

RATING FACTOR NARRATIVE

CAPITAL REGION SUSTAINABLE COMMUNITIES INITIATIVE

RATING FACTOR 1: CAPACITY OF APPLICANT AND RELEVANT ORGANIZATIONAL EXPERIENCE

1. Organizational capacity and qualification

(a) Consortium Organization and Function

The consortium consists of 25 local government, regional government, state government, businesses, and non-profit educational, social equity, affordable housing and environmental organizations that came together to apply for the Sustainable Communities Regional Planning Grant. All members committed in-kind staff and volunteer time to cooperatively carry out the activities described in the application, and to build and advance a regional vision for sustainable development. The Capital Area Regional Planning Commission (CARPC) is the lead agency. The region is the Madison MPO boundary, or the central urban area of Dane County, Wisconsin.

The consortium will establish a formal agreement, upon notice of funding award, regarding allocating resources, setting goals, and settling disputes among the members and identify working subcommittees based on the following principles:

- Activities and decisions will be guided by consensus or broad agreement on a vision, supporting goals, desired outcomes and performance measures as described in the consortium application.
- Decisions of the consortium will be advisory.
- A consortium leader will be selected by the group at large to represent the group and to chair meetings.
- Resources will be allocated according to the grant application and the subsequent consortium agreement.
- Members will be responsible to prepare for, attend and participate in meetings. They will also be responsible for contributing committed staff time and reporting in-kind expenses on a timely basis.
- All partners are encouraged to participate and share their views with the entire group to ensure broad representation of views and interests.
- The group will hold a regular meetings, approximately quarterly, with additional meetings as needed depending on work of the subcommittees.
- The group will operate in an open and transparent manner.
- Additional consortium members will be welcomed.
- Members wishing to withdraw will be asked to notify the group of their decision in writing.

(b) Capacity and Experience of key Partner Organizations

Capital Area Regional Planning Commission (CARPC)

Capacity: The CARPC is the designated regional planning agency under Wisconsin statutes 66.0309. Together with its predecessor agency, the Dane County RPC, they have a combined 37 years of experience with integrated, multi-faceted regional planning including community development, outreach and public participation, infrastructure planning, and environmental planning. With a current professional staff of nine (9), the agency is the areawide water quality management planning agency for the Capital region. Three staff members have trained extensively in meeting facilitation, conflict resolution, and resolving land use disputes. In the past year CARPC significantly expanded its outreach and education efforts and is continually striving to maintain inclusive and meaningful public

involvement. CARPC has a staff member fluent in Spanish and has the ability to provide accommodations for persons needing a translator, interpreter, or other communications and materials in alternative formats including Hmong language, telecommunications, or internet multimedia.

Experience: Created *Vision 2020: Dane County Land Use and Transportation Plan* (adopted 1997, updated 2008), using scenario planning and extensive public participation, which establishes a framework for urban development and conservation of natural resources through urban and limited service areas, agricultural preservation areas and open space corridors. Maintains and updates the *Dane County Water Quality Plan* (WQP) and its 12 technical appendices. Conducts environmental impact analyses, service area planning (as amendments to Vision 2020 and WQP), natural resources monitoring and assessment, land use inventory and growth trends analyses and projections, outreach and education on best planning and mitigation practices through online dissemination, seminars, forums, conferences, group processes, and reports. Conducts plan consistency reviews, wastewater facilities planning, and facilitation of intergovernmental agreements. Staffs and supports the 13 member regional plan commission on water quality decision-making

Madison Area Transportation Planning Board (Metropolitan Planning Organization)

Capacity: The Madison Area Transportation Planning Board is the federally designated Metropolitan Planning Organization (MPO) for the Madison Urban Area. As the MPO, it is the policy body responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area. The MPO planning process builds regional agreement on transportation investments that balance roadway, public transit, bicycle, pedestrian, and other transportation needs and support regional land use, economic, and environmental goals. The Madison Metropolitan Planning Area consists of the City of Madison and the Madison Urbanized Area, including all or portions of the 27 contiguous villages, cities, and towns that are or are likely to become urbanized within a 20-year planning period.

Experience: Carries out cooperative, continuous, and comprehensive planning processes for making transportation investment decisions in the metropolitan area with program oversight from the Federal Highway Administration (FHWA), the Federal Transit Administration (FTA), and the Wisconsin Department of Transportation (WisDOT). Prepares and maintains a long-range multi-modal transportation plan. Preparing a transportation improvement program to provide for transportation investments to meet metropolitan transportation needs.

City of Madison

Capacity: The City's Planning Division will be the primary City of Madison agency involved in the Consortium. The Planning Division includes twenty professional staff members in three sections: Comprehensive Planning and Development Review; Neighborhood Planning, Preservation and Design (including Arts Planning); and Transportation Planning (providing staff services to the MPO). The City of Madison Office of Business Resources (OBR) would be the primary City agency for the Madison Sustainability Commerce Center catalytic project. The Office of Business Resources includes four staff members that assist businesses seeking to open, expand, or move to Madison.

Experience: The City of Madison **Comprehensive Land Use Plan** summarizes the City's approach toward the physical development of the City--a balance of efficient new neighborhoods and redevelopment of underutilized sites with mixed-use, mixed-income, transit oriented development. The City has jointly adopted seven **Cooperative Plans** and **Intergovernmental Agreements** with ten adjacent cities, villages and towns to cooperatively plan for future growth and development of the metropolitan area and more efficiently provide services to existing and future development areas. The City prepares **Consolidated Plans for CDBG Target Areas** which include lower income populations and typically a higher proportion of residents in public housing, minorities, limited English and non-

English speakers and residents with disabilities. As recommended in **Building a Green Capital City: A Blueprint for Madison's Sustainable Design and Energy Future**, the City adopted The Natural Step Model for Communities as the guiding framework for sustainability. The City uses The Natural Step to guide many City processes. The recently adopted **Capitol Gateway Corridor Plan** provides recommendations for the revitalization of this industrial corridor located just blocks from the State Capitol.

Dane County

Capacity: The Dane County Planning Division has four professional planners, and one housing and economic development specialist. The Director of the Department will also be contributing to the project. Staff are experienced in working on regional planning efforts that require a great deal of coordination and cooperation among numerous municipalities, agencies, interest groups, targeted populations and the general public.

Experience: Comprehensive regional planning including the Dane County Comprehensive Plan, the Dane County Farmland Preservation Plan, and the Lake Classification project; leadership and assistance with transportation corridor studies, including the North Mendota Parkway Alternatives Study; policy analysis and recommendations for stormwater, erosion control, and shoreland management issues; management of revolving loan funds for economic development, and partnering on the Program for Entrepreneurial Agriculture Training (PEAT) for disadvantaged youth. Dane County CDBG program developed a Neighborhood Revitalization Strategy Area (NRSA) plan in 2004, approved by HUD for the area in the county outside the City of Madison with the highest concentration of low-income persons.

City of Fitchburg

Capacity: The City of Fitchburg Planning Department will be the primary Fitchburg agency involved with the consortium. The Planning Department consists of three full time staff, and will draw upon the resources of the Public Works Department, particularly the Environmental Engineer, for the 100% stormwater infiltration for high density TOD catalytic project.

Experience: The City of Fitchburg Comprehensive Plan sets forth a long-term 50 year urban growth boundary and an approach to create balanced, diverse mixed use neighborhoods. The City has Cooperative Plans with the City of Madison, and the Town of Madison. The Department has completed four neighborhood plans, three within the past 18 months which have been adopted as part of the Comprehensive Plan. The City of Fitchburg is in the process of revising its zoning code, with the assistance of PlaceMakers, LLC, and is creating a SmartCode District based on the open source 9.2 SmartCode version. When adopted, Fitchburg will be the first community in the State of Wisconsin to adopt the SmartCode. In April 2010 Fitchburg was recognized as a Wisconsin Gold Water Star Community for its planning and water conservation efforts.

Proof of Partnership – CARPC received 25 letters of commitment from consortium members. See Appendix for a list of all letters and estimates of in-kind contributions.

a. Capability and qualification of key personnel

Capital Area Regional Planning Commission (CARPC)

Kamran Mesbah, Deputy Director, will serve as overall project director (25% time) and Steve Steinhoff, Senior Community Planner, will serve as day-to-day program manager (100%). Other staff involved in grant activities include a Community Planner (70%), Senior Environmental Planner (30%), Environmental Engineer (20%), GIS Specialist (10%), Graphic Designer (25%), Administrative Services Manager (10%) and interns as needed.

CARPC will hire four project staff: an urban designer/planner, a GIS specialist, a restoration biologist/ecologist, and a senior community planner. These staff will enable CRSCI to conduct TOD and multi-jurisdictional scenario planning and design work. The urban designer/planner will provide design options within a public participation framework for TOD planning and multi-jurisdictional scenario planning. The GIS specialist will operate the scenario building GIS-based software and estimate development impacts of alternative development scenarios. The restoration biologist will assess the susceptibility and restoration potential of natural resources and model impacts of alternative development scenarios. The senior community planner will conduct scenario planning activities with participating communities.

