

REGIONAL GROWTH SURVEY RESULTS



Presentation to Fitchburg Chamber of
Commerce – December 3, 2019

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Capital Area Regional Planning Commission

A Greater Madison Vision
how we grow matters



WHY ARE WE DOING THIS?

“The regional planning commission shall have the function and duty of making and adopting a master plan for the physical development of the region.”

- Wisconsin statutes 66.0309(9)



A Greater Madison Vision

how we grow matters



SURVEY PURPOSE

- **Gather data** on public priorities and preferences to guide creation of vision and plan
- **Inform people** about possible futures and their implications for growth
- **Promote** AGMV



LAUNCH SEPTEMBER 12, 2018



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.

Thank you sponsors



FINAL SURVEY COUNT:

9,186

463 from zip codes outside of the
8-county Greater Madison region

2,109
comments

141 from zip codes outside of the 8-
county Greater Madison region



SCENARIO SURVEY

In four alternative futures
what priorities would you choose?



ALTERNATIVE FUTURES



Community



Innovation



Self-reliance

























Conservation

PRIORITY RANKING

PART 3. REVIEW YOUR PREFERRED FUTURE

You're almost done. This 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 IN YOUR PREFERRED ORDER, OR USE
ARROW BUTTONS

- | | | |
|---|---|--|
|  | Better connect education and work
more |  |
|  | More renewable energy
more | 
 |
|  | More community-based resources
more | 
 |
|  | More locally grown food
more | 
 |
|  | More vibrant centers
more | 
 |
|  | Bigger and more connected natural areas
more | 
 |
|  | More access to outdoors
more | 
 |
|  | More close-knit communities |  |

