

WORKPLAN

CAPITAL REGION SUSTAINABLE COMMUNITIES INITIATIVE

Overview

The Capital Region Sustainable Communities Initiative (Initiative or CRSCI) is a broad-based, public-private partnership in the greater Madison area to pursue and promote *sustainable communities*:

Urban, suburban, and rural places that successfully integrate housing, land use, economic and workforce development, transportation, and infrastructure investments in a manner that empowers jurisdictions to consider the interdependent challenges of: 1) economic competitiveness and revitalization; 2) social equity, inclusion, and access to opportunity; 3) energy use and climate change; and 4) public health and environmental impact.

Problems and Barriers

The Capital Region, which includes the Greater Madison urban area in Wisconsin, is the seat of state government. It benefits from a strong economy due in large part to the presence of the University of Wisconsin, government employment, a growing technology sector, and a landscape rich in agricultural and natural resources and beauty. In part fueled by these economic engines, the region experiences unsustainable growth trends that result in increasing levels of resource investments per person, increasing transit travel times, segregation of low-income and communities of color with accompanying health impacts, and growing threats to natural resources and loss of farmland.

Goals and Outcomes

The Initiative will address problems and barriers by carrying out objectives of, and fill gaps in, the area's Regional Plan for Sustainable Development (RPSD),¹ and to establish common sustainability goals, measureable outcomes, and recommended implementation measures. In the pursuit of *sustainable communities*, the Initiative will be guided by the Livability Principles of the federal Partnership for Sustainable Communities, the goals and desired outcomes of the Sustainable Communities Regional Planning Grant (SCRPG) Program, and the Initiative's SCRPG application.

Workplan

The Initiative will focus on six overall sustainability activities:

- Activity A: Develop a broad partnership to advance regional sustainable development.
- Activity B: Prepare plans for enhanced transit and transit-oriented development.
- Activity C: Prepare Future Urban Development Area (FUDA) plans for sustainable urban growth.
- Activity D: Close gaps in local/regional plans for inclusive participation, housing and air quality.
- Activity E: Demonstrate sustainable development through catalytic projects.
- Activity F: Establish sustainability indicators and track progress towards long-term desired outcomes.

¹ The Capital area's RPSD consists of the collection of regional plans for land use, transportation, water quality, parks and open space, farmland preservation, recycling, solid waste; and local comprehensive plans. A list and description of RPSD plans is included in the Capital Region's application for Sustainable Communities Regional Planning Grant.

This Workplan explains the objectives, major activities, specific steps, task responsibilities, and anticipated outcomes of the Initiative. The work of the Initiative is organized into three phases:

Phase 1: Learning and capacity building to gain knowledge for informed decision-making and increase abilities to carry out collaborative planning. (Months 1-18).

Phase 2: Establish shared sustainability goals and measurable outcomes, and identify potential implementation measures. (Months 12-30).

Phase 3: Implementation of goals and outcomes through recommended amendments or updates to public and private plans, policies, and investments (Months 18-36 and ongoing).

Activity A: Develop a broad partnership to advance regional sustainable development.

Description: The Capital Region Partnership for Sustainable Communities will work together to: identify goals and measurable outcomes for regional sustainable development; provide guidance for CRSCI projects; provide leadership to advance desired outcomes through education and outreach; and promote implementation of the desired outcomes through their incorporation into local plans, policies and practices, and by using sustainability indicators to measure progress.

Livability Principles Addressed:

Coordinate policies and leverage Investment. Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Long-term Outcome Desired:

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Aligned federal planning and investment resources that mirror the local and regional strategies for achieving sustainable communities.

Increased participation and decision-making in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.

Specific steps, task responsibilities and anticipated outcomes:

Phase I: Learning and Capacity Building (Months 1-18)

A1: Form Staff Team (Month 1).

Responsibilities: CARPC

Anticipated Outcomes: Staff representatives of a range of Partnership organizations assist with planning Partnership meetings and activities.

A2: Hold Staff Team meeting (Months 1-12).

Responsibilities: CARPC organizes and staffs meetings; Staff Team members prepare for and participate in meetings.

Anticipated Outcomes: Approximately 4 meetings.

A3: Execute Memorandum of Understanding (Months 1-4).

Responsibilities: CARPC drafts MOU language, Staff Team helps plan Partnership discussion, Partnership members review, comment on, and execute MOU.

Anticipated Outcomes: Executed MOU that reflects shared understanding of Partnership purpose, goals, benefits, responsibilities, decision-making, activities, expansion of new members, and other aspects.

A4: Hold Consortium Meetings (Months 1-12).

Responsibilities: CARPC provides staffing, Staff Team helps plan, Partnership members prepare for and participate in meetings.

Anticipated Outcomes: 4 meetings

A5: Prepare outreach and education plan (Months 2-4).

Responsibilities: CARPC with guidance and assistance from Staff Team and Partnership members.