Partnering organizations will also contribute their expertise, as identified above, in transportation, economic development, environmental protection, and local planning

Kamran Mesbah, P.E., Deputy Director, CARPC--Overall Project Director. Mr. Mesbah also serves the CARPC as the Director of Environmental and Natural Resource Planning. He was hired in December 1988. He is the environmental professional responsible for environmental and natural resources planning and policy recommendation, wastewater facilities planning, water distribution system planning, and watershed planning. He is the staff contact for consistency determinations with and amendments to the *Dane County Water Quality Plan*. For the past three years, he has served in a capacity as executive director supervising 8 professional employees, conducts program and staff development and management, and is involved in external relations development. Education includes a B.A., Urban Studies with a minor in Psychology, UW-Green Bay; B.S. Civil and Environmental Engineering, UW-Madison; M.S., Civil and Environmental Engineering, UW-Madison. Training and experience in conflict resolution, land use mediation, facilitative and collaborative approaches to planning and climate change adaptation.

Steve Steinhoff, AICP, Senior Community Planner, CARPC--Day-to-Day Program Manager. Mr. Steinhoff was hired in his current capacity in July 2010. Prior to his work with CARPC, Mr. Steinhoff prepared a comprehensive plan for the City of Portage, Wisconsin; served as consultant to the Madison Sustainability Commerce Center project; and worked for FEMA Long-Term Community Recovery (LTCR). From 1997 to 2007, Mr. Steinhoff managed CDBG and HOME programs for Dane County where he prepared Consolidated Plans and Analysis of Impediments to Fair Housing. As manager of the County CDBG Program he oversaw planning for the Neighborhood Revitalization Strategy Area (NRSA) plan, approved by HUD. He served as Program Manager for Dane County Commercial Revitalization Revolving Loan Fund that provided financing for business and real estate developments. From 1988 to 1996 he served as Economic Development Director for Bethel New Life, Inc., a community development corporation in Chicago. He has a Master's in Urban Planning and Policy from the University of Illinois at Chicago and a BS, Biology and Environmental Studies, Macalester College, St. Paul, MN. Training and experience in economic development, revolving loan funds, facilitation, and Main Street program.

Brad Murphy, AICP, Planning Division Director, City of Madison--Principal Consortium Partner. Mr. Murphy has served in his Director position since 1989. He served as the Director of Planning for the City of Janesville, Wisconsin, from 1987 to 1989; and held various professional planning positions with the city of Janesville from 1980 to 1987. Mr. Murphy holds a Bachelor degree in geography from the University of Wisconsin-Eau Claire, and a Master's degree in Urban Planning from the University of Tennessee.

Bill Schaefer, Executive Director, Madison Area Transportation Planning Board (MPO)– Principal Consortium Partner. Mr. Schaefer served on staff of the Metropolitan Planning Organization (MPO) for 13 years and was recently appointed Transportation Planning Manager. He designed and developed transit and specialized transportation plans and projects, including three Transit Development Plans for the Madison Urban Area and the Coordinated Public Transit – Human Services Transportation Plan for Dane County. He designed and developed bicycle and pedestrian plans and projects, including Bicycle Plan for the Madison Urban Area and Dane County, and Served as principal staff for preparation of the MPO’s most recent long-range regional multi-modal transportation plan adopted in 2006. Mr. Schaefer has a Masters of Regional Planning, University of Massachusetts, a Juris Doctor from University of Michigan Law School and a BA from Northwestern University.

Todd Violante, Director, Dane County Planning and Development – Principal Consortium Partner, Catalytic Project. Mr. Violante, AICP, has been the Director of the Dane County Planning and Development Department since May of 2003, and was previously a Senior Planner with the department since September 1998. Before being employed with Dane County, Mr. Violante was a planner with the city of Madison between 1996 and 1998, and before that with a private-sector planning consulting firm in the area since 1994. He received his Master of Science degree in Urban and Regional Planning from the University of Wisconsin - Madison in 1994.

RATING FACTOR 2: STATEMENT OF NEED

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

The region has a history of over four decades of regional planning and numerous efforts by local units of government and private groups to address these challenges. However, dispersed governmental authority and lack of a shared regional vision for sustainable development often hinder the region’s progress. The goals and objectives contained in regional plans are consistent with principles of sustainable development. However, these goals and objectives are largely advisory and only effective with a strong coordinated commitment to local implementation. Such commitment requires resources to develop collaborative partnerships that will work to overcome the impediments of dispersed authority. The current grant provides the necessary resources and the needed impetus to develop the partnership.

Increasing resource investments per person. From 1990 to 2000 urbanized land area per capita increased three percent. Between 1990 and 2010, the length of the municipal water distribution system per capita increased 4.6 percent¹. Despite many noteworthy plans and accomplishments related to alternative modes of transportation, most new development is automobile dependent. Growing automobile use accounts for a 15 percent increase in vehicle-miles from 1990 to 2009, and an increase of the share of regional trips made by automobile from 80 to 85 percent, while walking decreased and bicycling and transit remained at low levels relative to population. The consequence of greater reliance

¹ Based on 7 out of 12 municipalities reporting, representing 82% of the population of the region in 2010.

on automobile and higher vehicle-miles traveled is that more than half of the population (55%) pay more than 45 percent of their income for combined housing and transportation costs.

Increasing transit travel times. While the region has several times the overall level of transit service than similarly sized communities, the transit system is strained by dispersed, automobile-dependent growth. There is no commuter express bus service or high capacity transit service. As a result, travel times to downtown/UW campus from the periphery of the urban area are long (45 minutes or more). Travel times are even longer for many cross-town trips. The system is not regional. There is no commuter service to most of the satellite suburban communities and from newly developed edge neighborhoods in the central urban area. Outside the central Madison area, weekday peak period headways are in many cases 30 minutes and off-peak are 60 minutes. Yet, from 2000 to 2009, 90 percent of new housing units were built outside the central Madison area in areas with long transit travel times or no service.

Segregation of low-income and communities of color. As growth occurs on the urban edge, low-income and minority persons tend to remain concentrated in specific neighborhoods. The region has a dissimilarity index for black-white and Hispanic-white of 40 percent each (40 percent of blacks and 40 percent of Hispanics would have to relocate to achieve complete racial/ethnic integration). Poverty is higher in the Madison Metro School District, where 41 percent of students are eligible for free/reduced lunch, than in suburban school districts (between six and 20 percent of students eligible). The Madison Area Transportation Planning Board (MPO) estimates transit travel times of 45 minutes or more from “environmental justice areas” (concentrations of low-income and minorities) to employment centers. Only four percent of housing near the five largest employment centers in the region is subsidized.

African-Americans in the region are much more likely than whites to contract preventable diseases related to lack of physical activity, diet (compounded by lack of access to grocery stores) and proximity to sources of pollution such as highways. For example, while 15.6 out of every 100,000 whites died from diabetes from 2000 to 2006, the comparable rate for African-Americans was 40.4 per 100,000. For heart disease, the comparison during this period was 165.5 (white) and 204.5 (African-American) per 100,000.

Threats to Natural Resources. Edge development threatens the region’s vital natural resources as it spills into adjacent watersheds that support sensitive small headwater streams with cold-water fisheries. Unsustainable use of the groundwater aquifer for water supply needs of a fast-growing population has resulted in loss of baseflow in the region’s streams, a significant number of which are groundwater-fed trout streams. Increased volume of stormwater runoff from developed areas also threatens to change the hydrologic regime of these headwater streams, resulting in degraded aquatic habitats. Although the region is a designated area under the Clean Water Act, and the Regional Planning Commission has been developing cutting-edge areawide plans since 1963, effective implementation of these plans has been problematic because these plans are mostly advisory (Wisconsin is a “home rule” state).

Loss of Farmland. From 1980 to 2005 about 37,000 acres of crop and pastureland in Dane County was lost to development, with about two thirds of that development occurring through annexation by cities and villages. Between 2000 and 2005, an additional 10,000 acres of prime farmland were developed. Most of this growth occurred in the MPO boundary. Dane County has a strong agricultural economy, regularly ranking in the top 100 counties nationally for gross agricultural receipts and other measures of productivity. However, the American Farmland Trust lists the county as one of the 15 areas nationwide with highly productive farmland subject to the most intense development pressure.

