

Greater Madison Plans Together

REGIONAL DEVELOPMENT AND TRANSPORTATION PLANNING IN THE MADISON REGION

greatermadisonmpo.org
capitalarearpc.org



A Growing Region

The greater Madison region will grow by an estimated 200,000 new residents and 98,000 jobs over the next 30 years. Regional planning and coordination are crucial to accommodate this growth while making progress on goals like equity and climate change.

In the Madison region, the **Capital Area Regional Planning Commission (CARPC)** is responsible for land use and water quality planning, while the **Greater Madison Metropolitan Planning Organization (MPO)** is responsible for regional transportation planning and funding. The two agencies work together to align the development and implementation of their respective plans.

The Land Use-Transportation Connection

Coordinated land use and transportation planning is critical for sustainable growth, because the layout of a region and design of development affects how people travel between destinations. Land use and development practices determine how far and how frequently people need to travel, and whether strategies like regional

transit are feasible. Mixing land uses in close proximity increases access to daily needs via short trips. When combined with transportation infrastructure that makes walking, bicycling, and riding public transit easy and enjoyable, people have more affordable, equitable, and environmentally friendly options for getting around.

Planning Together

The MPO's **Connect Greater Madison 2050 Regional Transportation Plan (RTP)** charts a course for regional transportation system improvements. CARPC's **2050 Regional Development Framework** provides a guide for incorporating regional land use goals into local planning and development decisions.

In addition to focusing on similar goals, both plans use the same household and employment projections and share many performance measures. The MPO uses the 2050 growth scenario developed for the Regional Development Framework, to forecast future travel and guide the regional transportation plan. To implement the plans, CARPC and the MPO coordinate on outreach and education.



Shared Goals, Growth Forecasts & 2050 Growth Scenario

Vision for the Future

- Connected mixed-use communities
- Compact, pedestrian friendly, transit supportive development patterns
- Safe, modern transportation system
- Equitable access to jobs, housing, and services

Integrated Performance Measures

- Vehicle miles traveled
- New development built in centers and along corridors
- New development built in already developed areas
- Low stress bicycle network
- Job access by transit

Planning Together

Regional Development Framework

Regional Transportation Plan

The Regional Development Framework

As the greater Madison region grows, the choices we make today about how and where people live, work, and travel will set the stage for our future quality of life. Agreeing on a direction now will help ensure the region realizes its full potential.

The *2050 Regional Development Framework* lays the necessary foundation for growth by pinpointing opportunities and mapping realistic planning concepts. The Framework draws on public priorities, local government input, and growth projections to provide strategies that Dane County communities, businesses, and other regional agencies can refer to as they plan for future growth and development.

The strategies outlined in the Framework promote growth that:

- Reduces greenhouse gas emissions and fosters community resilience to climate change

- Increases access to jobs, housing, and services for all people
- Conserves farmland, water resources, natural areas, and fiscal resources

The Framework recommends locating about 40% of all future growth within centers and along corridors. **Centers** are vibrant places where people can live, work, shop, and connect with others. **Corridors** connect centers. They support a variety of travel options, including walking, bicycling, and where possible, transit, and often offer similar combinations of activities found in centers.

Concentrating growth in centers and along corridors makes it easier to access jobs, resources, and personal needs without driving—particularly when this growth is served by public transit. Mixing housing types in these areas improves housing choice, reduces energy consumption, and lowers household transportation and utility costs.