Anticipated Outcomes: strategies, activities, responsible parties and timeline for outreach and education.

A6: Form work groups (Months 3-6).

Responsibilities: Staff Team prepares work group options; Partnership forms workgroups.

Anticipated Outcomes: Workgroups formed to carry out Partnership activities.

A7: Hold first conference (Months 6-8).

Responsibilities: CARPC staffs conference planning; Staff Team and Partnership members assist with planning.

Anticipated Outcomes: Conference with at least 50 attendees from a broad cross-section of the region, focusing on best practices and Capital region initiatives, which increase understanding of and support for sustainable community concepts and goals.

A8: Inventory existing initiatives and activities in the region (Months 4-18).

Responsibilities: Partnership work groups provide direction and staffing assistance; CARPC provides staffing.

Anticipated Outcomes: Information about previous and existing efforts to promote sustainability, regional collaboration, a regional housing strategy, inclusive public participation, greenhouse gas emission reductions, and improving air quality.

A9: Conduct public education and outreach (Months 1-12).

Responsibilities: Partnership and Staff Team provide direction, serve as speakers and representatives, and promote the Initiative within their communities and organizations; CARPC posts material on the website, prepares media notices, sends out information to email distribution lists, and conducts other education and outreach as appropriate.

Anticipated Outcomes: Increased understanding of, and support for, CRSCI goals and activities.

Phase II: Goals and outcomes (Months 13-30)

A10: Work group activity (Months 13-30).

Responsibilities: Partnership workgroup members provide direction and staffing assistance; CARPC provides staffing.

Anticipated Outcomes: Work group meetings, recommendations to Partnership for regional housing strategies, inclusive public participation, greenhouse gas emissions and improving air quality.

A11: Hold Staff Team meeting (Months 13-24).

Responsibilities: CARPC organizes and staffs meetings; Staff Team members prepare for and participate in meetings.

Anticipated Outcomes: Approximately 4 meetings.

A12: Hold Consortium Meetings (Months 13-24).

Responsibilities: CARPC provides staffing; Staff Team helps plan; Partnership members prepare for and participate in meetings.

Anticipated Outcomes: 4 meetings

A13: Hold second conference (Months 18-20).

Responsibilities: CARPC staffs conference planning; Staff Team and Partnership members assist with planning.

Anticipated Outcomes: Conference with at least 50 attendees from a broad cross-section of the region, focusing on setting shared goals and measurable outcomes for the region, which increases understanding of, support for, and participation in CRSCI goals, outcomes, efforts, and activities.

A14: Establish common goals and measurable outcomes for regional sustainable development (Months 13-24).

Responsibilities: Partnership members seek common ground; Staff Team helps frame discussions and provides staffing support; CARPC provides primary staffing.

Anticipated Outcomes: Partnership adoption of goals and measurable outcomes for closing gaps in Regional Plan for Sustainable Development, and achieving sustainable communities throughout the region.

A15: Conduct public education and outreach (Months 13-24).

Responsibilities: Partnership and Staff Team provide direction, serve as speakers and representatives, and promote the Initiative within their communities and organizations; CARPC posts material on the website, prepares media notices, sends out information to email distribution lists, and conducts other education and outreach as appropriate.

Anticipated Outcomes: Increased understanding of, and support for, CRSCI goals, outcomes, recommendations and activities.

Phase III: Implementation (Months 25-36+)

A16: Work group activity (Months 25-34).

Responsibilities: Partnership workgroup members provide direction and staffing assistance; CARPC provides staffing.

Anticipated Outcomes: Work group meetings, recommendations to Partnership for regional housing strategies, inclusive public participation, greenhouse gas emissions and improving air quality.

A17: Hold Staff Team meeting (Months 25-36).

Responsibilities: CARPC organizes and staffs meetings; Staff Team members prepare for and participate in meetings.

Anticipated Outcomes: Approximately 4 meetings.

A18: Hold Consortium Meetings (Months 25-36).

Responsibilities: CARPC provides staffing, Staff Team helps plan, Partnership members prepare for and participate in meetings.

Anticipated Outcomes: 4 meetings

A19: Hold third conference (Months 30-32).

Responsibilities: CARPC staffs conference planning; Staff Team and Partnership members assist with planning.

Anticipated Outcomes: Conference with at least 50 attendees from a broad cross-section of the region, focusing on implementation measures, which increases understanding of, support for, and participation in CRSCI goals, outcomes, efforts, and activities.

A20: Adopt recommendations for incorporating sustainable development goals and measurable outcomes into plans, policies, investment strategies, and programs (Months 25-36).

Responsibilities: Partnership members work together to find common ground; Staff Team helps frame issues and discussions; CARPC provides staffing.

Anticipated Outcomes: Broadly supported recommendations for how to implement sustainable community goals and outcomes.

A21: Conduct public education and outreach (Months 25-36).

