Stakeholder and Public Involvement in Exploring Alternative Futures

2018 MPO/RPC/WisDOT Transportation Planning Conference
September 11, 2018

Steve Steinhoff, Deputy Director
Capital Area Regional Planning Commission
WHY PLAN?
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• To better address challenges, and pursue common goals and objectives, that require collaboration to achieve
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WHAT ARE THE NEEDED INGREDIENTS?
WHY PLAN?

- To better address challenges, and pursue common goals and objectives, that require collaboration to achieve

WHAT ARE THE NEEDED INGREDIENTS?

- Agree on challenges
- Identify common goals and objectives
- Build capacity and intent for effective collaboration
Process

- Form Steering Committee
- Values survey
- Enlist a broader group of supporters
- Engage stakeholders to explore driving forces
- Develop alternative futures
- Public input scenario survey
- Vision and Plan
- Implementation
Regional Visioning

- A national revolution in “scale appropriate” problem solving
- Empowers regions to enhance quality of life and successfully compete in the new global paradigm
Steering Committee
**Step 1 - Establish a Core Group involves recruiting leaders and forming a Steering Committee.**
The Capital Area Regional Planning Commission Chair and Director led the effort to form the Steering Committee. They used reach targets for sector, geography, race and gender to recruit members. The intent was membership that is representative of the region (based on Dane County boundary). The charts below show the degree of representation achieved.

**Sector**
- **Actual:**
  - 22% Nonprofit
  - 32% Education
  - 35% Labor
  - 8% Government
  - 8% Business
- **Planned:**
  - 25% Nonprofit
  - 6% Education
  - 5% Labor
  - 5% Government
  - 3% Business

**Race or Ethnicity**
- **Dane County:**
  - 81% White
  - 14% Hispanic or Latino
  - 5% Asian
  - 3% Native American
  - 3% Black
- **Steering Committee:**
  - 78% White
  - 14% Hispanic or Latino
  - 3% Asian
  - 3% Native American
  - 3% Black

**Gender**
- **Dane County:**
  - 51% Female
  - 49% Male
- **Steering Committee:**
  - 32% Female
  - 68% Male

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
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<tr>
<td>Madison</td>
<td>9</td>
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<tr>
<td>CUSA minus Madison</td>
<td>8</td>
</tr>
<tr>
<td>Outlying Dane County</td>
<td>3</td>
</tr>
<tr>
<td>Outside Dane County</td>
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MISSION

Develop a shared vision and plan to guide public and private decisions about how the region grows, to foster exceptional quality of life, economic opportunities, and a healthy environment for all.
Values Survey

Priorities and Values of the Madison Region
Quantitative Study Results

Prepared for A Greater Madison Vision

January, 2016
"Values Survey"

Importance and Performance of Region Priorities

Regional Challenges
- Poverty/Income Inequality
- Increasing Jobs
- Reducing Crime
- Access to Healthcare
- Affordable Housing
- Economic Dev.
- Reducing racial disparities
- Cultural diversity
- Traffic Congestion
- Range of housing

Regional Equities
- K-12 Education
- Access to Higher Ed
- Local Agriculture
- Access to nature
- Outdoor Recreation
High importance for vision/long range plan

Importance of Having a Vision/Long Range Plan for Growth
Top 2 Box (Extremely/Very Important)

How important is it that this region have a vision or a long range plan to deal with growth and make the quality of life in the region better?
How would you rate the performance of Greater Madison region when it comes to planning and preparing for growth in the region?
**TRENDS**

**HOUSING**
Region projected to add more than 157,000 new residents by 2050
Growth has been rapid in outlying cities and villages, steady in the central urban area, and slow in rural towns

People of color were responsible for nearly 50 percent of Dane County’s population growth since 1990
62 percent increase expected in population 60 years and older; only a 6 percent increase in population of prime working age (25-59)

Household size will continue to drop, as young families have fewer children than in the past and older adults continue to live in their communities
New multifamily housing units increasingly likely to be found in central urban area, while outlying communities build single-family homes at faster rate
Phase 1 – Step 2: Enlist Broader Group of Supporters

**GOAL**
A plan that is so inclusive, so compelling, that the public and private sectors use it and people feel ownership in it and commit to achieving it.

