

APA - Wisconsin Newsletter



American Planning Association
Wisconsin Chapter

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A Publication of the Wisconsin Chapter of the American Planning Association

Chapter Diversity Initiative: Survey Results and Draft Report

BY NANCY FRANK AND HÉCTOR TORRES-CACHO,
DIVERSITY COMMITTEE

In the last issue of the newsletter, Héctor Torres-Cacho reported on his plan of work for the Chapter's new Diversity Committee. He wasted no time in getting right to work. On December 12 at the chapter Executive Committee meeting, he reported to the board, presenting results from a statewide survey and a draft report.

On November 15, Hector distributed a survey to our membership list. In addition, several Executive Committee members asked members of other organizations to forward the survey to other lists that might include people with interests in planning but who are not members. Hector also spent the fall researching what other APA chapters have done to address diversity and the support provided by APA national for these

efforts and related efforts by the Association of Collegiate Schools of Planning.

What Other Chapters Have Done?

Eight state APA Chapters have diversity committees: [Virginia](#), [North Carolina](#), Ohio, [New Jersey](#), [Illinois](#), [New York Metro](#), [California](#), and Michigan. Although some are new to diversity efforts, other Chapters have over 11 years experience conducting efforts to increase diversity. Some Chapters have formal missions to actively promote and increase diversity and inclusivity. Other Chapters have set goals to coordinate their activities to meet diversity goals, and educate members to better serve diverse communities. All Chapters express a belief in recognizing the

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The WAPA Newsletter is published electronically four times each year by the Wisconsin Chapter of the American Planning Association to facilitate discussion among its members of planning issues in Wisconsin. Correspondence should be sent to:

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Submission of Articles: WAPA News welcomes articles, letters to the editor, articles from the WAPA districts, calendar listings, etc. Please send anything that may be of interest to other professional planners in Wisconsin. Articles may be submitted by mail, fax, or email. Articles may be edited for readability and space limitations prior to publication. Content of articles does not necessarily represent the position of APA, the WAPA Executive Committee, or the editor.

Submit articles by email attachment. Graphics are encouraged.

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Fall issue: submit by December 1

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unique values, ideas and perspectives offered by a diverse workforce.

Hector studied reports completed by APA-California in 2001 and by APA-New York Metro in 2008. Key recommendations identified in the reports are:

- Create a mentoring program for young minority planners.
- Create a unified effort to increase the percentages of minorities in planning schools and in the profession.
- Increase the visibility of the planning profession in minority communities.
- Embrace the diversity contained in the planning community and utilize it to



achieve the objective of improving and creating livable healthy communities for all.

- Develop a socially, economically and politically diverse leadership in APA.

These recommendations echo sentiments expressed by respondents who completed the APA-WI Diversity Survey.

As part of their commitment to support state Chapters, the APA Diversity Task Force has offered APA-WI assistance with its diversity initiative, including Marketing (providing diversity materials); Technical Support (how to implement activities); and assistance from the APA Midwest support staff.

Survey Findings

The Diversity Committee emailed a web-based, self-administered survey to Wisconsin APA members, academics and student organizations, public and private planning organizations, grassroots community organizations and organizations of under-represented professionals in Wisconsin. Over 800 individuals received the emails from November to December. Obviously, the sample is not a scientific random sample, but the survey responses capture a snap shot of the opinions and perception of Wisconsinites involved in planning and interested in the topic of membership outreach.

Eighty percent of the respondents are current members of APA-WI. A majority identified as white (81%) and male (63%). One question asked respondents to indicate the “groups” with which they identify, which included options for racial groups, ethnic groups, disability status,

Membership Insights

- Current members were substantially more likely to be aware of the option of Chapter-only membership as an alternative to full national and chapter membership.
- Members were only somewhat more likely than those who have never been members to work in a field related to urban and regional planning (90 percent for members compared to 78 percent for respondents who have never been members).
- Members were somewhat more likely to work for public organizations, while non-members were slightly more likely than members to work in private, for-profit organizations (27% for non-members compared to 16 % for members). Those who had been members in the past, but were no longer, were more likely to list employment in a nonprofit organization than either members or those who have never been members—22 percent for former members, 6 percent for members, and zero for those who have never been members.
- Survey respondents view APA-Wisconsin as not very inclusive of rural issues, with close to half of respondents (45 percent) saying that the chapter is somewhat or very uninclusive of rural communities.