Threats to Air Quality and Greenhouse Gas Emissions. Dane County is close to being designated a non-attainment area with respect to more stringent federal standards for ozone and fine particulate matter. Vehicle exhaust causes half of all air pollution, and greenhouse gas emissions are a growing concern due to climate change. As VMT rises with dispersed and automobile-dependent development, maintaining compliance with federal air quality standards and reducing greenhouse gas emissions will become increasingly difficult. Air pollution contributes to health problems such as asthma. Both the lifetime prevalence (ever diagnosed with asthma) and current prevalence (currently diagnosed) of asthma is consistently higher in Dane County compared to average rates for the state of Wisconsin.

Dispersed Authority and Lack of Regional Vision. Due to the way planning law in Wisconsin is written, the system of local governments in the planning area creates dispersed authority for planning and plan implementation, and reduces the capacity of regional actors to address sustainability challenges.

Despite the lack of strong regional governance, the region has a history of successful regional initiatives and support for regional approaches is growing. Dane County established a Regional Transit Authority (RTA) in 2009 and the business community led an effort to establish a regional economic development entity, Thrive, to foster a regional approach to development efforts. Business, governmental and non-profit organizations formed the Dane County Clean Air Coalition. The fact that twenty-five consortium partners committed to apply for this grant and carry out regional planning for sustainable development demonstrates strong support for regional coordination. The Sustainable Communities Regional Planning Grant will provide critical resources to support regional coordination needed to address the challenges described above.

RATING FACTOR 3: SOUNDNESS OF APPROACH (CATEGORY 2)

The Capital Region Sustainable Communities Initiative will address the needs described above by filling gaps, preparing detailed execution plans, and implementing catalytic projects in the Regional Plan for Sustainable Development (Regional Master Plan).

1. General Description of Proposed Detailed Execution Plan and Program for a Regional Plan for Sustainable Development

(a) Summary of Existing Plans and How They Comprise the Necessary Components of a Regional Plan

The summary of the Regional Master Plan, and how it comprises the necessary components of a regional plan for sustainable development, are described in the Appendix.

(b) Sustainability Gaps in Regional Plans

The Regional Master Plan has the following gaps as a Regional Plan for Sustainable Development:

1. Plans are created and adopted with different time horizons (some of which have expired) and are implemented disjointedly by various agencies and organizations.
2. Plans promote transportation options but do not fully address how a high capacity transit and regional transit system will be established or how such a transit system will promote compact development and community revitalization (there is disconnect between land use and transit).
3. While plans address housing provisions and provide a process for allocating and determining where new housing can develop, very little detail is given to a regional housing plan that provides for a range of housing options, including affordable, special needs, or fair housing.

4. Plans designate lands for future growth on community-by-community basis with insufficient inter-jurisdictional and regional coordination to adequately account for cumulative impacts of development on natural resources and loss of farmland or potential conflict areas.
5. Plans do an inadequate job of incorporating input from low-income and communities of color.
6. Plans do not incorporate energy, green house gas and other air particulates, or air goals, policies, data, targets, baselines or indicators.
7. Plans, in general, do not include specific measureable indicators, baselines or targets for the adopted goals, objectives, and policies.
8. Plans lack a clear distinction of advisory/required/and locally committed implementation steps.
9. Analysis of adverse impacts of development on natural resources lacks assessment of short-term and cumulative habitat susceptibilities and restoration potential for these resources.
10. Analysis of adverse impacts of development on streams is not based on assessment of carrying capacity or actual susceptibility based on valid stream habitat modeling.

(c) Plans to Improve, Advance, and Execute the Regional Master Plan

The Capital Region Sustainable Communities Initiative will improve, advance and execute the Regional Master Plan to become a complete Regional Plan for Sustainable Development (RPSD) by:

1. Creating a broad regional partnership to develop and advance a regional vision, goals and strategies.
2. Closing gaps in the RPSD by developing a regional housing strategy, clean air/greenhouse gas goals and strategies, and strategies for participation of under-represented communities.
3. Preparing detailed execution plans for corridor transit/TOD and community revitalization, and for sustainable urban growth that protects natural resources and farmland and focuses development in walkable, diverse communities.
4. Demonstrating sustainable development through catalytic projects for green businesses, local fresh food production and access, and innovative stormwater capture on high-density development.

(d) How the Plan will Leverage Critical Regional Economic Assets to Advance Sustainability

Critical regional economic assets in the Capital region include University of Wisconsin's flagship campus in Madison (UW-Madison), the University's spin-off technology and commercialization, the state capital, the state's most productive farmland, rich natural resources and cultural heritage, and the natural beauty of lakes and the rural landscape that draws visitors and residents. Key industry sectors are finance and insurance, information and bio-technology, manufacturing and health care. The Capital Region Sustainable Communities Initiative will leverage these resources in the following ways:

- The Sustainability Commerce Center catalytic project will leverage UW-Madison, state agencies, energy organizations including Wisconsin Energy Conservation Corporation (WECC) and Thrive (regional economic development entity) to support green and alternative energy technology businesses in the Capitol East District, Madison's top priority for revitalization and transit-oriented development.
- CRSCI will leverage the Wisconsin Department of Natural Resources to better assess water quality impacts of development for scenario planning, and Division of Health Services and Department of Commerce relative to health and housing programs.
- Fresh Market Vegetable Packing House and Urban Agriculture/Local Fresh Food Market catalytic projects will leverage the region's productive agriculture to add value to local produce, increase income for growers and vendors, and bring fresh food to under-served areas.
- Scenario planning (through hydrological modeling) and the 100% infiltration on TOD catalytic project will leverage natural resources to help ensure quantity and quality of drinking water and protection of important natural habitats, and preserve natural beauty and quality of life.
- Corridor transit and TOD projects will seek to leverage public infrastructure investments to promote community revitalization and increase access to jobs and services for under-served neighborhoods.

2. Process to Improve and Further Develop Existing Sustainable Regional Plan

The CRSCI will improve and further the Regional Master Plan as a complete plan for sustainable development by creating broad partnership for regional sustainable development, closing gaps in the Regional Plan for Sustainable Development, executing detailed plans within the RPSD, and demonstrating sustainable development through catalytic projects for green business, local food and innovative stormwater management.

To guide these efforts the CRSCI will adopt the following goals:

1. Provide more transportation choices.
2. Promote equitable, affordable housing.
3. Enhance economic competitiveness.
4. Increase community revitalization and efficiency of public works investments.
5. Enhance protection of environmentally sensitive lands and regional water resources.
6. Safeguard rural landscapes, preserve and strengthen local agriculture.
7. Identify opportunities for alternative energy and energy conservation.
8. Facilitate a strong alliance of local governments, residents and regional interest groups that are able to maintain a long-term vision for a region over time and simultaneously support progress through incremental sustainable development practices.
9. Build greater transparency and accountability into planning and implementation efforts.
10. Expedite implementation of goals through changes in local zoning and land use laws and regulations to remove barriers to sustainable development for housing, economic development, transportation, and related water, sewer, and other environmental quality issues.

(a). Create a Broad Partnership to Advance Regional Sustainable Development

Goals Addressed: all, especially 8

Regional Plan Gaps Addressed: all

Public and private entities in the Capital region strongly desire regional coordination for sustainable development. The CRSCI will build on this strong commitment to form the Capital Region Partnership for Sustainable Communities (Partnership). The Partnership will work to establish common ground and broad agreement on a vision, goals, outcomes, metrics, policies and programs for regional sustainable development and guide the work of the CRSCI. The Partnership will work to ensure that a broad range of interests is considered in CRSCI activities and outcomes, and to ensure that perspectives of traditionally underrepresented populations influence planning and implementation. Broad agreement established through the Partnership will provide leadership to better facilitate consideration and adoption of sustainable development policies at the regional and local level. Adoption of sustainable development policies will be in the form of updates and amendments to regional and local plans, and revisions or rewrites of regulations, and formation of new or revision of existing programs. The Partnership will showcase sustainable development activities at regional conferences.

(b). Close Sustainability Gaps in Regional Plan for Sustainable Development

Analysis of the Regional Master Plan (see Appendix) reveals missing elements of a Regional Plan for Sustainable Development. Specifically, the Regional Master Plan does not include a regional housing plan and air quality and greenhouse gas emission goals and strategies. Nor does it adequately include social equity goals or incorporate perspectives of low-income persons and communities of color.

a. Develop a regional housing strategy

Goals Addressed: 2, 10

Gaps Addressed: 1, 3, 5, 7, 8

The City of Madison and Dane County each prepare Consolidated Plans: 5-year plans that set goals and priorities to meet identified housing and community development needs, including analyses of impediments to fair housing choice. Zoning and subdivision ordinances are required by state statute to comply with comprehensive plans. These plans and ordinances, individually or taken as a whole, however, do not sufficiently address housing on a regional level to consider, for example, how various forms of housing are distributed throughout the region, or how housing in the region relates to the location and access to employment centers.