GROWTH PREFERENCE



Greater Madison Region Scenario Map

Community

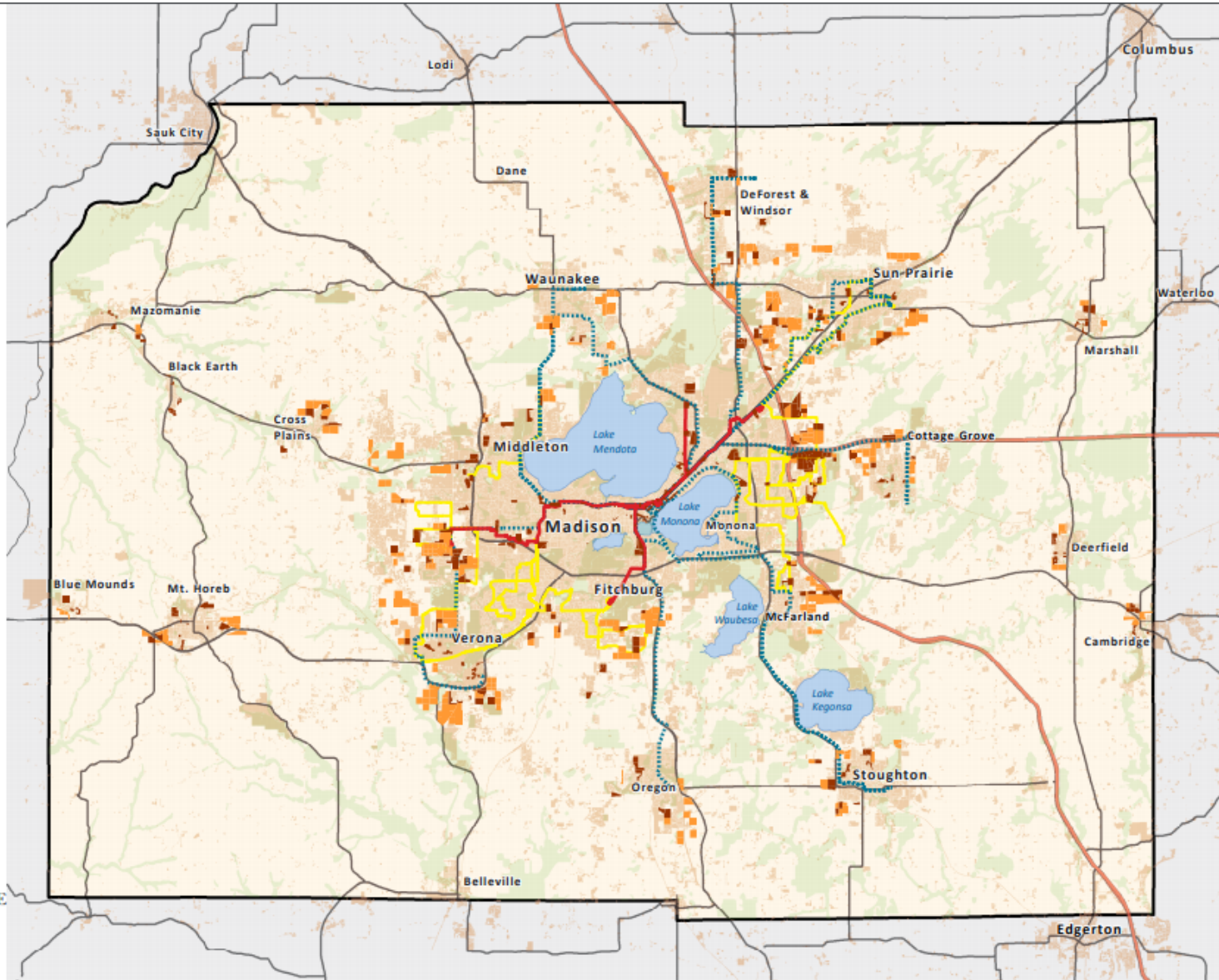
Scenario-Specific Information

- Redevelopment
- New development
- Current environmental corridor
- Bus Rapid Transit
- Regional express bus
- Expanded Metro service

General Map Information

- Existing developed land, 2015
- Interstate freeway
- State or federal highway
- Lake

Development Data Source:
UrbanFootprint scenario
modeling software (Calthorpe
Associates, consultant and
in partnership with City of
Madison); Transit scenarios
courtesy of Madison Area
Transportation Planning
Board; Basemap data from
Capital Area Regional Planning
Commission, U.S. Department
of Transportation, and Dane
County Land Information Office