sexual orientation, language group (English language learner), and “Other”. The largest under-represented groups responding to the survey were:



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- 7 percent Latino/a (plus two additional respondents who answered Hispanic in the “Other” category)
- 6 percent LGBTQ
- 5 percent Black (plus an additional respondent who answered African in the “Other” category)
- 5 percent with invisible disabilities

None of the other categories reached the five percent level in the number of survey participants. Since the number of non-members was extremely small (N=20), and the number of members of under-represented groups was also small, comparisons between members and non-members on many items is not possible. In addition, the open-ended questions cannot be analyzed by membership and under-represented status because of the survey technology. Even so, some interesting highlights can be found.

We asked respondents “How important is it for APA-Wisconsin to be more inclusive of under-represented groups?” on a scale of 0 to 10. We found that most thought it was very important. One third (33%) gave an answer of 10 and more than two thirds (68%) gave answers of 8 or

higher. The mean score was 7.9, but responses included the entire range of possible responses—from 0 to 10. Those who identified themselves as a member of an under-represented or minority group were more likely, and in some cases substantially more likely, than those identifying as “white” or “male” to consider it very important for APA-Wisconsin to be more inclusive. Sixty-five percent of those identifying as white and 66 percent of those identifying as male gave answers of 8 or higher on this question. In comparison, 71 percent those identifying as female gave answers of 8 or higher. And among the other under-represented groups (those representing their identity in terms racial, ethnic, disabled, English learners, LGBTQ, and Other identities on the survey), 88 percent gave answers of 8 or higher. This difference of more than 20 percentage points is important.

In addition, differences between groups appear in the question asking how inclusive APA-Wisconsin is toward different groups. Comparing males and females on inclusiveness towards females, only four percent of males viewed APA-Wisconsin as “somewhat uninclusive” or “not very inclusive” compared to 15 percent of females who saw APA-Wisconsin as in some degree uninclusive. A similar, but even more pronounced difference is seen in comparing racial and ethnic groups, though these comparisons are complicated by small

numbers of respondents identifying with any specific racial or ethnic group. The chart below shows the results comparing white respondents to black respondents on the inclusiveness of the Chapter towards African-Americans and comparing white respondents to Latino/a respondents on inclusiveness toward Latinos. (Note: this preliminary analysis was not able to remove respondents who identify as both white and Latino from the white total.)

The Diversity Committee will continue to analyze the data, which includes opinions about why people of under-represented groups are not becoming members of APA-Wisconsin and perceived barriers to membership.

Comparisons of Groups: How Inclusive Is APA-Wisconsin?					
Respondents self-identifying as:	How inclusive to you think APA-Wisconsin is of each of the following groups: Women				
	Not very inclusive	Somewhat uninclusive	Somewhat inclusive	Very inclusive	
	Male	2%	2%	43%	54%
	Female	3%	13%	46%	38%
	How inclusive to you think APA-Wisconsin is of each of the following groups: African Americans				
White	Not very inclusive	Somewhat uninclusive	Somewhat inclusive	Very inclusive	
	10%	33%	47%	10%	
	Black	40%	20%	20%	20%
Latino/a	How inclusive to you think APA-Wisconsin is of each of the following groups: Latino/a				
	Not very inclusive	Somewhat uninclusive	Somewhat inclusive	Very inclusive	
	White	10%	34%	50%	60%
	Latino/a	33%	50%	0%	17%

One question on the survey asked respondents to indicate how much they would support specific solutions to address membership of under-represented groups in the chapter.