The CRSCI will inventory and analyze existing regional and local housing goals, objectives, policies and programs to identify gaps. The Capital Region Partnership for Sustainable Communities will establish a regional housing strategy committee to identify sustainability gaps including fair housing, identify regional housing goals, establish regional metrics, and prepare a regional housing strategy that addresses or is consistent with all goals of sustainable development above. Partnership members will seek to incorporate the regional housing strategy into existing plans, policies, programs and regulations through updates and amendments. CAPRC will coordinate regional housing committee activities in partnership with affordable housing entities, businesses, governments, non-profits and other participants. The objective is to complete the regional housing strategy by month 24.

This activity is taken to **affirmatively further fair housing** in the region. In addition, The City of Madison and Dane County, application consortium members, prepare Analyses of Impediments to Fair Housing and commit to affirmatively further fair housing, as part of their Consolidated Plans, approved by HUD.

b. Establish air quality and greenhouse gas emission reduction goals and strategies

Goals Addressed: 2, 10

Gaps Addressed: 5, 6, 7, 8

Local communities are taking steps to improve air quality and reduce greenhouse gas emissions. Dane County, with funding from a federal Energy Efficiency Community Block Grant (EECBG), will use ICLEI Clean Air and Climate Protection (CACCP) Software to develop the County's baseline emissions inventory for County internal operations and the community as a whole. The cities of Madison and Fitchburg use ICLEI to develop baseline inventories. Inventories will help policy makers achieve ongoing emission reductions by showing what activities have the best emission reduction potential.

The CRSCI will work with the Dane County Clean Air Coalition and local governments to identify regional goals, policies, data, targets, baselines or indicators for air quality and greenhouse gas emissions. The Capital Region Partnership for Sustainable Communities will adopt recommendations for adoption in existing regional and local plans. The objective is to complete the recommended air quality and greenhouse gas emission goals and strategies by month 24.

c. Develop strategies for incorporating equity into sustainable development plans and for full participation by low-income persons and communities of color

Goals Addressed: 8, 9

Regional Plan for Sustainable Development Gaps Addressed: 5

The Capital Region Partnership for Sustainable Communities will form an equity committee charged with identifying gaps in public participation plans and efforts, examining best practices for incorporating

equity into planning, and preparing goals, metrics and strategies for achieving full participation of all groups. The committee will address issues of displacement from rising land values that may result from future transit-oriented development. The Partnership will encourage planning efforts in the region to incorporate equity goals into plan updates, and to incorporate public participation strategies into future public participation plans, which, under state statutes are required components of comprehensive planning that must be adopted by the governing body. The committee will be coordinated by CARPC with assistance from consortium partners Urban League of Greater Madison, the Latino Support Network, United Way of Dane County and others. The objective is to identify gaps by month 12 and complete goals, metrics and strategies by month 24. Guiding principles to be considered for equitable development will be:

- Integrate strategies that focus on people with those focused on improving places
- Reduce local and regional disparities
- Promote investments that are catalytic, coordinated, and result in a triple bottom line.
- Ensure meaningful community participation, leadership, and ownership in change efforts.

(c) Prepare Detailed Execution Plans to Advance the Regional Plan for Sustainable Development

The CRSCI will prepare detailed execution plans for regional transit and transit-oriented development, and for sustainable urban growth and natural resource protection.

a. Develop regional transit and transit-oriented development plans

Goals Addressed: 2, 3, 5, 7, 8

Regional Plan for Sustainable Development Gaps Addressed: 1, 2, 3, 4, 8, 9, 10

Existing transit service is not regional in nature, provides lengthy travel times outside of central Madison, and does not adequately connect low-income neighborhoods and communities of color to jobs and services. Both roadway and rail corridors present opportunities to address these needs.

Detailed plans have been developed for regional rail transit. A preferred commuter rail transit option was identified in Transport 2020, a major investment study conducted by the MPO and other agencies. Conceptual station area plans were developed, however detailed transit-oriented development (TOD) plans and policies were not prepared. In 2009 Dane County established a Regional Transit Authority (RTA) to address regional transit needs. In addition to commuter rail, the Capital Region will be connected to Milwaukee and Chicago, starting in 2013, with new high-speed rail service. A high-speed rail station is being planned for downtown Madison. Transit planning offers the opportunity to integrate transit service with inter-city rail through multi-modal facilities.

Along regional roadway corridors, land uses are primarily commercial and were mostly developed since the 1950s to serve vehicle traffic with low densities characterized by single-use, one-story buildings with large parking lots. Housing adjacent to the corridors includes garden apartment complexes resulting from zoning of multi-family residential as buffers between roadways and detached single-family housing. Some apartment complexes have transitioned to house mostly low-income and minority residents. Given this under-utilization and adjacent concentrations of environmental justice areas, these roadway corridors hold significant potential for enhanced bus transit and associated TOD to serve future growth and better connect people to destinations.

The Capital Region Sustainable Communities Initiative (CRSCI) will identify the potential of enhanced transit service and TOD to reduce vehicle miles traveled, increase transit usage and improve connections

between neighborhood residents including low-income and communities of color to employment and activity centers (such as shopping, public services, recreation). Specifically, the CRSCI will:

- *Commission a study of the potential for enhanced bus service, including bus rapid transit along regional roadway corridors.* The study will address questions including: What combination of enhanced bus service including Bus Rapid Transit (BRT) and TOD, with increased density, mix of uses and walkable/bikable neighborhood connection, can serve to best reduce vehicle miles traveled (VMT), increase non-automobile mode share, increase affordable housing, and better connect environmental justice areas to employment and activity centers? How would such enhanced bus service be integrated into existing bus service? CARPC will commission the study under the guidance of the MPO.
- *Commission studies to determine the housing and commercial market potential for TOD associated with enhanced bus and planned rail service.* These studies will address questions including: How much growth can the corridors serve over the next 50 years? How many of what type of residential units? How many square feet of what types of commercial space? How can parking best be accommodated with higher levels of density? Knowledge of market potential will provide guidance to policy makers for establishing development guidelines and incentives, and for marketing TOD plans to investors and developers. CARPC will commission the market studies with assistance from the UW-Madison, School of Real Estate.
- *Inventory sites for infill development and redevelopment.* Dane County staff will work with CARPC to inventory properties along regional corridors with the potential for more compact development through infill development and redevelopment.
- *Tour examples of successful transit-oriented development.* Members of the Capital Region Partnership for Sustainable Communities will be invited to tour examples of compact, mixed-use, walkable developments in other comparable regions to learn about their design, financial, marketing and development features. Tours will enable members to gain a better understanding of how such developments work in other regions and how to apply those lessons in the Capital Region. Development, business and financial partners will be encouraged to attend the tours. CARPC will coordinate four tours including two involving air travel and two involving van or bus travel.
- *Develop TOD plans and designs.* CARPC staff including grant-funded positions, local organizers and local planning staff will identify potential transit nodes along bus and rail corridors, including areas with concentrations of low-income and communities of color. CARPC will hire one or more local organizers to engage community members and resident organizations and organize planning and design workshops that engage residents and stakeholders in hands-on exercises to model financially viable (drawing on market study data) TOD options that include affordable housing and anti-displacement strategies. Planners and organizers will coordinate with City of Madison's Community Development Authority (CDA) that is working with resident associations for two public housing sites along corridors to prepare redevelopment plans. The CDA is currently hiring a consultant to prepare a HOPE VI application for redevelopment funding.

b. Multi-jurisdictional scenario planning for sustainable development

Goals Addressed: 2, 3, 4, 5, 6, 7, 9, and 10

Gaps Addressed: especially 4, 9 and 10; and also 1, 3, 6, 7, and 8

Separate planning by multiple units of local government on different timeframes hinders preservation of farmland and the viability of agriculture. Cumulative effects of planned development in watersheds, which include multiple units of government, impede protection of water quality. Local neighborhood

and downtown plans may not address regional goals, such as goals to provide walkable, diverse neighborhoods. To address these challenges, the CRSCI will prepare detailed execution plans, involving multiple units of government, and using scenario planning.

Each planning area will focus at the watershed level and include one or more city and/or village and surrounding rural area (and local town government). Planning areas will include Urban Service Areas² and surrounding communities. CARPC staff, including grant-funded positions, will conduct the following planning activities in conjunction with local staff and officials, and with assistance from Partnership members. Public participation will be integrated throughout the process.

Initial planning activities will include forming local steering committees to guide the planning process, defining the planning area, and reviewing existing plans to identify sustainability gaps. Planners and the Restoration Biologist will assess community and environmental conditions. Community assessments will include a review of agriculture, economic, housing, social, transportation, and infrastructure conditions. Dane County will assist with the farmland assessments. The County recently received \$30,000 from Wisconsin Department of Agriculture, Trade and Consumer Protection to update the county certified farmland preservation plan that identifies areas for preservation.