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**Those who make it happen**
- Steering Committee members
- Advocates
- Decision-makers & influencers
- Stakeholders
- Supporters
- Participants
- Observers

**Roles they play**
- Advocates
- (50-100)
- Empower
- Collaborate
- Involve
- Consult
- Inform

**Type of Engagement**
- Stakeholders
- (200-500)
- Supporters
- (10,000 – 50,000)
- Observers
- (75,000 – 150,000)

**Methods**
- Consensus
- Person to Person
- Voting
- Advisory Committees
- Meetings
- Workshops
- Deliberative polling
- Interactive games?
- Public meetings
- Public comment
- Surveys
- Social media
- Web sites
- Tabling
- Open houses
- Mailings
- Media

**Lenses of “Broad & Diverse” Engagement**
- GEOGRAPHY
  - City
  - Village
  - Rural
- DEMOGRAPHIC
  - Age
  - Race
  - Gender (identity)
  - Language
  - Ability
- SECTOR
  - Government
  - Business
  - Non-Profit
Enlisting Broader Group of Supporters

A Greater Madison Vision
Published by Steve Steinhoff [?] · May 19 ·

Mayra Medrano presenting A Greater Madison Vision to the Dane County Board last night along with Larry Palm and Steve Steinhoff
Workshops

“iPlan Greater Madison” Computer Game
Events

Thank you Badger Volunteers for helping us move forward with our community outreach goals. We sincerely hope you are learning as much from us as we are learning from you!!!
The 2017 Hip Hop Architecture Camp mission is to expose youth to architecture, urban planning, and economic development through the lens of hip hop culture, while simultaneously aligning with the City of Madison Planning Department’s Imagine Madison initiative to gather and use opinions of each and every Madisonian to update The City’s Twenty Year Comprehensive Plan. Through hands-on urban planning and architectural exercises, interviews with city leadership and the creation of a Hip Hop Architecture song coupled with a music video, campers will create their own unique visions for the future of Madison’s neighborhoods.
Engage Stakeholders to Explore Driving Forces

How is Wisconsin’s CLIMATE CHANGING?

Source: CapTimes.com. Photo by Jason Dixon

<table>
<thead>
<tr>
<th>Americans over 65</th>
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<tbody>
<tr>
<td>Millions</td>
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<td>1990</td>
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U.S. Census Bureau/Katie Peralta, Medill
Driving Forces of Future Change Workshop
Key Driving Forces that Shape the Future in the Greater Madison Region over the Next Few Decades
July 2017

An examination of driving forces of our future helps us better understand and plan for possible futures. The driving forces below come from research from other regions, and community input through surveys and meetings, conducted during the first half of 2017. They are presented in categories as an aid to understanding, while recognizing that classifications are a “best fit,” and not precise; and that list is not all inclusive.

**SOCIAL**
1. Doubling of the aging population
2. Increasing racial and ethnic diversity
3. Increasing income inequality
4. Changing housing and transportation preferences
5. Urbanization - continued shift from rural to urban

**TECHNOLOGY**
6. Increase in jobs replaced by automation
7. Autonomous vehicles become commonplace
8. Rise in online delivery of education

**ENVIRONMENT**
9. Climate change
10. Continued pollution and invasive species threats to lakes and rivers
11. Declining biodiversity and function of natural systems

**ECONOMY**
12. Increase in online shopping
13. Continued agricultural consolidation
14. Housing costs continue to rise faster than incomes
15. Shift to more renewable, distributed energy

**POLITICAL**
16. Continued polarization and conflict
17. Weakening of democratic institutions/norms
18. Increasing global instability