More than half of respondents said they agreed or strongly agreed with each of these steps. In particular, a standing conference on equity, social justice and the interests of under-represented groups and establishing a mentoring program had the most agreement (both had mean scores of 3.3 on a scale of 1 to 4). The item with the least support was the idea of creating a voting position on the board that represented under-represented groups. This item had a mean score of 2.6 and 47 of the 106 respondents who answered the question disagreed with APA-Wisconsin taking this step.

Next Steps

The Executive Committee will review the Diversity Committee's recommendations at the annual January retreat and will develop a work plan. The Executive Committee will look to our members as well as non-members to join the effort to continue the work that the Diversity Committee has begun. The Diversity Committee will publish the final results of the survey and the Diversity Report sometime in early 2015.

For more information or to volunteer to join the Diversity Committee, please contact diversity@wisconsinplanners.org.

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Northwest District Update Trends in Updating in Comp Plans, Strengthening APA-WI, and District Awards

SUBMITTED BY DENNIS LAWRENCE, NW DISTRICT
REPRESENTATIVE


In November, the Northwest District held its annual Planners Workshop. This year it was held in Eau Claire. Nearly 25 planners attended, traveling from Dunn, Eau Claire, Marathon, Pierce, Portage, St. Croix, and Washburn Counties.

Ellen Denzer, St. Croix County Community Development Director, kicked off the workshop with a presentation about their experience using the Land Evaluation and Site Assessment (LESA) system to help prepare a farmland preservation plan. The connection to county and local comprehensive plans was also discussed.

A Roundtable discussion was the focus of the rest of the workshop. Two broad topics were addressed: comprehensive planning and the role of the state planning organization.

Comprehensive Planning

We had a very lively discussion related to the next round of comprehensive plans. Most of the initial plans were prepared only to comply with the law, while for this round communities are showing more interest in a plan focused on implementation. Most counties and cities in the district are moving to update plans; however, only some towns—mainly those where there is some local issue, such as industrial sand mining—are discussing updates. Many plan-



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ning efforts are also expanding beyond the nine elements to include topics such as health. The use of social media was discussed related to the planning outreach process. Some use it for advertising meetings and others as a way to send out general information. Many agreed that it is difficult to get two-way communication and engagement with the social media tools being used.

Role of APA-Wisconsin

Next, the discussion turned to the role of APA-WI and the planning profession. One area of agreement was the need to show the “value” of planning. Plans and planners need to be relevant to the general public. As a profession, planners need to continue to figure out how to do more with reduced resources. Many expressed concern that APA-WI is dominated by planners from more urbanized areas, which means sometimes the issues most relevant to rural planners in the north are overlooked, especially at state conferences. Many pointed to opportunities to work with other related professional organizations, such as the County Code Administrators and County Planning Directors, to maximize membership.

District Awards

In addition to the workshop, the Northwest District annually recognizes outstanding individuals and planning efforts throughout the twenty-six counties that make up the district. Four awards were presented this year.

Outstanding Media Coverage – *The Chronotype*, Rice Lake

The Chronotype is the recipient of the Outstanding Media Coverage Award for its extensive coverage of a placemaking project in Rice Lake. The project brought together residents, business owners, local organizations, and other stakeholders from Rice Lake to take a fresh look at key locations within the community.

The newspaper was actively involved during all phases of the project and participated in the pre-planning and scoping meetings, including discussions on how best to advertise the project events. They also attended and actively participated in the placemaking workshop and the action plan meeting. *The Chronotype* worked with West Central Wisconsin Regional Planning Commission, the Chamber, and the County Development Corporation to provide multiple

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newspaper announcements and articles. They summarized the final report findings and encouraged residents to contact the Chamber to get involved in the placemaking efforts. With over 80 attendees, the workshop was WCWRPC's largest placemaking event to date, in large part due to *The Chronotype's* efforts and those of Koser Radio Group. *The Chronotype's* efforts also led to written comments that were incorporated into the report. And the news coverage led to a greater diversity of participant perspectives and the participation of many different community organizations.