To determine environmental conditions, staff will assess surface water, groundwater, upland habitat, site-specific mitigation measures and limitations, and delineation of critical buffers, groundwater recharge areas and land use and density constraints. The Sustainable Communities grant will address two important current gaps in environmental impact assessment in the Capital Region:

First, it enables a qualitative inventory of aquatic and upland habitats in the Capital Region by a restoration biologist or ecologist. Current information is lacking concerning the quality, health, and restoration potential of habitat resources in the region. State and local capabilities to conduct such inventories are also absent. This represents an important gap in our ability to assess the impact of development decisions and scenarios on habitat health. This inventory will concentrate on areas surrounding existing urban and urbanizing areas but will evaluate habitats as complete ecosystem units based on risk of impact or area of potential restoration beyond the zone of potential urban encroachment.

Second, it enables the use of the *Ecological Limits of Hydrologic Alteration* framework (ELOHA) to model ground and surface water flow baseline conditions and to estimate impacts from proposed developments on ecological conditions of aquatic habitats. Although stream classifications and water quality parameters are available for most streams in the region, their susceptibility to hydrologic changes are not known. All of the streams in the Capital Region are small headwater streams with sensitivity to hydrologic changes from increased runoff volumes or decreased baseflow due to groundwater withdrawal. ELOHA can model the “carrying capacity” of these streams, estimate limitations to development to maintain the species, functions, and resilience of freshwater ecosystems. Used in the context of scenario planning for sustainable community development, this tool has the potential to significantly increase regional capability to identify areas that contribute to the health and viability of critical natural resources. ELOHA builds upon and provides practical application of research recently completed for Illinois, Michigan, and Wisconsin associated with a U.S. EPA STAR Grant Project entitled: *Ecological Classification of Rivers for Environmental Assessment: Demonstration, Validation, and Application to Regional Risk Assessment*, and the Great Lakes Aquatic GAP project.

² CARPC designates USAs, areas where urban services including sewer and water may be provided. There are six USAs in the Madison Urbanized Area: a central USA that includes the City of Madison and adjoining municipalities; and five USAs on the periphery.

Following community and environmental assessments, the planning process will affirm existing community goals (revising where needed) and establish metrics and performance targets. CARPC will commission housing and commercial market studies (in conjunction with TOD planning described above) to estimate demand for housing and commercial development in the planning area. Demand estimates will help guide scenario planning. Planning officials will tour at least two examples of walkable urbanism in other regions, in a suburban context, to gain a better understanding of how such developments might work in their communities.

Building on assessment of conditions and market estimates, communities will engage in scenario planning to identify and evaluate a range of alternative future development options, including current trends. Planners will conduct at least three design charrettes with the public and stakeholders to create alternative designs. GIS scenario modeling tools will be used to map and evaluate alternative development scenarios. Planners will estimate the performance of each alternative development design using established metrics for environment, economy, fiscal, transportation, and other as identified. Community residents and stakeholders will use performance benchmarks to evaluate scenarios and select desired scenarios. Scenario planning conducted with assistance from grant-funded positions: Urban Designer/Planner, GIS Specialist, and Senior Planner.

To implement desired scenarios the plans will identify policies and guidelines required to achieve desired development and preservation. Plans will identify changes to laws, regulations, programs and policies required to achieve desired development and preservation. The final step is to adopt growth and preservation plans as amendments to comprehensive plans.

(d) Demonstrate Sustainable Development Through Catalytic Projects

Critical to the success of the Capital Region's Plan for Sustainable Development are projects that demonstrate sustainable development practices. Partners for sustainable development and the public need to see that progress towards sustainability goals is realistic and achievable. Communities in the Capital Region have embarked on such catalytic projects of regional significance. The projects, identified in the Regional Master Plan, include a Sustainability Commerce Center in the City of Madison, a Fresh Market Vegetable Packing House (Feasibility Study) led by Dane County, a Local Fresh Food Market in Low-Income Food Desert (Feasibility Study and Business Plan) led by Dane County, and 100 Percent Stormwater Infiltration for High-Density TOD in the City of Fitchburg. Descriptions of the projects follow and cost-benefit analyses are included in the Appendix.

a. Sustainability Commerce Center, City of Madison

The Madison Sustainability Commerce Center ("Center") will bring together leading established and emerging entrepreneurial firms in the field of sustainability (energy, construction, transportation, food systems, materials, consulting, etc.). Housed in a 50,000 – 75,000 s.f. office building, the Center will feature building design, construction and operations using the most advanced measures of sustainability in such a manner that encourages collaboration among firms. Located within the Capital East District immediately adjacent to downtown Madison, the Center's tenants will likely include mature firms and new entrepreneurs in both the for-profit and non-profit sectors.

Given the Capital East District's importance to the community and region, a four-year process directed toward neighborhood and other stakeholder input fostered the preparation of the East Washington Avenue Capitol Gateway Corridor Plan ("Plan"). The Plan and subsequent recommendations were developed while "respecting and strengthening existing neighborhoods" and "establish corridor as employment center supported by transit" as specifically stated core principles. In fact, the City received

an award for the Plan by the Wisconsin Chapter of American Planning Association for "urban design concept for a new or redeveloped area of unusually high quality and design."

The proposed Center will therefore be the catalytic transit-oriented development project that promotes reinvestment within the District, and in turn serves as an example for the transit and transit-oriented development envisioned throughout this application for the entire region. The proposed Center will create opportunities for cross-discipline solutions to global problems including energy usage and a reduction in greenhouse gas emissions. It will be a hub to disseminate our home-grown answers nationally and internationally, which in-turn will foster growth and support for Madison's emerging green business industry and vision for a more sustainable community.

Tenant cultivation and conceptual discussion regarding the project has yielded interest by several top prospect organizations that currently represent over 65,000 square feet of occupied office space and 31,000 square feet of occupied warehouse space. The project team is actively considering three likely locations within the District that may afford the opportunity to reuse an existing building, construct an entirely new facility, or a combination of the two.

The City of Madison requests \$300,000 to commission a business plan (including market analysis), and initial design and pre-development work (preliminary environmental and engineering site assessments). Preliminary funding for this project has also come from the U.S. Department of Energy's Solar America Cities program (\$30,000 for the partnership of a consultant with connections to Freiburg, Germany's Solar Info Center) as well as support from the Delta Redevelopment Institute funded in part by the US EPA brownfields "k6" research grant (\$20,000 to date, with an additional \$14,000 anticipated over the next year).

The project team promoting the Center includes a broad base of leaders in the field of sustainability; including representatives of Madison Gas & Electric, Wisconsin Energy Conservation Corporation, the Energy Center of Wisconsin, the Delta Institute, Thrive, and several other local consultants and supportive stakeholders. The funding provided through this request will build upon over twelve months of time invested by the project partners and will be directed towards the next appropriate project steps: drafting a business plan (including additional market analysis), conceptual design work, and pre-development activities. The business plan is expected to be complete by month 12 and predevelopment work by month 24. Securing of financing and start of construction is expected during months 25 through 36. The lead staff is Matt Mikolajeswki, Manager, Office of Business Resources, City of Madison

b. 100 Percent Stormwater Infiltration for High-Density TOD, City of Fitchburg

This catalytic project will advance an approved detailed sustainable development plan by creating and implementing stormwater guidelines and templates for cities and developers to meet CARPC requirements. CARPC requires new developments to control post development runoff volumes to be equal to or less than pre-development runoff volumes for the one-year average annual rainfall period.

The McGaw Neighborhood will be used as the pilot program to test the established guidelines. The McGaw Neighborhood Plan was adopted as an appendix to the Fitchburg Comprehensive Plan in June 2009. The neighborhood plan vision is to "develop an urban, green, sustainable, transit-oriented, mixed-use and economically vibrant neighborhood that offers a variety of land uses to serve everyday living needs and an economically vibrant neighborhood that offers a variety of land uses to serve everyday living needs, as well as a housing stock to serve all levels of age and income, which will not affect the existing on-site natural resources." The proposed development is striving to create a full-balanced, transit-oriented, LEED neighborhood development, with established goals and objectives that lends

itself to seeking certification under LEED-ND. The plan sets forth *minimum* residential densities of 5 and 10 units per acre, rather than the normal maximum. The higher density development proposed in the McGaw plan leads to greater impervious surface ratios and correspondingly more land area to manage stormwater.