**DRIVING FORCES PROCESS**

1. Brainstorm and research
2. Prioritize most likely and impactful
3. Determine impacts
4. Describe possible futures
5. Incorporate possible futures into future scenarios
Developing Alternative Futures
October 2017 Steering Committee Meeting
A Greater Madison Vision

Guide to topic-specific discussions at the October 23 meeting of the Steering Committee of A Greater Madison Vision
Madison College, Truax Campus
Health and Information Technology Building
1705 Hoffman St, Madison, WI 53704

Three main elements to building future scenarios

Your task in today’s workshop and discussion is to use the information and context provided, as well as your own knowledge and perspectives, to craft stories about the future that will become growth and development scenarios. Each story should in some way reference the following elements:

1. Trends
2. Values and Priorities
3. Driving Forces

Five topic categories

Feedback from our community engagement work and driving forces research can be grouped into five main categories that track what people identified as important challenges and strengths in the Values Survey:
- Housing
- Transportation
- Equity and Human Need
- Environment and Agriculture
- Economic Development and Education

Importance and Performance of Region Priorities

The AGMV Values Study helped focus our research and engagement on the issues most important to residents of the Greater Madison Region.
CHOOSE AMONG THIS REGION’S ALTERNATIVE FUTURES

Take the survey online between September 12 and November 12, 2018 to choose among alternative futures for the region.

greatermadisonvision.com
We thank our sponsors:
BEGIN THE SURVEY

What are your priorities?

Step 1: In this section you will rank the importance of the following four types of change.

Which of these changes should receive the most consideration when dividing resources such as time, money or influence? Drag the one you think is most important to the top, and rank the others under it. (You may also click on the arrows to move each change up or down in importance.)

Throughout the survey the Fast Facts links provide more information.

- **POPULATION**
  - Doubling of the aging population; increasing racial and ethnic diversity; changing housing and living preferences [FAST FACTS]

- **SOCIETY**
  - Less social cohesion across the state and country; less capacity for government to solve problems; reduced state and federal funding to local communities [FAST FACTS]

- **ENVIRONMENTAL CHANGES**
  - Climate change; water pollution; groundwater reduction [FAST FACTS]

- **TECHNOLOGY**
  - Driverless cars; job automation; artificial intelligence; ecommerce expansion [FAST FACTS]
COMMUNITY ALTERNATIVE FUTURE

In the Community Future, communities across the region focus on the challenges of growing, changing populations. Leaders decide it is time to come together to make sure all members can access opportunity and fulfill their potential. They foster welcoming communities where all members can get the resources they need to succeed. They encourage active, healthy communities with access to outdoor activities, and places where people walk and bike more.

Decide how communities should allocate limited resources by arranging the four actions below in the order of your priorities. Drag the one you think is most important to the top and rank the others under it. (You may also click on the arrows to move each action up or down in importance.) You will have a chance to review and readjust your priorities at the end of the survey.

DRAG AND DROP IN YOUR PREFERRED ORDER, OR USE ARROW BUTTONS

- **Expanded housing options**
  More housing choices allow a broader range of families to live in a community. Seniors live with and among children and grandchildren.

- **More access to outdoors**
  Communities include more trails and parks that connect people to nature.

- **More community-based resources**
  More education, job training and health services are available locally. Schools, health providers, and non-profit groups bring resources to community centers, libraries, senior centers, or schools.

- **Walkable communities**
  Streets and paths help people reach destinations and recreation by walking and biking, and help keep people healthy.
EXPLORE HOW THE REGION GROWS WITH THE COMMUNITY ALTERNATIVE FUTURE

Growth in this future happens through a mix of infill and suburban living with:

- Investments in existing communities
- More compact outward expansion
- Transportation system expansion

Results outside of Dane County

The Community Future's estimated impact on you and people in the region:

- Cost/Household: -$327
- Miles Driven/Household: -481
- Housing Mix: 40%
- Revenue/Acre: $20k
- Road, Fire, EMS Costs: $1.3 billion
- Ag Land Developed: 11k acres
- CO2 Emissions/Household: 16 metric tons
- Transit to Jobs: 18.4%
EXPLORE HOW THE REGION GROWS WITH THE COMMUNITY ALTERNATIVE FUTURE

Growth in this future happens through a mix of infill and suburban living with:
- Investments in existing communities
- More compact outward expansion
- Transportation system expansion

Transportation system expansion
Roads continue to expand, for example from 2-lane to 4-lane divided roads, to serve new homes and businesses around growing cities and villages. Faster and more frequent buses along major roads, and express buses, serve Madison and surrounding communities.

The Community Future’s estimated impact on you and people in the region

- Cost/Household: -$327
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Cost/Household
Change in annual household energy and transportation costs, from 2015

Close

The Community Future’s estimated impact on you and people in the region

- Cost/Household: -$327
- Miles Driven/Household: -481
- Housing Mix: 40%
- Revenue/Acre: $20k
- Road, Fire, EMS Costs: $1.3 billion
- Ag Land Developed: 11k acres
- CO2 Emissions/Household: 16 metric tons
- Transit to Jobs: 18.4%
INNOVATION ALTERNATIVE FUTURE

In the Innovation Future, communities focus on the challenges of rapid technology changes. Communities promote more technology and related jobs to grow the greater Madison region as a national center for innovation and investment. They also make places attractive to tech workers and employers with conveniences like coffee shops, dining, and entertainment that are accessible by walking, biking, and transit, as well as by car.

Decide how communities should allocate limited resources. Arrange the four actions below in the order of your priorities. Drag the one you think is most important to the top and rank the others under it. (You may also click on the arrows to move each action up or down in importance.) You will have a chance to review and readjust your priorities at the end of the survey.

DRAG AND DROP IN YOUR PREFERRED ORDER, OR USE ARROW BUTTONS

More vibrant centers
Communities develop more vibrant and walkable centers with jobs, shopping, homes, and public spaces. Smaller stores allow people to browse and order products, even as e-commerce thrives.

Expand transit
Expand transit to connect Madison with surrounding communities. Adopt rules for driverless cars that reduce congestion and improve transit.

Better connect education and work
Schools work more closely with technology companies to meet their job needs and foster a vibrant culture of tech entrepreneurs. K-12 education prepares the highly diverse student body to succeed in a technological society.

Promote tech job growth
Universities and others encourage technology job growth by turning research into businesses, increasing availability of capital, and promoting business networks.
Growth in this future happens mostly within existing communities through:

- Connected activity centers
- Expanded regional transit system

Results outside of Dane County

The Innovation Future's estimated impact on you and people in the region:

- Cost/Household: -$1,277
- Miles Driven/Household: -1208
- Housing Mix: 56%
- Revenue/Acre: $31k
- Road, Fire, EMS Costs: $911 million
- Ag Land Developed: 5.6k acres
- CO2 Emissions/Household: 15 metric tons
- Transit to Jobs: 20%

Expand Map (PDF)
SELF-RELIANCE ALTERNATIVE FUTURE

In the Self-reliance Future, communities focus on the challenge of declining state and federal resources. Communities respond by becoming more self-reliant and autonomous. Local businesses, non-profits and governments assume a greater role in meeting local needs. Driverless cars make travel easier over longer distances. Technology changes make it easier to meet basic needs.

Decide how communities should allocate limited resources. Arrange the four actions below in the order of your priorities. Drag the one you think is most important to the top and rank the others under it. (You may also click on the arrows to move each action up or down in importance.) You will have a chance to review and readjust your priorities at the end of the survey.

DRAG AND DROP IN YOUR PREFERRED ORDER, OR USE ARROW BUTTONS

- **More local energy production**
  Smart energy grids allow people to generate more power at their homes and to purchase power from local companies.

- **More close-knit communities**
  With less outside help, people depend more on each other, which creates more close-knit communities.