GROWTH PREFERENCE

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



Cost/Household

\$170

FAST FACTS



Miles Driven/Household

37

FAST FACTS



Housing Mix

36%

FAST FACTS



Revenue/Acre

\$17k

FAST FACTS



Road, Fire, EMS Costs

\$1.2 billion

FAST FACTS



Ag Land Developed

16k acres

FAST FACTS



CO2 Emissions/Household

14 metric tons

FAST FACTS



Transit to Jobs

18.2%

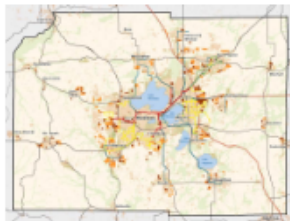
FAST FACTS

GROWTH PREFERENCE

PART 4. YOUR PREFERRED GROWTH OPTION

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

COMMUNITY



Cost/Household: -\$327

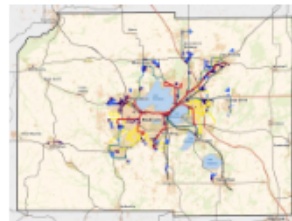
Miles Driven/Household: -481

Road, Fire, EMS Costs: \$1.3 billion

Ag Land Developed: 11k

Select

INNOVATION



Cost/Household: -\$1,277

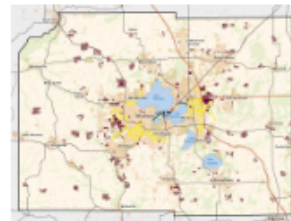
Miles Driven/Household: -1208

Road, Fire, EMS Costs: \$911 million

Ag Land Developed: 5.6k

Select

SELF-RELIANCE



Cost/Household: \$964

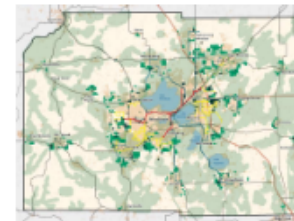
Miles Driven/Household: 652

Road, Fire, EMS Costs: \$1.7 billion

Ag Land Developed: 19.3k

Select

CONSERVATION



Cost/Household: \$170

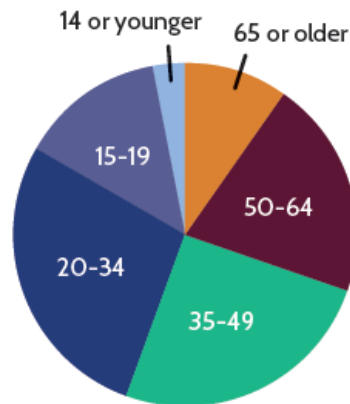
Miles Driven/Household: 37

Road, Fire, EMS Costs: \$1.2 billion

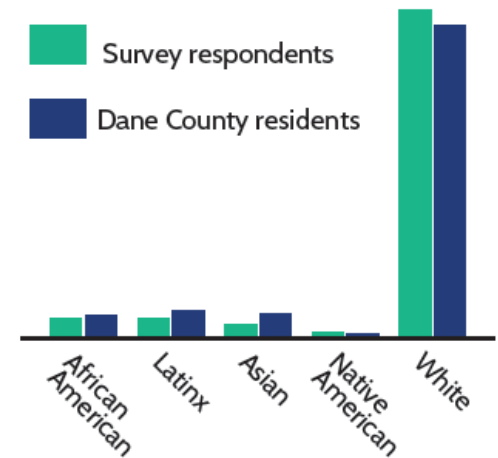
Ag Land Developed: 16k

Select

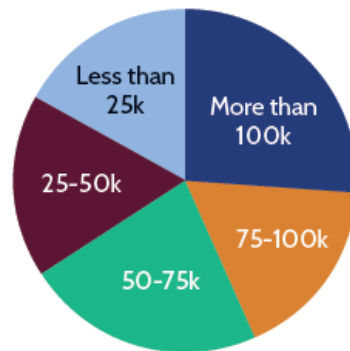
WHO TOOK THE SURVEY?



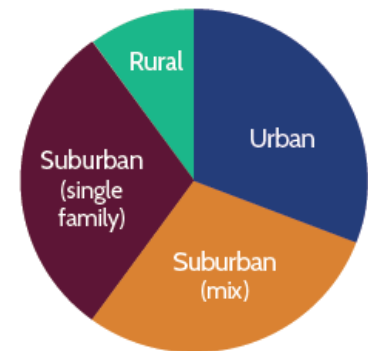
Age
(in years)



Race
(in percentage of total)



Income
(in dollars per year)