The City requests \$30,000 to hire consultants who will develop cost-effective strategies to address the stormwater regulations. Consultants will: review the McGaw Plan and local regulations; review literature on volume control BMP performance, cost and analysis methods; conduct modeling analysis of a hypothetical block (or blocks) of the McGaw Neighborhood with a range of development types to assess volume control performance, options and costs; and run a half-day "charrette" with a few local developers for input on how volume control Best Management Practices could fit into site development plans, and implications for costs. Consultants are expected to complete their work in 12 months. Fitchburg is not unique in its need to address these concerns; work completed here will be of use to many other communities facing similar stormwater requirements. The lead staff is Tom Hovel, Senior Planner, City of Fitchburg.

c. Fresh Market Vegetable Packing House, Dane County

The demand for Wisconsin-grown produce overwhelms the current supply of regional growers. The gap is not due to production capacity; rather, it is the lack of an efficient marketing, aggregation and distribution system that provides growers the access to the markets and infrastructure they need to sell and scale up to meet demand. Dane County will explore 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. The project will include a feasibility study to review options for a small- to medium-sized wholesale packing, storage and shipping facility located in Dane County. Upon completion of the feasibility study, a business plan will be developed before the facility is built.

A Fresh Market Vegetable Packing House will preserve, strengthen and promote local Wisconsin agriculture and improve food access in underserved communities within the MPO. Growers within the MPO and the region will put uncultivated acreage into production if there is a trustworthy market. Buyers will procure from a supplier that delivers a trustworthy product. When this activity is carried out at scale, with pricing that reflects quality and respects relationships on both sides of the transaction, agriculture in our region will become more valuable, as well as sustainable.

A mid-sized packing facility can process the output of more than 3,000 acres of fruits and vegetables and market a great deal more, providing new markets for 30-50 small to mid-size farms. Today, the average market value of all agricultural products sold per acre of Wisconsin farmland is approximately \$600. This can well exceed \$3,000 (avg. of 16 types of produce) per acre for farmers selling fruits and vegetables through the packing facility.

The facility will also increase access to local foods among low-income populations. Buyers in this system will supply school districts and colleges in the MPO (as well as Milwaukee and Chicago), local hospitals, public sector health care facilities including Badger Prairie Nursing Home and Mendota Mental Health, and the Dane County Jail. (Dane County's Institutional Food Market Coalition works with hundreds of institutional buyers in the private and public sector throughout the state interested in sourcing locally including over 50 school districts from Milwaukee to Madison and Lacrosse).

The project will be carried out in three phases. The first is a feasibility study which will include interviews and surveys among growers and buyers to assess capacity and demand, convening meetings with stakeholders and advisors to establish relationships and devise operating principles, site exploration

and initial financial due diligence. This phase will cost \$65,000 (plus \$15,000 in matching money we have received) and require six to nine months to complete depending on grower availability during planting and harvesting season. The second phase is business planning which will include site selection, facility specification and design, finalization of the business model, identification of the management team and operators, stakeholder engagement and complete financial projections. This phase will require three to six months depending on grower availability. The third phase is raising start-up funds and breaking ground, expected to occur during months 24 through 36. Sustainable Communities grant funding of \$65,000 is requested for the feasibility study.

Local support for the project is demonstrated through 17 letters of support from growers, large volume buyers and local stakeholders who believe a packing facility is essential to building a sustainable regional food system. The project has secured \$15,000 in seed funding from the City of Madison, Dane County and MG&E, a local utility company. The lead staff is Olivia Parry, Senior Economic Development Specialist, Dane County Planning and Development.

d. Local Fresh Food Market, Dane County

Urban neighborhoods throughout the region have been targeted in local planning documents for infill development and revitalization. Many of these neighborhoods are populated by underserved communities with low incomes, high unemployment and a general lack of access to goods and services. In particular, there are many areas that lack access to healthy food. In underserved communities, there are many who don't have a car. "Food deserts" are the result in many neighborhoods where residents often must rely on convenience stores, which are expensive and lack fresh locally-grown produce.

This project seeks to create partnerships that will form direct links between the region's vital agricultural producers and the end users in need of healthy food choices. Dane County will develop a business plan for a small neighborhood-scale market that connects growers in the Capitol Region with retail buyers in the Southdale Neighborhood.

The Southdale neighborhood is a key area of focus in the 2001 Town of Madison Neighborhood Revitalization Strategy Area (NRSA) plan, which was adopted by the County and approved by HUD. Since the completion of the NRSA plan, the Southdale Neighborhood Plan was completed with multiple public input sessions and ultimately approved by the Town Board and the City of Fitchburg in 2009. With the planning finally complete, the stakeholders are eager to move towards implementation of the identified goals. One of the key goals identified in the neighborhood plan was the provision of a small grocery store or market in the neighborhood.

A business plan will be prepared for a site within the Novation Campus, a brownfield redevelopment adjacent to the Southdale Neighborhood. The proposed business plan will include estimates of operating revenues and expenses. This will include research as to the pricing and sourcing opportunities for locally grown food. Extensive outreach will be conducted as part of the business plan including surveys of neighborhood residents and focus groups to assess capacity and demand as part of financial due diligence. Finally, it will include preliminary space planning, site selection and design as well as a complete financial projections. This is expected to cost approximately \$75,000 and require six to seven months to complete. Emphasis will be given to a neighborhood-serving model that can be repeated to enhance sustainable and walkable urban neighborhoods that reduce dependence on the automobile. Following completion of the business plan, organizers will raise capital and make site improvements in year two, and break ground in year three.

Project partners include the Alexander Company, a nationally renowned private developer that specializes in brownfield redevelopment and who is pursuing the development of the Novation Campus as well as Growing Power's Will Allen (MacArthur Genius Grant recipient and one of Time magazine's 100 Most Influential People) and Robert Pierce. Mr. Pierce, long-time farmer and founder of the South Madison Farmers Market, currently operates a weekly farmers market within the Novation Campus and is interested in establishing a year-round market outlet. The lead staff is Olivia Parry, Senior Economic Development Specialist, Dane County Planning and Development

3. Governance and Management

(a) Rationale for Selection of Partners and strategy for incorporating additional partners

The MPO was selected because it is the federally designated agency for regional transportation planning and preparation of the Transportation Improvement Plan. The City of Madison was selected because it is the principal and largest city in the region and has the greatest impact on regional growth, and it administers community development and housing programs. Dane County was selected because of its land use jurisdiction in the unincorporated areas, it administers the farmland preservation program including exclusive agricultural zoning and it administers community development and housing programs. Both the City of Madison and Dane County also have catalytic projects in the application.

The City of Fitchburg was selected because it is a significant city in the region and it submitted a catalytic project. The City of Middleton, the Village of Waunakee, the Town of Westport and the Town of Springfield were selected because of their experience with multi-jurisdictional agreements and scenario planning and because they are municipalities in the region. The City of Monona, Town of Windsor and Town of Dunn were selected because they are municipalities in the region and advocates for sustainable development (all municipalities were invited to join the consortium).

The Madison Metropolitan Sewerage District was selected because it is the lead for pilot project to evaluate the feasibility of adaptive reuse of highly treated wastewater to address the decline in the aquifer from municipal water use in partnership with the City of Fitchburg. The state Department of Natural Resources was selected to partner with hydrological modeling and natural resource protection.

United Way of Dane County, the Urban League of Greater Madison, and the Latino Support Network were selected because they represent the interests of traditionally under-represented populations. The Capital Region Advocacy Network for Environmental Sustainability (CRANES) was selected to represent environmental interests. The Wisconsin Partnership for Housing Development, Project Home and the Dane County Housing Authority were selected because they provide and promote affordable housing.

M & I Bank, Home Savings, and the Madison Area Builders Association were selected because they represent business and development interests. The University of Wisconsin (UW), Department of Urban and Regional Planning was selected to assist with data management, performance evaluation, and planning; and the UW School of Real Estate to assist with market studies.

Seven municipalities in the region chose not to participate for various reasons. The strategy to incorporate these municipalities and additional non-profit organizations into the consortium is to keep an open invitation, to encourage consortium members to solicit new members, to regularly promote positive outcomes and benefits of CRSCI projects, to invite all entities to annual conferences, and to maintain communication with potential partners through the website, e-newsletters, presentations and reports.

(b) The role each consortium member will play in executing the regional plan implementation process

The Capital Area Regional Planning Commission is the lead agency for the consortium. As lead agency CARPC will be fiscal agent and responsible for administration and grant activity coordination. CARPC prepares and approves the Vision 2020: Dane County Land Use and Transportation Plan (LU&TP), scheduled for update in 2014 and the Dane County Water Quality Plan (WQP), scheduled for update in 2013. The Commission makes recommendations to the state Department of Natural Resources on requests to expand Urban Service Area and Limited Service Area boundaries (amendments to LU&TP and WQP). Partner roles are listed below.