Responsibilities: Partnership and Staff Team provide direction, serve as speakers and representatives, and promote the Initiative within their communities and organizations; CARPC posts material on the website, prepares media notices, sends out information to email distribution lists, and conducts other education and outreach as appropriate.

Anticipated Outcomes: Increased understanding of, and support for, CRSCI goals, outcomes, recommendations and activities.

Activity B: Prepare plans for enhanced transit and transit-oriented development.

Description: Regional and local plans promote regional transit and transit-oriented development. To help accomplish these outcomes, the CRSCI will commission studies and conduct planning and design to promote enhanced transit including bus rapid transit and transit-oriented development along regional transportation corridors, better connect low-income neighborhoods and communities of color to employment and activity centers, and to foster redevelopment that addresses neighborhood needs.

Livability Principles Addressed:

Provide more transportation choices. Develop safe, reliable, and affordable transportation choices to decrease household transportation costs, reduce energy consumption and dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.

Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Enhance economic competitiveness. Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services, and other basic needs by workers, as well as expanded business access to markets.

Support existing communities. Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Long-term Outcomes Desired:

Decrease in per-capita Vehicle Miles Traveled (VMT) and transportation-related emissions for the region.

Reduced social and economic disparities for the low-income and communities of color within the target region.

Decrease in overall combined housing and transportation costs per household.

Increase in the share of residential and commercial construction on underutilized infill development sites that encourage revitalization, while minimizing displacement in neighborhoods with significant disadvantaged populations.

Increased proportion of low and very low-income households within a 30-minute transit commute of major employment centers in urban, suburban, and rural settings.

Increased participation and decision-making in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.

Increase in walking, biking and transit as mode share.

*Specific steps, task responsibilities and anticipated outcomes:*Phase I: Learning and Capacity Building (Months 1-18)

B1: Prepare scope of work for market studies (Months 1-3).

Responsibilities: CARPC with guidance from Partnership members

Anticipated Outcomes: Scope of work that describes intended outcomes, methods, data, focus areas, and timelines.

B2: Initiate inventory of infill and redevelopment sites (Months 3-6).

Responsibilities: CARPC provides staffing; Dane County provides staffing assistance; Partnership members provide guidance and feedback.

Anticipated Outcomes: Framework of database for potential redevelopment areas and sites.

B3: Issue Request for Qualifications for market studies (Months 3-5).

Responsibilities: CARPC with guidance from Partnership members.

Anticipated Outcomes: Submittals from a sufficient number of qualified firms submit to form acceptable pool.

B4: Issue Request for Proposals for Market studies (Months 4-6).

Responsibilities: CARPC with guidance from Partnership members.

Anticipated Outcomes: Pool of quality proposals from qualified firms, within budget.

B5: Prepare scope of work for transit/TOD studies (Months 5-7).

Responsibilities: MPO with CARPC, transit providers and Partnership guidance.

Anticipated Outcomes: Description of intended outcomes, data, corridors, methods, and timeline.

B6: Contract for market studies (Month 6-8).

Responsibilities: CARPC.

Anticipated Outcomes: Consultant begins data gathering and assessment for residential and commercial market demand.

B7: Issue Request for Qualifications for Transit/TOD studies (Months 6-8).

Responsibilities: CARPC with guidance from MPO and transit providers.

Anticipated Outcomes: Pool of qualified firms.

B8: Obtain preliminary market study results (Months 7-9).

Responsibilities: Consultants, CARPC (monitoring)

Anticipated Outcomes: Initial data about potential demand for various types of residential and commercial development.

B9: Issue Request for Proposals for Transit/TOD studies (Months 8-9).

Responsibilities: CARPC with guidance from MPO and transit providers.

Anticipated Outcomes: Pool of quality proposals from qualified firms, within budget.

B10: Obtain and distribute final market study results (Months 10-12).

Responsibilities: CARPC with support from Partnership members.

Anticipated Outcomes: Data that helps guide planning and decision-making for future urban development and transit-oriented development.

B11: Select transit/TOD consultant(s) (Months 11-13).

Responsibilities: MPO with assistance from CARPC and transit providers.

Anticipated Outcomes: Agreement on best fit for consulting firm.

B12: Completion of inventory of infill/redevelopment sites along regional transit corridors (Months 11-13).

Responsibilities: CARPC with assistance from Dane County.

Anticipated Outcomes: Database of areas and sites for Infill/redevelopment including assessment of development potential.

B13: Contract for Transit/TOD studies (Months 12-14).

Responsibilities: CARPC with guidance from MPO and transit providers; consultant(s).

Anticipated Outcomes: Work begins on transit studies.

Phase II: Goals and outcomes (Months 13-30)

B14: Complete initial findings of transit/TOD studies (Months 17-19).

Responsibilities: Consultant(s) with guidance from MPO, CARPC and transit providers.