Geography

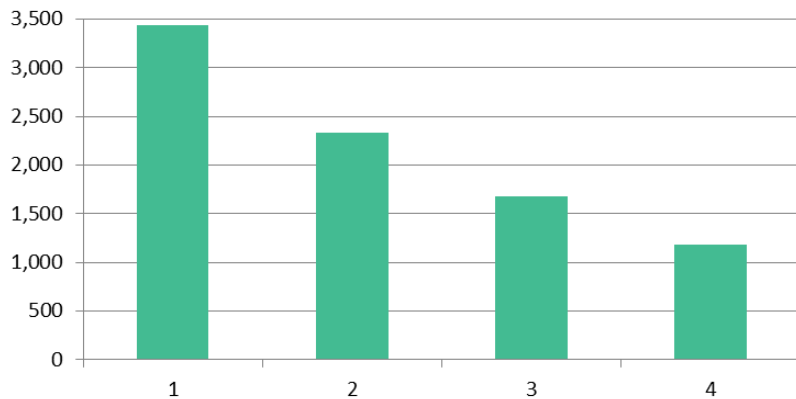
SURVEY FINDINGS

1

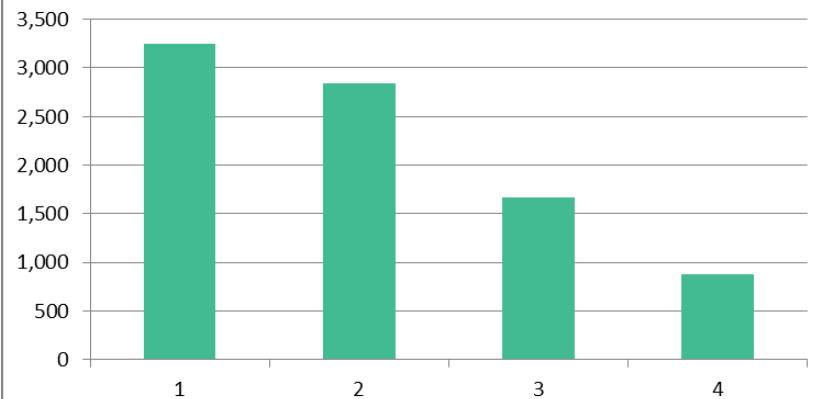
ENVIRONMENTAL CHALLENGES, INCLUDING CLIMATE CHANGE AND INCREASED RISK OF FLOODING, ARE A TOP PRIORITY FOR THE REGION.



01 More Renewable Energy



02 Green Infrastructure



Charts show number of priority rankings for Renewable Energy and Green Infrastructure by quartile (e.g. first quartile = priorities 1-4).

SURVEY FINDINGS

Madison floods, heavy rainfall Dane County, Wisconsin floods

From the 14 videos that capture the sweeping scope of Dane County flooding series

Aug 22, 2018



Madison floods

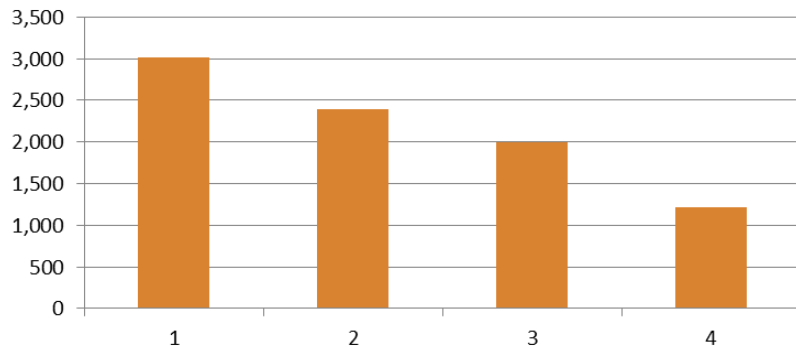
SURVEY FINDINGS

2

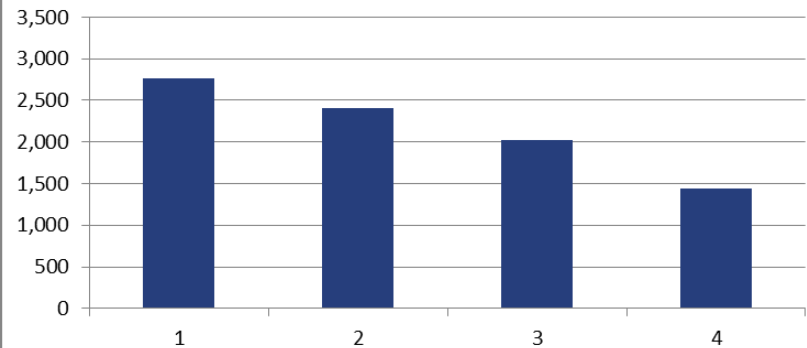
ISSUES OF ACCESS TO OPPORTUNITY CONTINUE TO BE A HIGH PRIORITY FOR MOST PEOPLE AND GROUPS ACROSS THE REGION.