Madison Area Transportation Planning Board (Metropolitan Planning Organization or MPO) – Update Regional Transportation Plan, prepare and adopt Transportation Improvement Plans, provide transportation planning services to the Regional Transit Authority, coordinate planning with Madison Metro. **City of Madison** – Amend comprehensive plan, revise land use regulations, implement affordable housing and community revitalization programs. **Dane County** – Update and implement the Dane County Farmland Preservation Plan; update the Dane County Comprehensive Plan; update the Solid Waste and Recycling Plan; provide funding for affordable housing and community development. **Madison Metropolitan Sewerage District (MMSD)** — Implementation of sustainable wastewater practices. **Madison Metro** – Transit operations; **City of Fitchburg, City of Middleton, City of Monona, Town of Dunn, Town of Windsor, Town of Westport, Town of Sun Prairie and Town of Springfield** – Update or amend comprehensive plans, revise land use regulations, implement affordable housing and community revitalization programs. **United Way of Dane County, Urban League of Greater Madison, Latino Support Network** – Provide leadership to advance social equity goals; match funding criteria and policies to sustainable development goals. **Capital Region Advocacy Network for Environmental Sustainability (CRANES)** – Provide leadership to advance environmental goals. **M & I Bank, Home Savings Bank, and Madison Area Builders Association** – Provide leadership to advance economic goals. **Wisconsin Partnership for Housing Development, Project Home, and Dane County Housing Authority** – Provide leadership to advance sustainable housing goals; invest resources for affordable housing to meet broader sustainability goals. **University of Wisconsin** – Help ensure market studies and program evaluation are conducted in scientifically sound manner; incorporate sustainable development principles and practices into academic programs. **Wisconsin Department of Natural Resources** – Develop ELOHA stream models and provide training to CARPC staff. Provide technical support on protection/restoration of natural resources (and green infrastructure (optional) relative to sustainable development.

(c) Structure of Consortium

The consortium came together for the purposes of submitting this application. Consortium members, as stated in their letters of commitment, “commit to working as a partner in the Capital Region Consortium – the Regional Partnership for Sustainable Communities – to cooperatively carry out the goals and program of the CRSCI and advance the Livability Principles and goals of the federal Sustainable Communities Partnership...[and] if selected for funding, will work with other partners to establish a formal consortium agreement, including management and governance provisions, to be executed no later than 120 days after the effective start date of the grant agreement.”

A key strategy to ensure that the perspectives of diverse and traditionally underrepresented populations directly influence the development and implementation of the Regional Plan for Sustainable Development is to include consortium partners who represent such populations. The Capital Region consortium includes members representing diverse perspectives, including the Urban League of Greater Madison, the Latino Support Network that includes a number of Latino organizations and United Way

of Dane County. Each of these social equity organizations agreed to participate, in large part, to help ensure that the perspectives of traditionally underrepresented populations directly influence development and implementation of RPSD. A second strategy is to form, with leadership from social equity organizations, a social equity committee of the consortium to develop recommendations to address this objective.

The Local Fresh Food Marketareas is a catalytic project is designed to involve low-income and minority residents in the Southdale Neighborhood. African-American farmer and manager of the Southdale Farmer's Market, and Growing Power representative, Robert Pierce, will help coordinate this project. Additional strategies include hiring one or more organizers to directly engage low-income communities to participate in creating transit-oriented development plans, and organizing a social equity track at annual conferences.

(d) Data management plan

As the lead agency, CARPC staff will provide the lead role for collecting data and disseminating information. An initial action of the consortium will be to establish the data to be collected and reported. CARPC will hire a PhD Research Assistant through the University of Wisconsin, Department of Urban and Regional Planning (URPL) to assist with data management. Following consortium guidance, staff will collect information from lead contacts for each of component of the CRSCI on a quarterly basis. They will use the information, along with information about CARPC-led activities, to prepare and disseminate reports to consortium members in advance of quarterly meetings to ensure that decisions are well-informed and communicated across jurisdictions. Information will also be shared through annual conferences, e-newsletters, annual Regional Trends reports and the website.

(e) How consortium will ensure implementation of RPSD

The consortium will ensure RPSD implementation by establishing and promoting a regional vision and goals for sustainable development, adopting TOD plans as amendments to comprehensive plans, implementing catalytic projects, and adopting urban growth plans as amendments to local comprehensive plans. The City of Madison and Dane County will incorporate RPSD goals and strategies into their Consolidated Plans updates (Madison in 2014 and Dane County in 2015). Local municipalities and Dane County will adopt RSPD goals and strategies in their comprehensive plans, and revise land use regulations and programs in accordance. RPSD goals and strategies will also be incorporated into the following Regional Master Plan documents:

- Update of *Vision 2020: Dane County Land Use and Transportation Plan* (2014-18)
- Update of *2030 Regional Transportation Plan* (2015)
- Update of *Dane County Water Quality Plan* (2014)
- Update of other regional plans beyond 5 years (*Farmland Preservation Plan, Parks and Open Space Plan*).

4. Project Completion Schedule

Below is the implementation schedule and linkage of elements of RPSD to specific outcomes to be achieved in the next 18 to 36 months. The schedule is shown graphically on a chart in the Appendix.

- Establish Regional Partnership for Sustainable Communities (outcome: formal consortium agreement) – 120 days
- Fill Sustainability Gaps in RPSD
 - Regional Housing Strategy – 18 months
 - Air Quality and Greenhouse Gas Goals – 18 months
 - Strategies for equity and full participation by underrepresented populations – 18 months

- Prepare Detailed Execution Plan for Enhanced Transit and TOD
 - Transit Capacity Study (outcomes: goals and recommendations for enhancing transit, performance metrics) – 18 months
 - Infill and redevelopment inventory (outcomes: property inventory) – 18 months
 - Market Studies (outcomes: recommendations for meeting housing and commercial demand in transit-friendly, walkable developments) – 18 months
 - TOD Planning and Design (outcomes design and financial plans and report, performance metrics) – 18-36 months
 - Adopt TOD plans as amendments to neighborhood and comprehensive plans (outcome: plan amendments) – 24-36 months
 - Update Regional Transportation Plan to reflect corridor goals, recommendations and designs (outcome: updated plan) – 2015
- Prepare Detailed Execution Plan for Urban Growth and Resource Protection
 - Pilot communities in 1-3 planning areas (outcomes: designated preservation and development areas; development design principles and criteria; performance metrics) – 18 months
 - Planning in 3-6 areas (outcomes: designated preservation and development areas; development design principles and criteria; performance metrics) – 18-36 months
 - Adoption of comprehensive plan amendments (outcome: 3-6 plan amendments) – 18-36 months
- Catalytic Project: Sustainability Commerce Center - Business Plan: 12 months; Predevelopment work: 24 months; Break Ground: 36 months
- Catalytic Project: 100 Percent Stormwater Infiltration in High-Density TOD - Guidelines and templates: 12 months
- Catalytic Project: Fresh Market Vegetable Packing House Feasibility Study - Feasibility Study: 6 months; Business Plan: 12 months; Financing: 24 months; Start-up: 36 months
- Catalytic Project: Local Fresh Food Market in Low-Income Neighborhood “Food Desert” – Business Plan: 12 months; Financing: 24 months; Start-up: 36 months
- Execution Plan for Regional Plan for Sustainable Development – 24-36 months

5. Budget Proposal

The Capital Area Regional Planning Commission requests \$1,997,432 to carry out the CRSCI activities totaling \$2,832,479 in cost. Grant funding will leverage committed match of \$1,807,952, or 91 percent of the total budget.

6. Addressing HUD’s Departmental Policy Priorities

(a) Capacity building and knowledge sharing

Increased skills and technical expertise of partner organizations

- Planning agencies will increase capacity, through partnership with consortium members, to better integrate social equity, affordable housing, economic and environmental issues, goals, and performance benchmarks into planning efforts and plans. *Methods:* regular consortium meetings and dialogue; formation of consortium social equity committee; formation of regional housing strategy committee; and information sharing through web, e-newsletters and other means listed below. *Outcome:* seven planning agencies with increased capacity.
- Non-profit organizations will increase understanding of, and capacity to engage in planning efforts and implementation of plans. *Methods:* regular consortium meetings and dialogue; three planning training sessions for consortium members; and information sharing through web, e-newsletters and other means listed below. *Outcome:* seven non-profit organizations with increased capacity.

- All consortium members increase capacity to apply performance metrics and targets to measure progress from benchmark towards goals. Consortium members will increase capacity to compare performance across jurisdictions through shared performance metrics. *Methods:* partnership with University of Wisconsin; hiring of a Research Assistant; provision of three performance metric training sessions; and information sharing through web, e-newsletters and other means listed below. *Outcome:* 25 organizations with increased capacity.
- Consortium members will increase capacity to plan for walkable, diverse, transit-friendly urban development. *Methods:* four tours to visit examples in other regions; three annual conferences that include speakers and informational sessions. *Outcome:* 25 consortium members with increased capacity.
- Planning agencies and private sector members will increase capacity to base plans and developments on market demand for walkable, diverse urban developments. *Method:* market studies of residential and commercial demand; presentations of market results in three conferences; and information sharing through web, e-newsletters and other means listed below. *Outcome:* Seven planning agencies and various private sector members with increased capacity.
- Neighborhood organizations and low-income residents will increase capacity to influence neighborhood development. *Method:* transit-oriented development planning and design activities. *Outcomes:* five neighborhoods including three low-income; 10 planning/design sessions; and 250 participants with increased capacity.
- Local communities will increase capacity to plan and implement sustainable development. *Methods:* multi-jurisdictional scenario planning; a minimum of 10 presentations at public planning meetings in local communities; and a minimum of 20 local steering committee meetings. *Outcomes:* 10 or more communities (as multi-community reps may attend any given meeting), 300 residents and 50 steering committee members with increased knowledge and capacity.