- **More online communication and remote living**
  People have less need to interact face-to-face because they can work, learn and shop from their homes. People use driverless cars to easily travel longer distances.

- **More locally grown food**
  Compared to current times, people purchase more food from local growers, and by ordering online. They also grow more food in community gardens and private yards.
CONSERVATION ALTERNATIVE FUTURE

In the Conservation Future, communities focus on environmental challenges. Water pollution continues to challenge the region. Climate change generates more frequent and intensive severe weather events, including floods. Communities respond by expanding important natural areas, protecting farms, reducing water pollution, and increasing renewable energy.

Decide how communities should allocate limited resources. Arrange the four actions below in the order of your priorities. Drag the one you think is most important to the top and rank the others under it. (You may also click on the arrows to move each action up or down in importance.) You will have a chance to review and readjust your priorities at the end of the survey.

DRAG AND DROP IN YOUR PREFERRED ORDER, OR USE ARROW BUTTONS

**Bigger and more connected natural areas**
Communities expand the environmental corridors and natural areas to protect wildlife and increase opportunities for hunting, fishing, and outdoor recreation.

**Preserve more farming areas**
To keep a healthy farm economy, communities work together to protect large areas of farmland.

**More renewable energy**
Transportation produces much of the pollution that drives climate change. Communities reduce such pollution by using more electric cars that are powered by renewable energy.

**Green infrastructure**
Communities design streets, parking lots, yards and terraces to soak up water from rain and snow, instead of allowing the polluted water to run off into lakes and rivers. By soaking up more water into the land, communities reduce the risk of flooding, and make healthier rivers and lakes.
PART 3. REVIEW YOUR PREFERRED FUTURE

You're almost done. These list shows the position you chose for each item within each of the four futures. Now rank all the actions in one list. Drag the item you think is most important to the top and rank the others under it. (You may also click on the arrows to move each action up or down in importance.)

DRAG AND DROP TO ADJUST YOUR PREFERRED ORDER, OR USE ARROW BUTTONS

- Preserve more farming areas
- More local energy production
- Expanded housing options
- More vibrant centers
- Bigger and more connected natural areas
- More close-knit communities
- More access to outdoors
- Better connect education and work
- More renewable energy
PART 4. YOUR PREFERRED GROWTH OPTION

Choose the growth alternative below that you think is best for the region.

COMMUNITY
- Cost/Household: -$327
- Miles Driven/House: 481
- Road, Fire, EMS: $13 billion
- Ag Land Developed: 11k

INNOVATION
- Cost/Household: -$1,277
- Miles Driven/House: 1,208
- Road, Fire, EMS: $911 million
- Ag Land Developed: 5.6k

SELF-RELIANCE
- Cost/Household: $964
- Miles Driven/House: 652
- Road, Fire, EMS: $1.7 billion
- Ag Land Developed: 19.3k

CONSERVATION
- Cost/Household: $170
- Miles Driven/House: 37
- Road, Fire, EMS: $1.2 billion
- Ag Land Developed: 16k

PART 5. YOUR COMMENTS

Use the section below to tell us more about your preferred future and to make additional comments or express concerns about future growth in the Greater Madison Area.

Survey Comments:

[Text area for comments]
Goal: 10,000 completed surveys

- Steering committee and stakeholder outreach
- Youth Incentive Program
- Earned media - traditional
- Social media
- Paid media – traditional and social
- Events and presentations
- Billboards
Engage for the Future to Win Funds for the Future
Incentive Program for Youth Nonprofits

Help us gather public input on the Greater Madison region’s future.

Encourage survey participation:
September 12 - November 12, 2018

Who can earn funds: Schools or education-based youth programs

Application available now online:
greatermadisonvision.com

Deadline for nonprofit applications:
August 17th 2018

For more information contact
malissad@capitalarearpc.org
Lessons

• Be flexible
• Process is fluid
• Gear conversation to audience
• When partnering, be aware of different missions
Questions?

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