Dave Armstrong, Barron County EDC Director, stated "Without the support of *The Chronotype*, the Rice Lake Placemaking initiative would not have been the success it was. For weeks

leading up to the event, they provided weekly stories on the placemaking initiative and what it potentially means to the residents of Rice Lake."

Distinguished Leadership Award: Elected Official – William Johnson IV

Mr. William Johnson IV is the recipient of the Distinguished Leadership Award: Elected Official because of his tireless dedication to public service. His passion, hard work, and partnering skills, great strides have helped promote planning in west central Wisconsin. William personifies what it means to serve the public and is an inspiration to others to do the same.

Currently, he serves as President for the Village of Frederic (2011 to present) and as Chairman for Polk County (2010 to present). In addition he has served on the Village Board since 2007 and the County Board from 1996-2006 and 2010 to present. In addition, he also serves on numerous appointed boards and commissions. Mr. Johnson's commitment is evident at all levels of government. From stepping up to serve as the President of the Village of Frederic during difficult economic times, playing a key leadership role in examining the county board governance structure in Polk County, to promoting and supporting planning at the regional level

through involvement on the Board of Directors of the West Central Wisconsin Regional Planning Commission.

According to Polk County Administrator Dana Frey, William has not only done an excellent job in filling the responsibilities of his elected positions, but continuously serves as an ambassador for the area. If there is a need, you can count on William to step in and offer assistance. He is able to provide steady and stable leadership even through the most difficult projects and discussions, continuously striving for improvement, efficiency, and effectiveness. Lynn Nelson, Executive Director of the West Central Wisconsin Regional Planning Commission, echoes this sentiment. "We feel extremely fortunate to have William as a member of our Board of Directors. He is forward thinking and truly embodies the principles of good planning."

Distinguished Leadership Award: Citizen – Julie Neuman

Ms. Julie Neuman is the recipient of the Distinguished Leadership Award: Citizen because of her dedication to community involvement.

The City of St. Croix Falls, nicknamed The City of Trails, is known as a community with



many recreational walking, running, and biking opportunities. Still, the city knows of many remaining barriers to walking and biking in the community, specifically to and from the St. Croix Falls School District K-12 campus. In recent years, Ms. Julie Neuman played a vital role in increasing the number of safe opportunities to walk and bike in the community and near the campus. She has also spearheaded other health initiatives to create a healthier and more livable community in partnership with the City, Polk County, University of Wisconsin-Extension, and others.

Due to Ms. Neuman's passion, hard work, and collaborative partnership, great strides have been made in recent years that have helped St. Croix Falls become more livable and healthier. Ms. Neuman's desire and interest to make the City more walkable and bike-friendly for students was a significant force behind the completion and high quality of the SRTS plan. Ms. Neuman continues to act as the SRTS Chairperson and is making sure that the strategies in the plan are implemented.

Outstanding Public Agency – City of River Falls

The City of River Falls is the recipient of the Outstanding Public Agency award for its Sterling Ponds Development project. The project is the result of a collaborative effort by the City, its citizens, and other key stakeholders.

The Sterling Ponds Corporate Park is a venture of the City of River Falls aimed at creating new employment opportunities, additional property valuation, diversification of the local economic base, and expansion of the City's reputation as an excellent business location. In addition, the City sought the opinion of area residents to determine how their needs could be met in order to facilitate the nearby planned corporate park. Sterling Ponds Corporate Park is being developed to provide options for manufacturing companies, professional offices, and the opportunity for a community day care center for children. The location is ideal for companies seeking high visibility, high value, convenient, and affordable locations to meet strategic objec-

tives and to provide a pleasant and productive working environments. Proximity to the Twin Cities metropolitan area in a location that preserves the rural and natural character of the local environment adds to the appeal of the site.

The City of River Falls envisions that, over time, the Sterling Ponds Development will serve as a model for successful re-imagining of stagnant development. By incorporating the interests of numerous entities, the City of River Falls has championed economic revitalization in Sterling Ponds. An ideal balance of land uses in the corporate park will ensure environmental preservation, diverse economy, recreation opportunities, job growth, and a growing diverse tax base.

