

# VISION 2050

## WHAT IS VISION 2050?

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has finalized VISION 2050, a new long-range plan for land use and transportation in Southeastern Wisconsin. Developed over three years, VISION 2050 establishes an advisory long-range vision for how the seven-county Region can build on its existing strengths, increase the quality of life for residents, and attract new growth.

## KEY CHALLENGES

For the past several decades, the Region has been able to grow its labor force from within the existing population. But with coming demographic changes, the Region will face a shortage of working age residents. To grow jobs, the Region will need to attract tens of thousands of new residents for the first time since the 1950s. The entire nation faces this same challenge, and fierce competition may be expected among the nation's metropolitan areas. This will be a significant challenge for Southeastern Wisconsin compared to peer metro areas across the nation because over the last 15 years the Region has had slower population and job growth; significant declines in transit service; and higher racial disparities in education, income, and poverty.

## BENEFITS

VISION 2050 provides a vision for how local and State government can achieve the type of land use and transportation infrastructure that will help attract new talent and encourage economic growth in the Region. Potential benefits of implementing VISION 2050 include:

- ▶ Increasing the Region's competitiveness by providing high-quality roads, transit, and bicycle facilities
- ▶ Linking people to jobs using public transit
- ▶ Making public transit an attractive travel option
- ▶ Encouraging more sustainable and cost-effective growth
- ▶ Reducing transportation expenses for residents
- ▶ Reducing costs of local government infrastructure and new housing
- ▶ Minimizing impacts on the Region's valuable natural and agricultural resources
- ▶ Modestly reducing traffic congestion even with growth in traffic to 2050

## THE VISION 2050 PROCESS

In creating the plan, SEWRPC considered existing and historic land use and transportation system development and performance, prepared forecasts of future regional growth, and analyzed and evaluated a wide range of potential land use and transportation options. Broad public input was also incorporated from tens of thousands of residents, including through regional advisory committees, task forces, workshops, travel and telephone surveys, and interactive web tools.

## FUNDING THE PLAN

VISION 2050 will bring significant new benefits to the Region by improving competitiveness with other metro areas, increasing accessibility to jobs, and reducing resident and local government costs for other infrastructure and services. Implementing the transit element of the plan will require significant additional funding. Rebuilding the regional street and highway network—particularly the regional freeway system—will also require State funding levels from recent State budgets (2006 to 2015) to be maintained.





# A PLAN TO SUSTAINABLY DEVELOP OUR REGION

VISION 2050 is Southeastern Wisconsin's long-range land use and transportation plan, produced by the Southeastern Wisconsin Regional Planning Commission (SEWRPC). VISION 2050 seeks to build on the Region's existing strengths and improve areas where the Region does not compete well with its peers, in order to increase the quality of life for residents and businesses and attract new growth to the Region.

## VISION 2050 KEY RECOMMENDATIONS



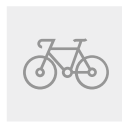
Preserving the Region's primary environmental corridors, which encompass the best remaining features of the Region's natural landscape, areas in the Region with the highest groundwater recharge potential, and the most productive farmland



Encouraging more compact development, ranging from high-density transit-oriented development to traditional neighborhoods with homes within walking distance of parks, schools, and businesses



Significantly improving and expanding public transit, including adding rapid transit, to support compact growth and enhance the attractiveness and accessibility of the Region



Enhancing the Region's bicycle and pedestrian network to improve access to activity centers, neighborhoods, and other destinations



Keeping existing major streets in a state of good repair and efficiently using the capacity of existing streets and highways



Strategically adding capacity on congested roadways and incorporating "complete streets" roadway design concepts to provide safe and convenient travel for all