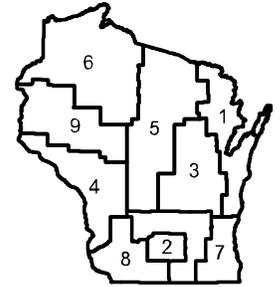


# AWRPC

## Association of Wisconsin Regional Planning Commissions



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**“Go Regional or Go Home: Why Counties Need to Play Together to Survive”**

### 2018 Annual Summit of the Association of Wisconsin Regional Planning Commissions

**8:30 a.m. – 4:30 p.m., Thursday, June 14, 2018**

**The Mead Inn  
451 East Grand Avenue,  
Wisconsin Rapids, WI 54494**

### *MEETING AGENDA*

1. 8:30. Registration and Networking
2. 9:00. Welcome – Larry Palm, AWRPC Chair
3. 9:05. Opening Remarks: Go Regional or Go Home – Eric Fowle, ECWRPC
4. 9:30. Keynote Speaker – Tessa Conroy, PhD.
5. 10:15. Break
6. 10:30. Session I
  - a. Commissioner Session – Q&A with Commissioners on Strategies for Success
  - b. Staff Session – Planning Models for Community Quality of Life and Resiliency
7. 11:30. Networking Lunch (provided)
8. 12:45. Session II
  - a. Commissioner Session – Strategic Planning for RPCs
  - b. Staff Session – Multi-jurisdictional Planning in Southeast Wisconsin
9. 2:00. Session III
  - a. Commissioner Session – Revenue Generation and Project Funding Streams
  - b. Staff Session – Regional Approaches to Planning for Health
10. 3:15. Break
11. 3:30. Summit Wrap-up and Feedback

## Summary of Sessions

**Session:** Opening Remarks

**Time:** 9:00-9:30 am

**Presenter:** Eric Fowle

**Topic:** Go Regional or Go Home: Why Counties Need to Play Together to Survive

- The Importance of Regional Planning
  - History of Regional Planning
  - Regional Trends & State/County Stressors
- AWRPC Organization
  - State Connections
  - WCA Relationship
  - Initiatives / Issues / Challenges

**Goals Addressed:**

- Share expectations about the roles of commissioners in marketing and project development
- Envision the evolving role RPCs can plan in the next 10-20 years
- Grow a greater understanding of the diverse services offered at the RPCs across the state, and across the urban and rural spectrum
- Learn from each other and develop camaraderie between all in attendance.

**Session:** Commissioner Session #1

**Time:** 10:30-11:30 am

**Facilitator:** John Frank, West Central RPC

**Panelists:** Charles Colman (Southeast RPC), Jerry Erdmann (East Central RPC), William Johnson (West Central RPC), Jeanetta Kirkpatrick (Southwest RPC), Paul Millan (North Central RPC),

**Topic:** Commissioners Sharing Information On Successful Strategies/Activities Utilized By Their Organizations

For this session we are proposing that the WCWRPC Executive Director (Lynn Nelson) facilitate an informal question and answer style session. Commissioners from three or four RPC's (one from each) will be seated in comfortable chairs at the front of the room. Each will be asked to share three things their Commission does that makes them successful, and one item they are struggling with. Follow up questions will be guided by the facilitator, and audience participation will be encouraged (to both ask questions and share examples from their own RPCs).

The selected presenters will be articulate and well versed in the work of the RPC they represent. They will be provided the questions prior to the event and we can help them if they need guidance on how to best provide answers that will be meaningful. WCWRPC will work with RPC Directors to select Commissioners that would best be able to participate.

**Goals Addressed:**

- Gain a better understanding of the challenges and opportunities facing Regional Planning Commissions in the state.
- Share best practices, successes, and missed opportunities.
- Learn from each other and develop camaraderie between all in attendance.

**Session:** Staff Session #1

**Time:** 10:30-11:30 am

**Presenter:** Steve Steinhoff & Lynn Nelson or staff

**Topic:** Planning Models for Community Quality of Life and Resiliency

- Placemaking in West Central Wisconsin (Chris Straight, WCWRPC, 12-15 minutes).
- Applying the Strong Towns Model (Jason Duba, WCWRPC, 12-15 minutes).
- Scenarios in Practice – Engaging with Uncertainty (Steve Steinhoff, CARPC, 12-15 minutes)
- Q & A with Speakers and Open Discussion on Other Models Being Considered or Used (facilitated by Jason Duba, WCWRPC, 10-20 minutes).

**Goals Addressed:**

- Envisioning the evolving roles of RPCs.
- Greater understanding of diverse services.
- Sharing skills and best practices.

**Session:** Commissioner Session #2

**Time:** 12:45-1:45 pm

**Presenter:** Troy Maggied

**Topic:** Strategic Planning for RPCs – Identifying audiences, gaining feedback, and measuring success

Strategic Planning can be an unwieldy and time-consuming undertaking for RPCs given the ever-changing nature of the work, the diverse audiences who may offer input, and the challenges of setting measurable goals. SEWRPC recently completed its 5-year strategic plan and will share some highlights and challenges encountered during this process. We will share the nature of outreach, how we targeted audiences, and how the existing “state of the Commission” informed the planning process. Other RPCs will be asked to engage to provide input into their existing strategic plans, what made the successful, and where they fell short.