Finally, as many of you know, this is my last NW District Update. As of January 1, 2015 Jeff Schuler is the new NW District Representative. It has been my pleasure to serve all of you over the last nine years. Keep planning!



Transportation Amendment More Doubt Than Certainty

BY LYDIA STATZ, STUDENT EDITOR

When Wisconsinites went to the polls this November, one statewide referendum caught the eye of planners and transportation advocates.

This year voters were asked to weigh in on a new state constitutional amendment that could change the way the state allocated its transportation funding. Voters decided, by a 4 to 1 margin, to require that funding generated by transportation fees and taxes are utilized only for transportation projects. The passage of the amendment meant Wisconsin joined 30 other states with some form of protection on the use of transportation funds.

On the surface, this sounds like a move that only makes sense. But where did the idea come from, and what could it mean for future transportation projects in Wisconsin?

Current Balance in the Transportation Fund

\$1.4 billion was transferred out of the transportation fund from 2003-2011. \$293 million was transferred into the transportation fund from 2012 to 2015, with another \$224 million proposed for the 2015 - 2017 biennium, leaving the fund \$883 million below where it would have been without the transfers.

The idea for a protected fund began several years ago when then-Governor Jim Doyle tapped into the transportation fund to help cover education expenses. The grab proved to be politically unpopular and the practice ended in 2011.

The halt to the practice didn't soothe the worries of the transportation industry, however (the Wisconsin Transportation Builders Association, were the major funders of the movement). Nor did the fact that for the past several years, general fund money has supplemented the state's transportation budget, rather than funds being taken from it.

"In the current political environment there's little danger," said Andrew Reschovsky, a Professor Emeritus of Public Affairs and Applied Economics at the University of Wisconsin-Madison. "I suspect this is all driven by political considerations, or the perfectly legitimate priorities of the voters."

However, Reschovsky noted that setting up constitutional protection doesn't necessarily mean that transportation funding is safe. Wisconsin funds transportation projects primarily through vehicle registration fees and gas taxes, so as fuel consumption falls, so does revenue.

"It's not a guarantee, because it's quite dependent on the future of the gas tax. If you look at what happens to the cost of maintaining our roads, and the assumption that infrastructure gets older, and as cars get older, the prospects for having more money with the gas tax are diminished," Reschovsky said.

As Wisconsin's transportation picture gets more and more complex, planners are beginning to see the competition for funding get tighter

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APA-WI Endowment Gift Card

The APA-WI board established an endowment fund to support scholarships for students attending either of the accredited masters degree programs in planning in Wisconsin: UW - Madison and UW - Milwaukee.

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and more political. Kevin Muhs, a transportation planner at the Southeastern Wisconsin Regional Planning Commission, said both those who advocated for and against the amendment had funding politics in mind.

Some of those who pushed for the change argued that this guarantee makes it easier to sell some type of transportation fee increase, an idea many have been toying with as gas revenues decline with more fuel-efficient vehicles. "Voters tend to think those monies were supposed to be a user fee and should be used on the transportation system," said Muhs.

However, a paper by the Wisconsin Transportation Finance and Policy Commission in 2012 examining the possible change noted that future revenue streams might not be covered by the amendment. The amendment clearly lays out which revenue streams are protected, so it's possible alternate fee structures could still be transferred out if necessary.

Many others argued against the referendum, saying we shouldn't limit future governors in a time of tight funding.

"One wants to think about government raising money from various taxes, and then making decisions on spending priorities," said Reschovsky. "It doesn't make a lot of sense. The state should say, what are our priorities? If next budget period our priorities are to spend more on education or on Medicaid and less on highways, so be it."

And then there are those who worry what the amendment might mean for transit, bicycle infrastructure, rail, and pedestrian projects — those that already must elbow for space in an

auto-oriented environment.

"Flexibility in the amendment as far as what a transportation system is leaves us with a little bit of uncertainty," said Muhs. The amendment never fully defines "transportation," only says that funds levied from automobile licensing, gas taxes, and several other sources (such as aviation and rail taxes) shall be used solely by the Department of Transportation.