03 More Community-Based Resources



04 Better Connect Education and Work

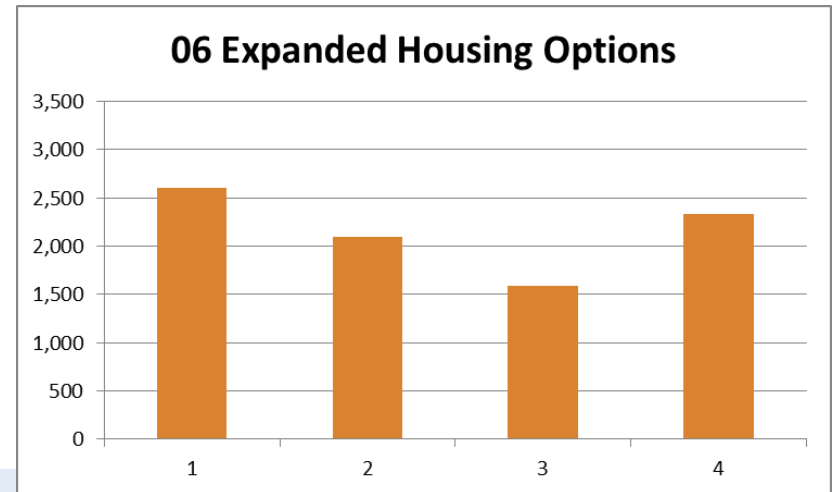
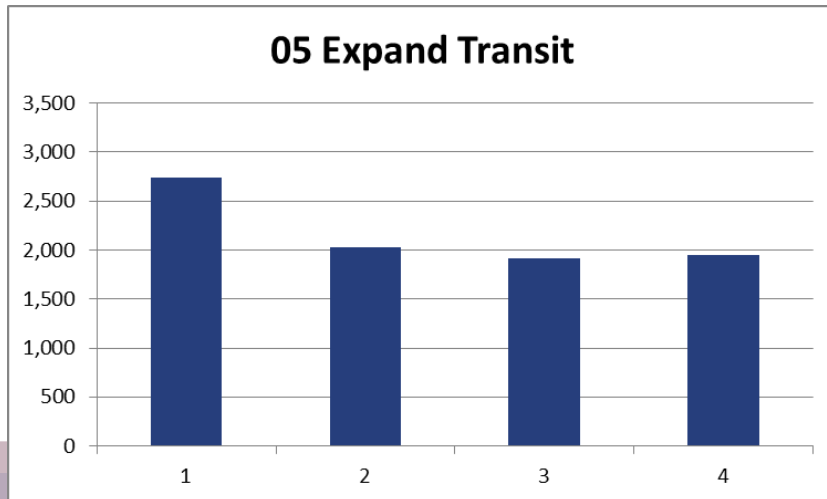


The charts show the number of priority rankings for more community based resources and better connected education and work by quartile (e.g. first quartile = priorities 1-4).

SURVEY FINDINGS

3

EXPANDING TRANSIT AND HOUSING OPTIONS ARE HIGH PRIORITIES, DEPENDING ON LOCATION AND DEMOGRAPHIC GROUPS.



The charts show the number of priority rankings for Expanding Transit and Expanded Housing Options by quartile (e.g. first quartile = priorities 1-4).

SURVEY FINDINGS

4

PRESERVATION OF FARMING AREAS IS A HIGH PRIORITY FOR PEOPLE IN RURAL COMMUNITIES OF DANE COUNTY.