Sharing knowledge among partners

The Capital Region Partnership for Sustainable Communities will hold a minimum of 12 meetings during the grant period. Committees, including the social equity and regional housing strategy committees will also meet at least four times each. The Partnership will hold three regional conferences to share knowledge and learn about best practices and challenges. CARPC will include a Sustainable Communities section in its annual Regional Trends Report that will report on grant activities and outcomes. CARPC will report on grant activities and outcomes at least quarterly on a Sustainable Communities webpage and its quarterly e-newsletter.

(b) Expanding cross-cutting policy knowledge

CARPC will enter into an agreement with the University of Wisconsin, Department of Urban and Regional Planning (URPL) to hire a PhD Research Assistant to collect and analyze performance data listed below in Rating Factor 5. The Research Assistant, under guidance of URPL faculty, will assist CARPC with preparation and implementation of data management. The Research Assistant and URPL will conduct three training sessions for consortium members on using performance benchmarks to measure progress towards goals. CARPC will manage parcel data using GIS data layers. Dane County makes parcel level data on land use, transportation, environmental factors (e.g. wetlands, steep slopes, floodplains, etc.), soils, and zoning available to the public through its DCIMap online program. CARPC is currently conducting its decennial, parcel-based inventory of land uses throughout the county. The inventory will provide important land-use trend information that, combined with the 2010 U.S. Census, will increase consortium member knowledge of environmental, economic and social equity inter-relationships.

RATING FACTOR 4: LEVERAGING RESOURCES

Requested grant funds will leverage a total cash and in-kind match commitment of \$1,807,951.83. This match is 91 percent of the federal funding request.

Lead Applicant Match. The Capital Region Sustainable Communities Initiative (CRSCI) closely matches the goals and programs of the Capital Area Regional Planning Commission (CAPRC). As such, CAPRC will devote a significant portion of its staff time and office expenses towards carrying out the CRSCI. Total in-kind staff contribution, as listed in the Detailed Budget Worksheet, will be \$786,958.

Partner Cash Match. The Capital Region Partnership for Sustainable Communities (CRPSC) includes a significant number and broad range of partners, each of which commit in-kind resources. The City of Madison identified commitments of \$264,000 for the Sustainability Commerce Center catalytic project. Dane County, Madison Gas & Electric and the City of Madison have committed \$15,000 for the Fresh Market Vegetable Packing House catalytic project.

Potential but not yet committed cash match (not included in total match above) includes a funding request submitted by United States Representative Tammy Baldwin for FY 2011 on behalf of the City of Madison for \$1,000,000 to provide public educational programming at the Center designed to increase understanding of renewable technologies. In addition the City of Madison plans to submit a HOPE VI grant application request for up to \$20 million for projects that will support transit-oriented development planning and design. The Madison Metropolitan Sewerage District committed funding of \$25,000 in 2009 and 2010, which is already in place and the pilot project expected to be completed by the end of 2010.

Partners In-kind Match. In-kind contributions from partners, included in their letters of commitment are listed in the Appendix.

RATING FACTOR 5: ACHIEVING RESULTS AND PROGRAM EVALUATION

This section describes the outcomes that Capital Region Sustainable Communities Initiative seeks to achieve, the elements of the Regional Plan for Sustainable Development that will help achieve those outcomes, and specific benchmarks with which to measure progress towards a completed project. Required outcomes are marked with an asterisk.

Desired Outcome: Creation of regional transportation, housing, water, and air quality plans that are deeply aligned and tied to local comprehensive land use and capital investment plans.*

RPSD Elements: Close gaps in the RPSD by developing a regional housing strategy, clean air/greenhouse gas goals and strategies, and strategies for participation of under-represented communities. Incorporate strategies into comprehensive and capital investment plan updates. Prepare detailed transit-oriented development and sustainable urban growth plans that are adopted as amendments to local comprehensive plans.

Benchmark: Number of amendments or updates to comprehensive and capital investment plans resulting from RPSD elements.

Desired Outcome: Reduced social and economic disparities for the low-income, minority communities, and other disadvantaged populations within the target region.*

RPSD Element: Form a consortium social equity committee, with leadership from social equity non-profits, to develop strategies for incorporating equity into sustainable development plans and for full

participation by low-income persons and communities of color. Hire neighborhood organizer(s) to engage low-income neighborhoods in transit-oriented development planning. Prepare business plan for local fresh food market. Increase transit usage and improve connections between neighborhood residents including low-income and community of color to employment and activity centers.

Benchmarks: Measures of segregation and school poverty by participating community and by region.

Desired Outcomes: Decrease in per-capita VMT and transportation-related emissions for the region.* Increase in walking, biking and transit as mode share

RPSD Element: Conduct transit studies; Prepare detailed plans for sustainable urban growth including walkable, diverse communities.

Benchmarks: Share of regional trips performed by automobile, transit, walking and bicycling, VMT per-capita. Greenhouse gas emissions per-capita.

Desired Outcome: Decrease in overall combined housing and transportation costs per household.*

RPSD Element: Develop regional transit and transit-oriented development plans along regional transportation corridors with emphasis on increasing access of neighborhood and low-income residents to employment and activity centers.

Benchmarks: Proportion of regional population paying more than 45% of income to housing and transportation expenses. Average transit travel times from areas with concentrations of low-income persons and communities of color to employment and activity centers.

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

RPSD Element: Form a consortium social equity committee, with leadership from social equity non-profits, to develop strategies for incorporating equity into sustainable development plans and for full participation by low-income persons and communities of color.

Benchmark: Number and variety of persons participating in public planning for sustainable development.

Desired Outcome: Increased proportion of homes and rental units affordable to a full range of household incomes close to high-quality transit service in urban areas or within traditional town centers in small towns and rural areas.* Reliable and timely access to employment centers, increased portion low- and very low-income households within 30-minute transit commute of major employment centers, services and education.

RPSD Element: Develop a regional housing strategy. Develop regional transit and transit-oriented development plans along regional transportation corridors with emphasis on increasing access of neighborhood and low-income residents to employment and activity centers. Prepare detailed urban growth plans for sustainable development including walkable, diverse neighborhoods with housing affordable to households with a range of income levels.

Benchmarks: Average transit travel times from areas with concentrations of low-income persons and communities of color to employment and activity centers. Portion of new housing units within ¼ mile of various key activities. Regional housing costs relative to household income.

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

RPSD Element: Demonstrating sustainable development through catalytic projects for green businesses, local fresh food production and access, and innovative stormwater capture on high-density development. These projects partner with EPA (100 Percent Stormwater Capture), DOT (Sustainability Commerce Center along high-speed rail line) and HUD (Local Fresh Food Market in NRSA).

Benchmark: Amount of federal resources invested in RSPD projects.

Desired Outcome: 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.*

RPSD Element: Develop regional transit and transit-oriented development plans that involve low-income residents to ensure community revitalization meets their needs and minimizes displacement.

Benchmarks: Portion of new housing units within ¼ mile of various key activities. Percent of units of new residential and commercial construction on previously developed parcels. Number and variety of persons participating in public planning for sustainable development.

Desired Outcome: Decrease in overall combined housing and transportation costs per household. Reduced social and economic disparities for the low-income, minority communities, and other disadvantaged populations within the target region.*

RPSD Elements: Develop regional transit and transit-oriented development plans along regional transportation corridors with emphasis on increasing access of neighborhood and low-income residents to employment and activity centers. Prepare detailed urban growth plans for sustainable development including walkable, diverse neighborhoods with housing affordable to households with a range of income levels.

Benchmarks: Proportion of regional population paying more than 45% of income to housing and transportation expenses. Measures of segregation and school poverty by participating community and by region.

Desired Outcome: Increased proportion of affordable housing units that have high access to a supermarket or grocery store that provides quality fresh foods.

RPSD Element: Fresh Market Vegetable Packing House and Local Fresh Food Market (to provide fresh food to low-income residents in a neighborhood with no grocery store) catalytic projects.

Benchmarks: Sales of locally produced produce. Sales at the local fresh food market.

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

RPSD Element: Prepare detailed plans for sustainable urban growth and protection and preservation of natural resources and farmland.

Benchmarks: Number of conservation areas adopted. Acres of agricultural land in conservation easement and in Agricultural Enterprise Zones.