of a completely unified land use and transportation planning
- Increased potential of AGMV to provide leadership support for transportation goals, policies, and investments
- Potential for CARPC to reexamine, expand upon regional planning activities to new areas in conjunction with merger
- Potential to provide more robust suite of planning services to local communities

### Threats

- Difference in the official planning area boundaries of the two agencies

- Creates mismatch between CARPC policy board structure and MPO planning area; MPO Policy Board membership is currently proportional to population for local government appointees
- MPO could increase its planning boundary to county limits, but funding for MPO and eligibility for MPO funding of projects is based on urbanized area boundary, not planning boundary
- Requires going through MPO re-designation process, which requires City of Madison and other local governments making up 75% of planning area population to pass resolutions of support
- Probably requires county to fund the local share of the MPO budget; County Executive has not been supportive of increased funding for CARPC. Budget potentially impacted by RPC levy limit
  - MPO local match could potentially be covered by combination of county and local governments, but would be difficult to get agreement on and to administer. Some MPOs (Green Bay) require financial contribution by local communities in order to have representative on policy board, but each community has at least one representative which makes the board size unwieldy.
  - CARPC policies limit county levy charge to 0.0017% of the total Equalized Assessed Value of the county. The MPO's current local match, if added to the county levy, would exceed this policy limit. Exceeding this limit, under CARPC bylaws, would require approval by CARPC's Budget and Personnel Panel (four appointing authorities plus CARPC Chair as non-voting member). The 0.0017% levy charge cap was also included in the resolutions adopted by local units of government petitioning the Governor to establish CARPC.
- Political obstacles to stronger regional planning; Madison vs other communities' politics, which could affect support for merged, stronger regional planning agency
- Potentially opens CARPC to political opposition that sees reorganization as chance to promote dissolution or to weaken organization
- Staff impacts and costs – is MPO staff transferred to CARPC? Who pays for MPO staff accrued vacation, sick leave? Must address differences in job classifications, salary, insurance, etc. Presumably with MPO staff merged into CARPC, all staff would follow county personnel rules and policies (e.g., job classifications, salary, benefits) and utilize county insurance.
- Likely requires going through CARPC re-designation process, which requires communities representing over 50 percent of the population and equalized assessed valuation of the region to pass resolutions and State approval/re-designation

**Joint MPO - CARPC Meeting Agenda Cover Sheet  
June 3, 2020**

**Item No. 6**

**Re:**

Presentation on CARPC Regional Development Guide

**Staff Comments on Item:**

Following the work on regional visioning led by CARPC and the A Greater Madison Vision group, CARPC has begun work on updating the Regional Development Plan or Guide. The document, which hasn't been updated since 1997 when the MPO was part of the RPC, is intended as a guide for local public and private entities to the desired physical development and preservation of a region. The Plan's goals, objectives and recommendations are intended to be incorporated into the plans and policies of local governments, community organizations, and businesses. CARPC staff are currently working on the county level, urban service area, and small area population, household, and employment forecasts in coordination with MPO and City of Madison Planning staff. These projections serve as the basis for travel forecasts, which inform the MPO's Regional Transportation Plan. The attached document provides some background information and the general schedule for the plan, which is anticipated to be completed by the fall of 2021. The next update to the MPO's RTP must be adopted by spring of 2022.

**Materials Presented on Item:**

1. Regional Development Plan Preparation Summary. [Note: Presentation slides will be made available after the meeting.]

**Staff Recommendation/Rationale:**

For discussion purposes only.

## **PREPARING A NEW CARPC REGIONAL DEVELOPMENT PLAN (GUIDE, FRAMEWORK)**

**DRAFT** June 2020

### **WHAT IS A REGIONAL DEVELOPMENT PLAN?**

A Regional Development Plan (or Guide or Framework) is a guide for local public and private entities to the desired physical development and preservation of a region. The Plan's goals, objectives and recommendations are intended to be incorporated into the plans and policies of local governments, community organizations, and businesses.

How people use the land, including its physical development, affects and is affected by environmental resources, the economy, transportation, housing, demographics and trends, culture, agriculture and working lands, parks and open spaces, and community facilities. While most of those elements are outside CARPC's planning jurisdiction, which focuses on land use and water quality and environmental resources planning, a Regional Development Plan should incorporate them into an integrated whole.

### **WHY IS IT NEEDED?**

One reason is because state law says that regional planning commissions have "the function and duty of preparing and adopting a master plan for the physical development of the region." Beyond the legal requirement however, a Regional Development Plan is needed to help communities work together and align their plans and policies towards shared regional goals. By integrating local and regional plans, entities in the region work towards common purpose to achieve regional objectives.

### **BUILDING ON PAST EFFORTS**

Regional planning and regional land use and development plans have a long history in the region. During its existence, the Dane County Regional Planning Commission prepared and adopted various elements of a regional master (or comprehensive) plan including land use, water quality, transportation, farmland preservation, solid waste and recycling, and housing. The DCRPC adopted a Regional Land Use Plan in 1973, a Regional Development Guide in 1985, and the Dane County Land Use and Transportation Plan (Vision 2020) in 1997.

Earlier regional planning efforts by the DCRPC helped establish and institutionalize a regional development framework. This framework directs most development to urban areas served by full complements of urban services, establishes a regional network of environmental corridors, and limits rural development to protect agriculture.

This framework was successful because over time it came to enjoy broad regional support. Through this support, the framework was integrated into the policies and practices of regional and local public and private actors.

## COMPONENTS AND TIMELINE

### Regional Visioning – A Greater Madison Vision

2016 – 2019

- Outreach to raise awareness and support for a regional vision and plan for growth
- Steering Committee of 45+ public and private sector leaders
- Identify “driving forces” likely to impact the region, and strategies in response
- Prepare and explore future development scenarios (to 2050)
- Public campaign and survey of future scenarios generating 9,200+ responses

### Initiating Regional Development Plan – CARPC

2019-2020

- [Participation Plan](#) (approved April 9, 2020)
- Goals, objectives, and indicators

PRESENT

### Data

Spring/Summer 2020

- Analyze and update regional trends
- Projections – population, households, and employment at county and local levels

### Research

Spring/Summer 2020

- Other US regional development plans
- Existing area plans – local comprehensive, regional

### Outreach and Communication

Ongoing throughout

### Mapping

Spring-Winter 2020

- UrbanFootprint land use mapping and modeling preparation
- “Planned Development” growth scenario – provides baseline
- Draft regional development framework scenario
  - Analyze existing regional development patterns
  - Apply regional development concepts/place types (e.g. centers and corridors)
  - Examine scenario performance relative to goals and objectives
  - Adjust where needed and supported (iterative process)

### Plan (Guide, Framework) Preparation

Winter-Summer 2021

- Goals, objectives, indicators
- Regional growth framework
- Strategies
- Roles and responsibilities
- Implementation

### Draft and Final Plan

Summer-Winter 2021