Anticipated Outcomes: Initial findings and recommendations for enhancing transit along regional corridors

B15: Solicit comment on draft transit/TOD plans (Months 18-20).

Responsibilities: CARPC with assistance from MPO and transit providers.

Anticipated Outcomes: Broad input that improves report and fosters support for recommendations

B16: Identify TOD-neighborhood revitalization planning areas (Months 18-20).

Responsibilities: CARPC in collaboration with local governments and MPO and transit providers.

Anticipated Outcomes: Potential planning areas consistent with criteria of strong TOD potential, geographic distribution, and potential for neighborhood revitalization and increased low-income access to jobs.

B17: Outreach to neighborhoods near TOD-neighborhood revitalization planning areas (Months 20-24).

Responsibilities: CARPC with guidance and assistance from local governments and transit providers.

Anticipated Outcomes: Increased awareness and interest in TOD-neighborhood revitalization planning and potential benefits for neighborhood.

B18: Completion of Transit/TOD final draft plan (Months 23-25).

Responsibilities: Consultant(s), MPO, with input from CARPC and transit providers.

Anticipated Outcomes: Assessment and recommendations for improving transit, including bus rapid transit, along regional transportation corridors.

B19: Issue RFP for TOD-neighborhood revitalization planning (Months 23-25).

Responsibilities: CARPC with guidance from local governments and transit providers.

Anticipated Outcomes: RFP distributed to local communities describing planning areas, planning outcomes and activities, selection process, timing and budget.

B20: Solicit comment on final draft transit/TOD plans. (Months 23-25).

Responsibilities: CARPC with guidance from MPO and transit providers.

Anticipated Outcomes: Plan improvements identified, increased public awareness and support for study.

Phase III: Implementation (Months 25-36+)

B21: Select TOD-neighborhood revitalization planning areas (Months 24-26).

Responsibilities: CARPC with guidance from local governments and transit providers.

Anticipated Outcomes: Neighborhoods and stakeholders prepared to engage in TOD planning.

B22: Release final transit/TOD plans. (Months 24-26).

Responsibilities: CARPC.

Anticipated Outcomes: Plan that guides public and private policies and investments.

B23: Contract for TOD-neighborhood revitalization planning (Months 25-27).

Responsibilities: CARPC, local community groups.

Anticipated Outcomes: Planning begins for TOD and neighborhood revitalization.

B24: Conduct TOD-neighborhood revitalization planning workshops (Months 26-31).

Responsibilities: CARPC and local communities, with guidance from transit providers.

Anticipated Outcomes: Broad, neighborhood input to translate neighborhood, development and transit goals into quality design concepts.

B25: Prepare TOD-neighborhood revitalization draft concept plans (Months 29-32).

Responsibilities: CARPC and local communities, with input from local governments and transit providers.

Anticipated Outcomes: Draft TOD concept plans that reflect public input and shared goals.

B26: Obtain neighborhood input on draft TOD-neighborhood revitalization concept plans (Months 30-33).

Responsibilities: CARPC and local communities, with input from transit providers.

Anticipated Outcomes: Improvements to plan; increased support and buy-in for local plans.

B27: Produce TOD-neighborhood revitalization final draft concept plans (Months 32-34).

Responsibilities: CARPC with input from local communities, transit providers, and local governments.

Anticipated Outcomes: Draft TOD concept plans that reflect public input and shared goals.

B28: Final TOD-neighborhood revitalization concept plans (Months 35-36 and ongoing).

Responsibilities: CARPC with input from local communities, transit providers, and local governments.

Anticipated Outcomes: TOD concept plans that reflect public input and shared goals.

Activity C: Prepare Future Urban Development Area (FUDA) plans for sustainable development.

Description: Regional and local plans promote urban growth in walkable, diverse neighborhoods, and preservation of important natural resources and farmland. To help accomplish these outcomes, the CRSCI will conduct long-range, multi-jurisdictional scenario (FUDA) planning in communities and surrounding rural areas throughout the region. Assessments of the existing conditions of natural, agricultural and built environments, and GIS-based modeling, will enable analyses of alternative growth scenarios. Charrettes will engage stakeholders and citizens to help design and select preferred scenarios. Desired outcomes include local comprehensive plan amendments that guide growth to infill and redevelopment areas, and to compact, walkable, diverse neighborhoods, and that better protect natural resources and farmland.

Livability Principles Addressed:

Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Support existing communities. Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Value communities and neighborhoods. Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.

Long-term Outcomes Desired:

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Increase in the share of residential and commercial construction on underutilized infill development sites that encourage revitalization, while minimizing displacement in neighborhoods with significant disadvantaged populations.

Increase protection of natural resources and preserve farmland and viable agriculture in the region.

Specific steps, task responsibilities and anticipated outcomes:

Phase I: Learning and Capacity Building (Months 1-18)

C1: Prepare scope of work for market studies (Months 1-3).