View the plan at:
rdf-carpc.hub.arcgis.com

The Regional Transportation Plan

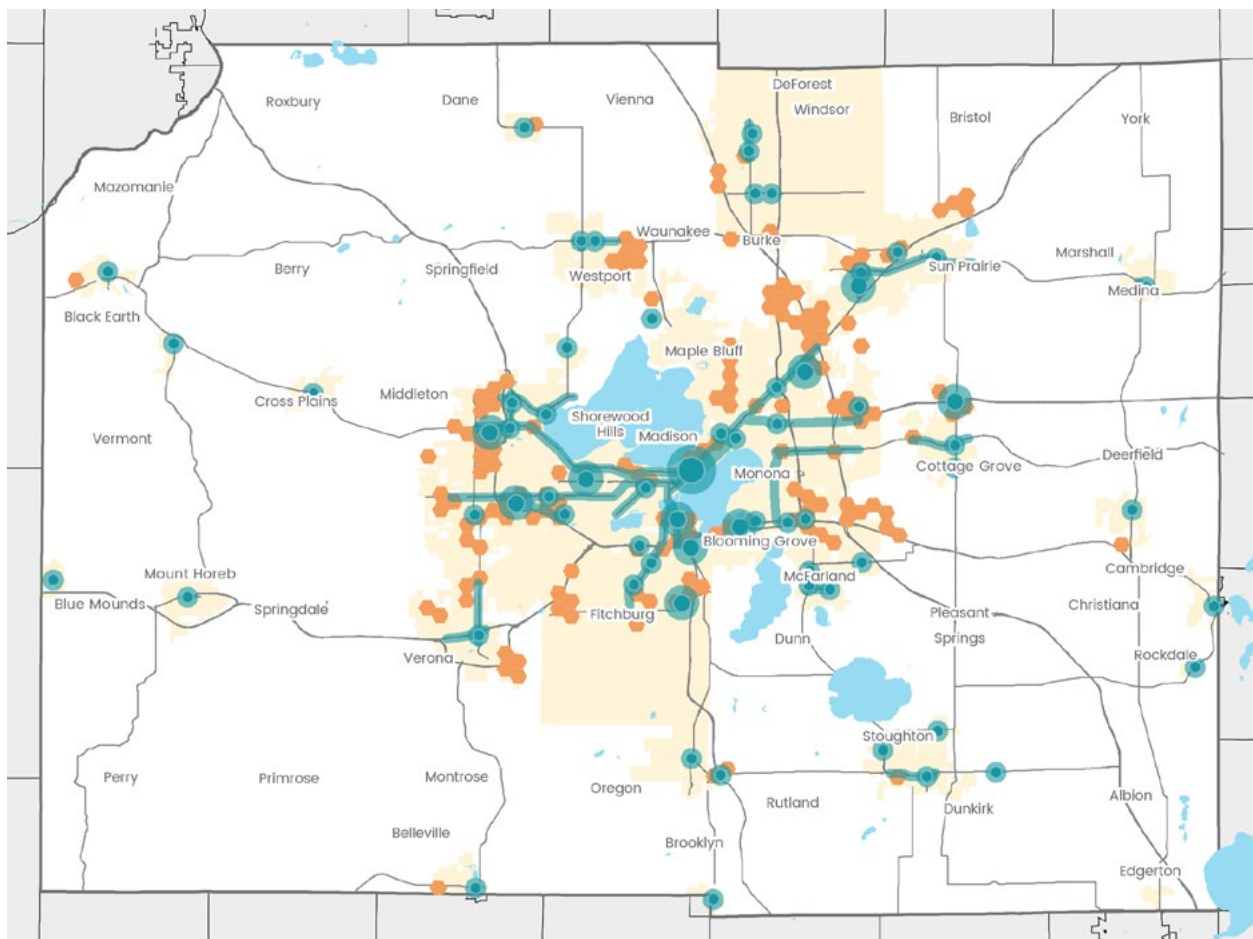
The *Connect Greater Madison 2050* Regional Transportation Plan (RTP) sets the framework for the future of transportation in the Madison region. The RTP identifies how the region intends to invest in the transportation system to accommodate current travel demands and future growth, while setting priorities that balance limited funds. The plan addresses important trends such as rapidly evolving technology and the rise of telework, as well as critical issues including equity, climate change, and health. It articulates how the region intends to build, manage, and operate its multi-modal

transportation system to meet important economic, transportation, development, and sustainability goals. Finally, the plan ties goals to performance measures and sets targets to track progress.

Together with the *2050 Regional Development Framework*, *Connect Greater Madison 2050* establishes a vision for the future and a roadmap to achieve regional transportation and land use goals through strategic investments.

View the plan at:
bit.ly/GreaterMadisonRTP2050

Regional Centers and Corridors Strategy



- metro center
- regional center
- community center
- corridors
- 2050 employment districts

This "centers and corridors" growth strategy underpins the recommendations of both regional plans.



About CARPC

The Capital Area Regional Planning Commission (CARPC) is one of nine regional planning commissions (RPCs) in Wisconsin. Local communities establish RPCs to address issues that go beyond municipal boundaries. As an independent unit of government, CARPC develops and promotes regional plans, provides objective information, and supports local planning efforts. CARPC's planning region includes the cities, towns, and villages in Dane County.

Our Mission

To strengthen the region by engaging communities through planning, collaboration, and assistance.

Our Vision

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

What We Do

- Bring communities together to collaborate on land use and water quality plans
- Develop a long-range Regional Development Framework that looks ahead 20-30 years
- Administer a regional Water Quality Management Planning Program for the DNR
- Conduct watershed and future urban development planning
- Provide planning, mapping, and data assistance to local communities

About the MPO

The Greater Madison MPO is one of fourteen metropolitan planning organizations (MPOs) in Wisconsin. Urbanized areas with over 50,000 residents must be represented by an MPO in order to receive federal funding for transportation projects. The MPO is responsible for the cooperative, continuous, and comprehensive transportation planning process in the metropolitan planning area covering central Dane County.

Our Mission

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

Our Vision

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

What We Do

- Bring communities together to collaborate on transportation plans and infrastructure
- Develop a long-range regional transportation plan (RTP) that looks ahead 20-30 years
- Provide data and planning support to local governments and organizations
- Select projects for funding through federal transportation programs
- Manage the **RoundTrip** regional travel demand management (TDM) program