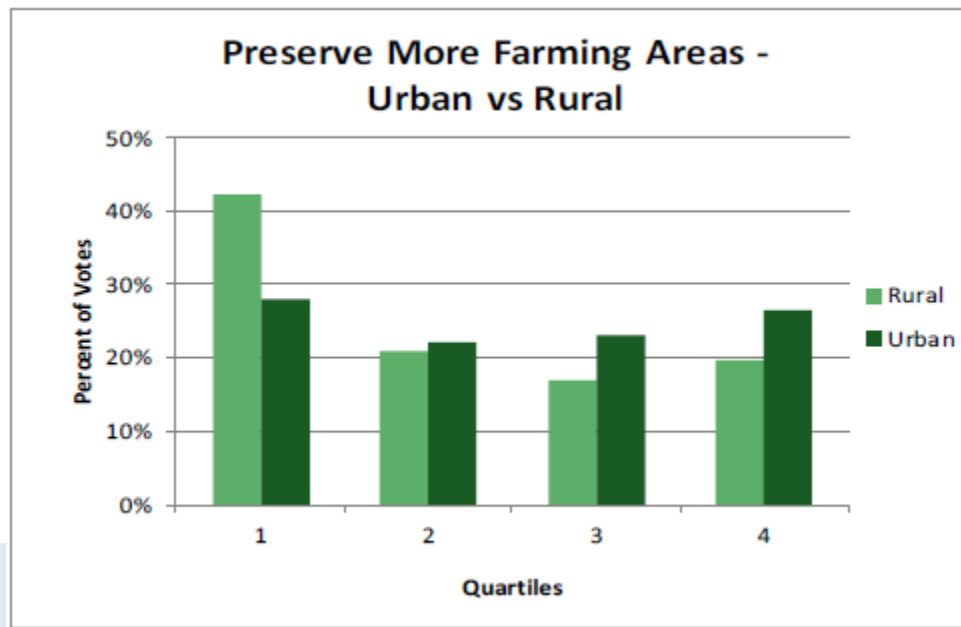


Chart shows number of priority rankings for Preserve More Farming Areas by quartile (e.g. first quartile = priorities 1-4).

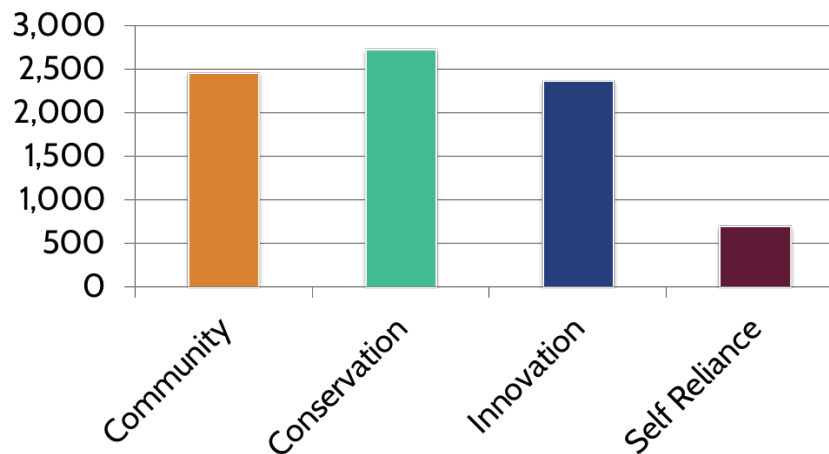
SURVEY FINDINGS

5

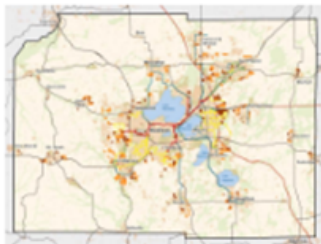
CONSERVATION PRIORITIES IN GROWTH ARE MOST IMPORTANT TO PEOPLE WHO WEIGHED THE FOUR DIFFERENT SCENARIOS, MAPS AND COSTS OF AN EXPANDING POPULATION



Growth Alternative Selections



COMMUNITY



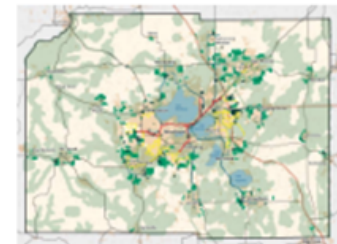
INNOVATION



SELF-RELIANCE



CONSERVATION



SURVEY FINDINGS

6

**INTEGRATED APPROACHES TO
INTERCONNECTED CHALLENGES ARE
MAJOR THEMES IN RESPONDENTS'
COMMENTS**



"All of these things are important, I would love a focused balance between innovation and conservation as the top two priorities. Innovation will help us faster and sooner, conservation should help more long-term. There needs to be a balanced approach with all four realistically though. Many of these things go well together and could have a multiplier effect."