Responsibilities: CARPC with guidance from Partnership members.

Anticipated Outcomes: Scope of work that describes intended outcomes, methods, data, focus areas, and timelines.

C2: Public Participation Plan – Scenario Planning pilot areas 1-3 (Months 1-3).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Plan for communicating and engaging with stakeholders and citizens.

C3: Contract for *Ecological Limits of Hydrologic Alteration* framework (ELOHA) modeling (Months 2-4).

Responsibilities: CARPC, Dept. Natural Resources.

Anticipated Outcomes: Initiate work to estimate stream “carrying capacities.”

C4: Project staff hired and start work (Months 3-4).

Responsibilities: CARPC.

Anticipated Outcomes: Increased capacity to implement FUDA planning through scenario planning; and other grant activities.

C5: Issue Request for Qualifications for market studies (Months 3-5).

Responsibilities: CARPC with guidance from Partnership members

Anticipated Outcomes: Submittals from a sufficient number of qualified firms submit to form acceptable pool.

C6: Initiate inventory of infill and redevelopment sites (Months 3-4).

Responsibilities: CARPC with assistance from Dane County.

Anticipated Outcomes: Framework for a database of potential redevelopment areas and sites.

C7: Conduct outreach to potential second round FUDA planning areas (Months 3-6).

Responsibilities: CARPC and local communities.

Anticipated Outcomes: Communities agree to participate in FUDA planning.

C8: Issue Request for Proposals for Market studies (Months 4-6).

Responsibilities: CARPC with guidance from Partnership members.

Anticipated Outcomes: Pool of quality proposals from qualified firms, within budget.

C9: Complete Existing Condition Reports for pilot areas 1-3. (Months 4-6).

Responsibilities: CARPC with guidance from participating communities.

Anticipated Outcomes: Detailed assessments of environmental and built environment conditions, trends, and issues.

C10: Contract for market studies (Month 5-7).

Responsibilities: CARPC.

Anticipated Outcomes: Consultant begins data gathering and assessment for residential and commercial market demand.

C11: Scenario options defined – pilot areas 1-3 (Months 5-7).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Criteria for a range of alternative development options.

C12: Select FUDA planning areas 4-6 (Months 5-7).

Responsibilities: CARPC and local communities.

Anticipated Outcomes: Communities agree to participate in FUDA planning.

C13: Conduct scenario planning – pilot areas 1-3. (Months 7-9).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Impact assessments of alternative growth scenarios; Public input to growth scenarios.

C14: Form Local Steering Committees– areas 4-6 (Months 7-9).

Responsibilities: Participating communities with staffing assistance from CARPC.

Anticipated Outcomes: Participation from local leaders and stakeholders through steering committee.

C15: Obtain preliminary market study results (Months 7-9).

Responsibilities: Consultants, CARPC (monitoring).

Anticipated Outcomes: Initial data about potential demand for various types of residential and commercial development.

C16: FUDA Plan draft – pilot areas 1-3 (Months 9-11).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Draft FUDA plans; Input from local communities.

C17: Obtain and distribute final market study results (Months 10-12).

Responsibilities: CARPC with support from Partnership members.

Anticipated Outcomes: Data that helps guide planning and decision-making for future urban development and transit-oriented development.

Phase II: Goals and outcomes (Months 13-30)

C18: Completion of inventory of infill/redevelopment sites (Months 11-13).

Responsibilities: CARPC with assistance from Dane County.

Anticipated Outcomes: Database of areas and sites for Infill/redevelopment including assessment of development potential.

C19: Adoption of FUDA Plans– pilot areas 1-3 (Months 13-15).

Responsibilities: Participating communities, CARPC.

Anticipated Outcomes: Approval of plan to guide future development through local and regional plans that, in turn, influence policies and regulations.

C20: *Ecological Limits of Hydrologic Alteration* framework (ELOHA) modeling complete (Months 13-15).

Responsibilities: WI Dept. of Natural Resources, CARPC.

Anticipated Outcomes: Models of stream “carrying capacities” that can be used to estimate stream quality impacts of alternative development scenarios.

C21: Adopt public participation plans – areas 4-6 (Months 13-15).

Responsibilities: Participating communities with staffing assistance from CARPC.

Anticipated Outcomes: Plan for communicating and engaging with stakeholders and citizens.

C22: Complete Existing Condition Reports for areas 4-6 (Months 15-17).

Responsibilities: CARPC with input from participating communities.

Anticipated Outcomes: Detailed assessments of environmental and built environment conditions, trends, and issues.

C23: Conduct outreach to potential third round FUDA planning areas (Months 15-18).

Responsibilities: CARPC and local communities.

Anticipated Outcomes: Communities agree to participate in FUDA planning.

C24: Scenario options defined– areas 4-6 (Months 17-19).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Criteria for a range of alternative development options.

