Seismic Shift
The times they are a changin’

Monona Terrace Community & Convention Center
Madison, Wisconsin
Tuesday, September 29, 2015
8:00 AM - 4:30 PM

Earth shaking effects of changing demographics on the way we will live in the future:
+ Next Generation Transportation
+ Land Use & Economic Development
+ Neighborhoods & Community Design
+ Public Spaces

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Hosted by 1000 Friends of Wisconsin
with support from CNU-Wisconsin Chapter
8:00 - 8:30 REGISTRATION AND CONTINENTAL BREAKFAST

8:30 - 10:00 WELCOME & OPENING PLENARY
Lecture Hall

Conference Welcome: Steve Hiniker - 1000 Friends of Wisconsin
Keynote Speaker: Paul Robbins - Director of Nelson Institute of Environmental Studies

10:15 - 11:15 CONCURRENT SESSIONS
Data - Let's Look at the Numbers

TRACK A  Next Generation Transportation
Chris McCahill

TRACK B  Land Use & Economic Development
Dan Kennelly

11:30 - 12:30 CONCURRENT SESSIONS
Trends - Now and Looking Ahead

TRACK A  Next Generation Transportation
Peter Skopec, Elizabeth Ward, Ash Anandanarayanan

TRACK B  Land Use & Economic Development
Ted Matkom, Gorman & Associates

12:30 - 2:00 LUNCH & FEATURED SPEAKER
Community Terrace

Introduction: Matt Mikolajewski - Economic Development Director, City of Madison
Featured Speaker: Aaron Olver, Managing Director, University Research Park

Jobs, Innovation, and Land-Use in the 21st Century

2:15 - 4:00 WORKSHOPS
Making Things Happen

#1 Next Generation Transportation
Steve Hiniker, Elizabeth Ward, Ash Anandanarayanan, Chris McCahill

#2 Land Use & Economic Development
Mike Slavney, Ted Matkom

#3 Neighborhoods & Community Design
Angela Russell, Kurt Paulsen, Colleen Moran, Zia Bruaya

#4 Public Spaces
Sam Dennis, Alex Wells

4:15 Optional walking tour - The Changing Face of State Street
8:45 - 10:00 am - Opening Plenary
Paul Robbins, Director of the Nelson Institute for Environmental Studies at the University of Wisconsin-Madison.

*Baby bust: Thinking about Big Picture demographic change*
While global human population growth continues to tax resources, create pressure on infrastructure, and change the way we live, the picture often painted of demography is misleading: throughout most of the world, population growth has actually leveled off and is falling. Falling and negligible growth prevails in places as far flung as Iran, Germany, and even much of India. This dual fact - boom and bust - will paint the future of the planet in the next century, and there is plenty of interesting good news to be had, in land use, urbanization, and food production.

10:15 - 11:15 am - Concurrent Sessions (you will sign up for one on registration page)

**Track A: Next Generation Transportation**
Chris McCahill - State Transportation Initiative, UW-Madison
For many decades, Americans drove more and more miles each year and transportation policies focused on improving mobility. But ever since the mid-2000s, we’ve seen a dramatic shift. Traffic growth has slowed substantially and policies are beginning to focus on concepts like sustainability and access to destinations. This session looks back at that shift and highlights new types of data and emerging best practices that will guide us into the future.

**Track B: Land Use & Economic Development**
Dan Kennelly - Economic Development Specialist, City of Madison
Madison’s economy is shifting under our feet. The City is becoming larger, more diverse, more private sector-driven, and more economically divided. The City’s Economic Development Division created a new Economic Strategy to take a fresh look at our local economy and identify ways to make it more prosperous and equitable. The first step is a detailed analysis of economic data to gain a better understand of the current state of our economy to help shape next steps. This presentation will include eye-opening stats uncovered from a deep dive into local economic data.

**Track C: Neighborhoods & Community Design**
Jule Stroick - Department of Planning & Community & Economic Development, City of Madison, Matt Wachter - Housing Initiatives Specialist, City of Madison, Justin Svingen - Data Analyst, Public Health Madison & Dane County, Ruth Rohlich - Business Development Specialist, City of Madison
A Pecha Kucha-like presentation of twenty plus slides in rapid secussion will tell the story of Madison and its neighborhoods. Be ready to visually understand the differences within our community - housing type, income levels, to population diversity for Madison. This panel will focus on the current causing the ripple effect of content and discussion in the workshops which follow.

**Track D: Public Spaces**
Rebecca Cnare - Urban Design Planner & Landscape Architect, City of Madison
What is a public space? Is it a public park or square? A bicycle or pedestrian path? A sidewalk? How about a traffic island? How much of it is out there? And what can we do with it? (Legally)?
In this session, learn about how much public space is really out there and how you can maximize ways to manipulate it to your advantage. What are the laws? What is the process for changing and improving your public spaces? Learn how to practice the art of Placemaking?