**Goals Addressed:**

- Envisioning the evolving roles of RPCs.
- Greater understanding of diverse services.
- Sharing skills and best practices.
- How to measure success in achieving organizational goals

**Session:** Staff Session #2

**Time:** 12:45-1:45 pm

**Presenter:** Mike Hahn, Benjamin McKay, David Schilling

**Topic:** Multi-jurisdictional planning in Southeast Wisconsin

Our proposed topic is the relationship between regional level planning and local planning in Southeastern Wisconsin. While regional, systems-level plans are advisory in nature, SEWRPC has a long history of working with communities throughout Southeastern Wisconsin to refine and implement regional plans through county and community level planning. This cooperative planning process has included implementation successes, such as preserving almost 95 percent of the Region’s primary environmental corridors, as well as continuing challenges, such as lower residential densities than recommended by the regional plan in a number of the Region’s outlying communities.

*Multi-Jurisdictional Comprehensive Plan Updates*

Between 2004 and 2011, SEWRPC assisted County and local governments in Southeastern Wisconsin with preparing comprehensive plans in accordance with the State comprehensive planning law. Multi-jurisdictional comprehensive plans were prepared for Kenosha, Ozaukee, Racine, Walworth, and Washington Counties, with a total of 78 cities, villages, and towns participating in those multi-jurisdictional efforts. SEWRPC has offered to assist with plan updates for any County or local government that previously participated in a multi-jurisdictional planning effort. The presentation will discuss the options for plan updates offered to county and local governments and successes and challenges in incorporating regional plan recommendations experienced to date.

*Sanitary Sewer Service Area Planning*

As the State-designated water quality management planning agency for Southeastern Wisconsin under the Federal Clean Water Act, SEWRPC has the ongoing responsibility to work with local governments, sewerage/wastewater treatment agencies, and the Wisconsin Department of Natural Resources in fulfilling these planning requirements. Accordingly, detailed sewer service area plans have been prepared by SEWRPC that identify the extent of environmentally sensitive lands within sewer service areas throughout the Region. The sewer service areas plans are then used by SEWRPC staff to review new urban development and determine if that development is consistent with the regional plan in terms of preserving environmentally sensitive lands. This is one of the factors that has led to preserving almost 95 percent of the primary environmental corridors located in the Region, a significant success in implementing the regional plan.

*Park and Open Space Planning*

SEWRPC has also adopted a regional park and open space plan that consists of an open space preservation element and an outdoor recreation element. SEWRPC assists each of the counties in the Region with preparing county-level park and open space plans that refine, detail, and extend the regional park and open space plan. Upon adoption by the Regional Planning Commission, the county park plans serve as amendments to the regional park and open space plan. This process provides the opportunity for counties to incorporate regional plan recommendations into their park and open space plans and allows the regional plan to reflect current county park and open space plan recommendations. SEWRPC also assists local governments in the Region with preparing community park and open space plans.

### Conclusion

Our proposed presentation would focus on the cooperative approach by SEWRPC to incorporate regional plan advisory recommendations into county and local government plans, such as comprehensive plans, sewer service area plans, and park and open space plans that directly impact development decisions in the Region. This process has resulted in several successes in implementing regional plan recommendations, particularly regarding natural resource preservation and the location of urban development. Other regional plan recommendations have been more difficult to implement, particularly those dealing with residential densities in our outlying communities.

#### **Goals Addressed:**

- Discuss challenges and successes transitioning from planning to implementing
- Share expertise about common programs such as sewer service area planning.

**Session:** Commissioner Session #3

**Time:** 2:00-3:15 pm

**Presenter:** Greg Flogstad

**Topic:** Revenue generation and project funding streams: a moderated discussion

A panel of RPC directors will share their funding priorities and sources, including how they acquire funds and determine need. Funding strategy discussion in the larger budgetary discussion will include mix of sources (grant v. contract, public v. private) and how need or regional opportunity drive this strategy. Directors will also discuss the role of staff and commissioners in developing new projects and funding sources.

#### **Goals Addressed:**

- Envisioning the evolving roles of RPCs.
- Greater understanding of diverse services.
- How to measure success in achieving organizational goals

**Session:** Staff Session #3

**Time:** 2:00-3:15 pm

**Presenter:** Tom Baron

**Topic:** Regional Approaches to Planning for Health

Planners can help create places that offer choices for everyone to be healthy and safe. This work includes active living, healthy eating, and health in all planning policies. This session will provide ideas and actions for how to include health in planning on a regional scale. It will include an overview of East Central's background in health in planning program including opportunities and challenges. There will be a specific focus on partnerships, communication, policies and programs that are proven to improve health.

#### **Goals Addressed:**

- Share expectations about the roles of commissioners in marketing and project development
- Envision the evolving role RPCs can plan in the next 10-20 years
- Grow a greater understanding of the diverse services offered at the RPCs across the state, and across the urban and rural spectrum
- Discuss challenges and successes transitioning from planning to implementing
- Share skills and best practices related to stakeholder engagement, facilitation, data collection and analysis, design, etc.

**Session:** Closing Remarks and Feedback

**Time:** 3:30-4:30 pm

**Presenter:** Sheldon Johnson & Cindy Wojtczak

**Topic:** Close up Summit with feedback – Commissioners and Staff to tie together the day and share

- Was it valuable? What, specifically, was of value? Most important thing you learned
- Value for the Money
  - Brief mentions of successes / lead-ins to the day's topics
  - Cumulative #'s & Impacts / per capita costs