C25: Select FUDA planning areas 5-9 (Months 19-21).

Responsibilities: CARPC and local communities.

Anticipated Outcomes: Communities agree to participate in FUDA planning.

C26: Form Local Steering Committees– areas 5-9 (Months 19-21).

Responsibilities: Participating communities with staffing assistance from CARPC.

Anticipated Outcomes: Participation from local leaders and stakeholders through steering committee.

C27: Conduct scenario planning – areas 4-6 (Months 20-22).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Impact assessments of alternative growth scenarios; public input to growth scenarios.

C28: FUDA Plan draft – areas 4-6 (Months 22-24).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Draft FUDA plans; Input from local communities.

Phase III: Implementation (Months 25-36+)

C29: Adoption of Sustainable Development Plans– areas 4-6 (Months 24-26).

Responsibilities: Participating communities, CARPC.

Anticipated Outcomes: Approval of plan to guide future development through local and regional plans that, in turn, influence policies and regulations.

C30: Conduct outreach to potential fourth round FUDA planning areas (Months 27-30).

Responsibilities: CARPC and local communities.

Anticipated Outcomes: Communities agree to participate in FUDA planning.

C31: Complete Existing Condition Reports for areas 5-9 (Months 28-30).

Responsibilities: CARPC with input from participating communities.

Anticipated Outcomes: Detailed assessments of environmental and built environment conditions, trends, and issues.

C32: Scenario options defined— areas 5-9 (Months 28-30).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Criteria for a range of alternative development options.

C33: Select FUDA planning areas 6-12 (Months 30-32).

Responsibilities: CARPC and local communities.

Anticipated Outcomes: Communities agree to participate in FUDA planning.

C34: Form Local Steering Committees— areas 6-12 (Months 30-32).

Responsibilities: Participating communities with staffing assistance from CARPC.

Anticipated Outcomes: Participation from local leaders and stakeholders through steering committee.

C35: Conduct scenario planning – areas 5-9 (Months 31-33).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Impact assessments of alternative growth scenarios; Public input to growth scenarios.

C36: FUDA Plan draft – areas 5-9 (Months 33-35).

Responsibilities: CARPC and participating communities.

Anticipated Outcomes: Draft FUDA plans; Input from local communities.

C37: Adoption of FUDA Plans— areas 5-9 (Months 34-36).

Responsibilities: Participating communities, CARPC.

Anticipated Outcomes: Approval of plan to guide future development through local and regional plans that, in turn, influence policies and regulations.

Activity D: Close gaps in local and regional plans related to equity/inclusive participation, housing and air quality.

Description: Local and regional plans for area development and preservation lack some components of a full Regional Plan for Sustainable Development (RPSD), as described in the SCRPG NOFA. Specifically, the plans, taken together, lack a regional housing strategy, measures to ensure participation of traditionally under-represented groups, and strategies to reduce greenhouse gas emissions and improve air quality. The CRSCI will work to close these gaps by engaging members of the SCRPG consortium to inventory existing and related efforts, identify best practices and prepare recommendations for updates to local and regional plans.

Livability Principles Addressed:

Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Coordinate policies and leverage Investment. Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Long-term Outcome Desired:

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Aligned federal planning and investment resources that mirror the local and regional strategies for achieving sustainable communities.

Increased participation and decision-making in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.

*Specific steps, task responsibilities and anticipated outcomes:*Phase I: Learning and Capacity Building (Months 1-18)

D1: Project staff hired and start work (Months 3-4).

Responsibilities: CARPC.

Anticipated Outcomes: Capacity to staff Partnership work groups and inventory existing efforts and conditions.

D2: Form work groups (Months 1-6).

Responsibilities: Staff Team prepares work group options; Partnership forms workgroups.

Anticipated Outcomes: Workgroups formed to carry out Partnership activities including addressing gaps in RPSD.

D3: Inventory existing initiatives and activities in the region (Months 4-18).

Responsibilities: Partnership work groups provide direction and staffing assistance; CARPC provides staffing.

Anticipated Outcomes: information about previous and existing efforts to promote sustainability, regional collaboration, a regional housing strategy, inclusive public participation, greenhouse gas emission reductions, and improving air quality.

Phase II: Goals and outcomes (Months 13-30)

D4: Work group activity (Months 13-30).

Responsibilities: Partnership workgroup members provide direction and staffing assistance; CARPC provides staffing.

Anticipated Outcomes: Work group meetings, recommendations to Partnership for regional housing strategies, inclusive public participation, greenhouse gas emissions and improving air quality.

Phase III: Implementation (Months 25-36+)

D5: Work group activity (Months 23-36).

Responsibilities: Partnership workgroup members provide direction and staffing assistance; CARPC provides staffing.

Anticipated Outcomes: Work group meetings, recommendations to Partnership for regional housing strategies, inclusive public participation, greenhouse gas emissions and improving air quality.