SURVEY FINDINGS

7 LOCAL ENERGY PRODUCTION AND LOCALLY GROWN FOOD WERE HIGH PRIORITIES FOR YOUTH



8 PEOPLE OF ALL DEMOGRAPHICS AND LOCATIONS EXPRESSED THE DESIRE FOR MORE SOCIAL CONNECTIONS



SURVEY DEMOGRAPHICS

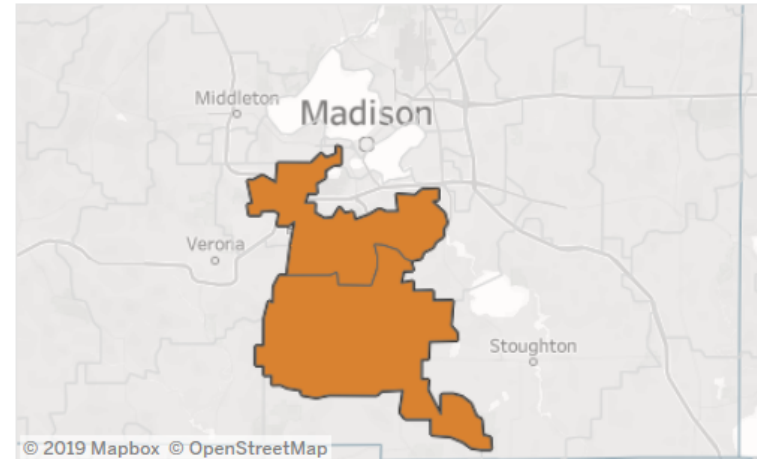
FITCHBURG AREA RESULTS

To see responses for your community, select ZIP Codes on the map to the right. Hold [Ctrl] and click to select multiple ZIP Codes. Press [Esc] to clear your selection.

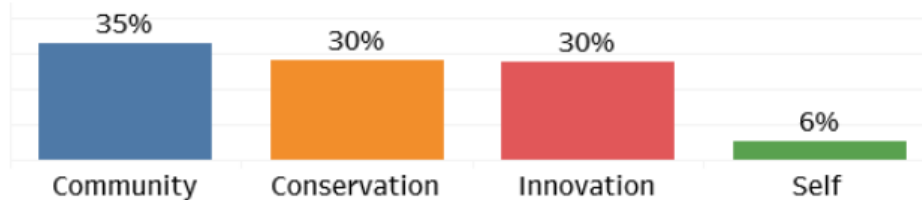
Hover over scenarios, strategies, and demographic breakdowns for additional descriptions and response totals.

Total Responses: 8,723

Total in Selected ZIP Code(s): 942



Preferred Growth Scenario



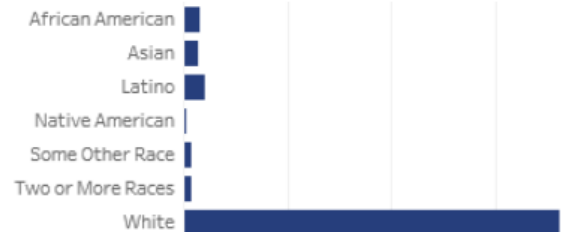
Age



Education



Race/Ethnicity



Community



Income



Gender



A STRONG MADISON REGION ECONOMY DEPENDS ON:

- Upward mobility pathways for all
- Capturing benefits of clean energy development
- Climate (flood) resilience
- High capacity regional transit
- Affordable housing



NEXT STEPS

- Greater Madison Vision (AGMV)
- Regional Planning for Flood Resilience (CARPC)
- Regional Land Use Plan (CARPC)



NEXT STEPS – GOALS AND ACTIONS

- Growth and development enables families to lift themselves out of poverty
- Regional flood resilience through green infrastructure
- Net zero carbon emissions by 2050
- High capacity, multi-modal transit system
- Expand housing production to match growing demand



NEXT STEPS – PREPARE REGIONAL DEVELOPMENT PLAN

DRAFT LAND USE GOALS

- Increase access to jobs, housing and services
- Foster resilience to climate change
- Conserve water resources, farmland and natural areas



NEXT STEPS – REGIONAL FLOOD RESILIENCE INITIATIVE

- Watershed green infrastructure planning
- Wetland restoration



QUESTIONS?

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greatermadisonvision.com

capitalarearpc.org