11:30 - 12:30 - Concurrent Sessions (you will sign up for one on registration page)

**Track A: Next Generation Transportation**
Peter Skopec - Director, WISPIRG, Elizabeth Ward - Sierra Club John Muir Chapter, Ash Anandanarayanan - 1000 Friends of Wisconsin Transportation Policy Director
Despite the changing trends in how people get around, the funding of our transportation system continues to
disproportionately invest in highways and highway expansions, often at the expensive of transit, local road maintenance and repair, biking, and pedestrian infrastructure. This session will offer lessons learned from a campaign in Milwaukee calling on the Department of Transportation and Legislature to cancel the proposed $1 billion expansion of Highway 94 and instead repair the highway and invest in a transit alternative. We’ll also have a hands-on opportunity to explore what transportation system built around moving people to where they want to go in Dane County would look like.

Track B: Land Use & Economic Development
Ted Matkom - Wisconsin Market President & General Council, Gorman & Associates
Addressing how you can fit a target demographic into new developments and how changing demographics affect present and future development practices. We will illustrate current examples and show how future developments can work.

Track C: Neighborhoods & Housing
Annette Miller - Emerging Markets & Community Development Manager, MG&E, Peng Her - Center for Resilient Cities, Hedi Rudd - South Madison, Sina Davis - Allied Drive, Gladis Benavides - BE Consulting
Experiences from a neighborhood and community perspective about what is happening today, and what we see happening in the future (2050) when it comes to a minority majority and the need for inclusion today to ensure tomorrow’s decisions include and reflect this seismic shift.

Track D: Public Spaces
Karin Wolf - Arts Program Administrator, City of Madison, Niki Johnson, Thomas Ferrella, Brenda Baker
Temporary public art is a lighter, quicker, cheaper way to feature public spaces, attract visitors to an area, and pave a path toward more long-term, sustainable efforts to enhance public places. This session will focus on the way temporary art projects can highlight the potential of public space and result in transformative placemaking.

12:30 - 2:00    Lunch Plenary
Aaron Olver - Managing Director, University Research Park

Jobs, Innovation, and Land-Use in the 21st Century
Density is often touted as a strategy for fostering sustainability but the role that density and good land use plays in innovation and economic growth is under-appreciated. And today, it’s what the market not only wants, but demands.

2:15 - 4:00 pm - Workshops - a time to take the information from earlier sessions and put it to use in interactive workshops.

#1 Next Generation Transportation       Steve Hiniker - Executive Director, 1000 Friends of Wisconsin
                                           Elizabeth Ward, Ash Anandanarayanan, Chris McCahill

#2 Land Use & Economic Development      Mike Slavney, FAICP - Director of Planning Services, Vandewalle & Associates
                                           Ted Matkom - Wisconsin Market President, Gorman & Associates

#3 Neighborhoods & Community Design     Angela Russell - Manager, Diversity & Inclusion, CUNA Mutual Group
                                           Kurt Paalensen - Associate Professor, UW-Madison URPL
                                           Colleen Moran - CNU, Board Member
                                           Zia Brucaya - Associate Planner, Urban Assets

#4 Public Spaces                       Sam Dennis - Associate Professor, UW-Madison Landscape Architecture
                                           Alex Wells - Managing Director, UW-Madison Environmental Design Lab

4:15 - Walking Tour
4:15 PM

**Optional walking tour: The Changing Face of State Street** - Meet at level 4 entrance

Led by Ben Zellers - Transportation Planner, City of Madison and Rebecca Cnare - Urban Designer and Landscape Architect, City of Madison

State Street is a vibrant and popular eight-block pedestrian and transit mall that links the state capitol building with the University of Wisconsin campus. State Street and the surrounding blocks have seen significant positive changes in recent years, including:

- The restoration historic properties and redevelopment of other properties on the 100 block.
- Recent completion of three large apartment projects with a total of ~900 new units, with an additional ~600 units on the way in three additional projects.
- Complete reconstruction of the 700 and 800 blocks at the eastern edge of the UW campus to better accommodate pedestrians, bicycles, and food carts.

With these and other changes have come challenges, including accommodating an increasing number of terrace cafés, heavy pedestrian traffic, bars and restaurants replacing retail establishments, negative behaviors at the intersection of State Street with the capitol square, and conflicts between buses and bicyclists, pedestrians, and sidewalk café patrons. Hear from City staff about recent and ongoing redevelopment and how the City hopes to address the challenges of the City’s premier street.

The walking tour will depart from Monona Terrace at 4:15 PM, proceed through the capitol square, and stop at the 100 block for a discussion of the block’s mix of redevelopment and historic preservation. It will continue on past the Overture Center, and touch on redevelopment projects while walking west towards the UW campus. The discussion will include how projects design has been impacted by City plans and what impact the projects have had and are anticipated to have on State Street as a public space. The last stop will be at the 700-800 blocks, which underwent a complete reconstruction in 2014 to better meet the needs of pedestrians and bicyclists while also accommodating Madison’s popular food carts.