Work Activity E: Demonstrate sustainable development through catalytic projects.

Description: Communities in the Capital Region have embarked on catalytic projects that demonstrate sustainable development practices. The CRSCI includes four catalytic projects of regional significance:

- *Madison Sustainability Commerce Center (MSCC)* – Conduct business planning and predevelopment work for a facility that brings together established and entrepreneurial firms in the field of sustainability (energy, construction, transportation, food systems, materials, consulting, etc.) to grow green businesses and job opportunities. The facility will feature sustainable building design, construction and operations. Located in Madison’s primary redevelopment district, the Center will also provide space and programming for public education on sustainability
- *100 Percent Stormwater Capture for High-Density TOD* - Create and implement stormwater guidelines and templates to control post development runoff volumes for a planned transit-oriented development in the City of Fitchburg to demonstrate practices that allow high density development to maintain the hydrology of receiving streams and maintain the groundwater of the region on which it depends for its municipal water supply.
- *Local Food Processing Facility* - Prepare a business plan for the development of an aggregation, storage and distribution facility that connects growers in the Capitol Region with wholesale buyers in southern Wisconsin and northern Illinois for the purpose of preserving, strengthening and promoting local Wisconsin agriculture and improve food access in underserved communities.
- *Local Fresh Food Market in Low-Income “Food Desert”* – Prepare a business plan, in conjunction with Growing Power, for the development of a small neighborhood-scale market that connects growers in the Capitol Region with retail buyers in the low-income and largely minority Southdale Neighborhood. Project manager is Dane County.

Livability Principles Addressed:

Enhance economic competitiveness. Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services, and other basic needs by workers, as well as expanded business access to markets.

Support existing communities. Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Long-term Outcomes Desired:

Increased proportion of affordable housing units that have good **access to a supermarket or grocery store that provides quality fresh foods.**

Reduced social and economic disparities for the low-income and communities of color within the target region.

Increase in the share of residential and commercial construction on underutilized infill development sites that encourage revitalization, while minimizing displacement in neighborhoods with significant disadvantaged populations.

*Specific steps, task responsibilities and anticipated outcomes:*Phase I: Learning and Capacity Building (Months 1-18)

E1: Execute Subgrantee Agreements (Months 1-3).

Responsibilities: CARPC and subgrantees (City of Madison, Dane County, and City of Fitchburg)

Anticipated Outcomes: Agreements to compensate subgrantees for management of catalytic projects.

E2: Form advisory committee for local food processing facility (Months 2-4).

Responsibilities: Dane County.

Anticipated Outcomes: Group of subject matter experts and stakeholders who agree to provide project guidance.

E3: Survey area growers – local food packing house (Months 3-4).

Responsibilities: Dane County, consultants, and Advisory Committee.

Anticipated Outcomes: Data on potential supply of fresh vegetables for packing house.

E4: Survey area buyers – local food packing house (Months 5-6).

Responsibilities: Dane County, consultants, and Advisory Committee.

Anticipated Outcomes: data on potential demand for fresh vegetables from packing house.

E5: Prepare packing house model and recommendations – local food packing house (Months 7-9).

Responsibilities: Dane County, consultants, and Advisory Committee.

Anticipated Outcomes: model and recommendations for viable packing house.

E6: Analysis of stormwater capture models for McGaw Park neighborhood (Months 7-9).

Responsibilities: City of Fitchburg and consultants.

Anticipated Outcomes: Ideas for best methods of capturing stormwater in N. McGaw Park neighborhood.

E7: Conduct half-day strategy session for McGaw Neighborhood stormwater capture methods (Months 7-12).

Responsibilities: City of Fitchburg and consultants.

Anticipated Outcomes: Concept plans and stakeholder support for 100% stormwater capture.

E8: Prepare description of public benefits envisioned for MSCC (Months 8-12).

Responsibilities: City of Madison and consultants.

Anticipated Outcomes: Plans and agreement from stakeholders on benefits such as public education, workforce development, incubator space, public gathering space, and sustainability design center.

E9: Feasibility Study and Business Plan action steps – local food processing facility (Months 9-12).

Responsibilities: Dane County, consultants and Advisory Committee.

Anticipated Outcomes: Viable plan with creation of local food processing facility.

E10: Form Advisory Committee for Local Fresh Market for Low-Income Area (Months 12-14).

Responsibilities: Dane County.

Anticipated Outcomes: Stakeholders agreed to provide guidance to project.

E11: Business plan for MSCC (Months 12-14).

Responsibilities: City of Madison.

Anticipated Outcomes: Feasible and supported plan for development, funding, marketing, and operations.

Phase II: Goals and outcomes (Months 13-30)

E12: Prepare strategy for 100% stormwater capture in McGaw Neighborhood. (Months 12-16)

Responsibilities: City of Fitchburg and consultants.

Anticipated Outcomes: Stormwater capture strategy defined and accepted by City and stakeholders.

E13: Architectural and engineering plan for MSCC (Months 12-18).

Responsibilities: City of Madison and consultants.

Anticipated Outcomes: Building and site designs usable for construction purposes.

E14: Developer recruitment for MSCC (Months 12-24).

Responsibilities: City of Madison, consultants, advisors.

Anticipated Outcomes: Developer agreement.

E15: Survey South Madison area residents – local food market (Months 13-16).

Responsibilities: Dane County, consultants and Advisory Committee.

Anticipated Outcomes: data on potential interest and demand for local fresh food market.

E16: Prepare site selection, site design, and facility design concept plans for local food market (Months 16-20).

Responsibilities: Dane County, consultants and Advisory Committee.

Anticipated Outcomes: location options and site/facility designs.

E17: Stormwater capture strategy incorporated into McGaw Neighborhood development plans (Months 17-24).

Responsibilities: City of Fitchburg.

Anticipated Outcomes: Stormwater capture methods for 100% capture of one-year average rainfall events in place to guide neighborhood development.

E18: Business plan for local fresh food market plans for local food market (Months 19-23).

Responsibilities: Dane County

Anticipated Outcomes: Viable plan for marketing, managing, financing, developing and operating a business to provide year-round, fresh local food to residents south of the beltline and east of highway 14

E19: Predevelopment work for MSCC 50% complete (Months 22-24).

Responsibilities: City of Madison.

Anticipated Outcomes: Sustainability Commerce Center half way towards site and building development.

Phase III: Implementation (Months 25-36+)

E20: Predevelopment work for MSCC 100% complete (Months 28-33).

Responsibilities: City of Madison and consultants.

Anticipated Outcomes: project ready for groundbreaking.

E21: Groundbreaking for Fresh Vegetable Packing House (Months 28-36).

Responsibilities: Dane County, consultants, Advisory Committee, investors, developers.

Anticipated Outcomes: increased markets for local produce, increased supply of local, healthy food.

E22: Groundbreaking for MSCC (Months 32-36).

Responsibilities: City of Madison, consultants, advisors, investors.

Anticipated Outcomes: increased number of green businesses, jobs, and public awareness of sustainability, increased investment in redevelopment of Capital East District.

E23: Groundbreaking for Local Food Market (Months 32-36).

Responsibilities: Dane County, developer, investors.

Anticipated Outcomes: increased access to fresh, local foods for low-income residents of South Madison area.

Activity F: Establish sustainability indicators and track progress towards long-term desired outcomes.

Description: CARPC will partner with the University of Wisconsin, Department of Urban and Regional Planning (URPL) to develop sustainability indicators, prepare and implement a data management plan, analyze data, and assess progress towards goals using performance metrics.

Livability Principle Addressed:

Coordinate policies and leverage investment. Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Long-term Outcome Desired:

Creation of shared elements in regional transportation, housing, water, and air quality plans tied to local comprehensive land use and capital investment plans.

Aligned federal planning and investment resources that mirror the local and regional strategies for achieving sustainable communities.

Specific steps, task responsibilities and anticipated outcomes:

Phase I: Learning and Capacity Building (Months 1-18)

F1: Contract for Performance Indicator technical support (Months 3-6).

Responsibilities: CARPC and URPL.

Anticipated Outcomes: Agreement for process and methods to evaluate and select best performance measurements for achieving regional sustainable development goals.

F2: Inventory and assessment of existing local indicator efforts (Months 5-8).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: Inventory that enables comparison and identification of common elements, assessment of what works and does not work well.

F3: Inventory and assessment of best practices (Months 6-9).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: Recommendations for data metrics to use for indicators.

F4: Inventory and assessment of available data (Months 7-10).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: Recommendations for data metrics to use for indicators.

F5: Draft sustainability indicators and baseline data (Months 10-13).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: Baseline data and proposed measurements for achieving regional sustainable development, reflecting community and technical input.

F6: Conduct Sustainability Indicator training #1 (Months 11-12).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: increased understanding of indicators as a tool to measure progress towards sustainability goals.

Phase II: Goals and outcomes (Months 13-30)

F7: Proposed method for collecting data and reporting performance (Months 13-19).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: A viable means of gathering, preparing, analyzing, formatting and distributing performance measurement.

F8: Conduct Sustainability Indicator training #2 (Months 20-22).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: increased capacity to apply Capital Region-specific indicators and develop shared indicators.

F9: Prepare Performance Report (Months 22-24).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: Report on baseline conditions, performance targets and tracking system, and indicator reporting system, to measure progress towards achieving regional sustainable development goals.

Phase III: Implementation (Months 25-36+)

F10: Conduct Sustainability Indicator training #3 (Months 31-33).

Responsibilities: URPL with input from CARPC and local communities.

Anticipated Outcomes: Increased capacity to track and measure performance using indicators.