That's was enough to give Muhs pause, considering there have been two previous attempts made to remove public transit from the Department of Transportation's budget. In both 2011 and 2013, Gov. Walker recommended that public transit be funded by the state's general fund as a way to aid the transportation deficit. That would put transit funding in direct competition with schools, healthcare and prisons, among many other things.

Restricting the state's public transit funding would not be completely without precedent. Again, the Transportation Fund and Policy Commission noted that of the thirty other states in

Text of the Amendment

[Article IV] Section 9(2). The legislature shall provide by law for the establishment of a department of transportation and a transportation fund.

[Article VIII] Section 11. All funds collected by the state from any taxes or fees levied or imposed for the licensing of motor vehicle operators, for the titling, licensing, or registration of motor vehicles, for motor vehicle fuel, or for the use of roadways, highways, or bridges, and from taxes and fees levied or imposed for aircraft, airline property, or aviation fuel or for railroads or railroad property shall be deposited only into the transportation fund or with a trustee for the benefit of the department of transportation or the holders of transportation-related revenue bonds, except for collections from taxes or fees in existence on December 31, 2010, that were not being deposited in the transportation fund on that date. None of the funds collected or received by the state from any source and deposited into the transportation fund shall be lapsed, further transferred, or appropriated to any program that is not directly administered by the department of transportation in furtherance of the department's responsibility for the planning, promotion, and protection of all transportation systems in the state except for programs for which there was an appropriation from the transportation fund on December 31, 2010. In this section, the term "motor vehicle" does not include any all-terrain vehicles, snowmobiles, or watercraft.[3]

the country that limit the use of transportation funds, 22 of them also have restrictions set up on the way gasoline tax revenue can be used. Some direct gas taxes solely toward highway construction and repair.

Though no indications of such a move are apparent in Wisconsin, with gas taxes currently making up over 50 percent of WisDOT's revenue, any change would be a major win for highways and an upset for most others.

“With the fact that transit could be removed and all sorts of things could occur, this amendment doesn’t provide any more certainty that we had before,” Muhs said. “This doesn’t change the fact that we’re short of money. We haven’t had enough money for transit for almost fifteen years. We’re now running out of money for the highway system as well. The last several projects have borrowed heavily from the general fund. This amendment doesn’t change that.”

Not everyone shares the trepidation. The Wisconsin Urban and Rural Transit Association signed on as one of the movement’s supporters, and hailed it as a “transit victory” after the fact.

Wisconsin Bike Federation President Dave Cieslewicz blogged about the issue before the election, saying the organization believed the amendment would do little to change the current situation.

“While our view is that this amendment is neither harmful nor especially helpful, the Bike Fed does intend to be involved in the bigger debate to come about the future of transportation revenues themselves,” Cieslewicz said. Most funding for the state’s bike projects comes from local or federal funding, so it’s unlikely the amendment will have a large effect on that sector.

Overall, it seems an amendment intended to provide guidance and certainty has left many with a lot more questions than answers. The amendment certainly isn’t the silver bullet politicians were looking for, but knowing the full consequences of the vote will likely be a waiting game.



Law Update

By BRIAN W. OHM, JD,
VP OF CHAPTER AFFAIRS DEPT. OF URBAN &
REGIONAL PLANNING, UW-MADISON

For more questions or comments about these cases, please contact: bwohm@wisc.edu.

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November Case Law Update

A summary of Wisconsin court opinions decided during the month of November related to planning.

For previous Case Law Updates, please go to: <http://www.wisconsinplanners.org/lawandlegislation.html>

Wisconsin Court of Appeals Opinions

Village’s Junk Vehicle Ordinance Valid

In *Village of North Hudson v. Krongard* the Wisconsin Court of Appeals upheld the Village’s junk vehicle ordinance against a challenge that it conflicted with state traffic regulations and that is was vague.



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Krongard was cited under the ordinance for having two vehicles in plain view on his property that were deemed junk due to expired registrations. Krongard challenged the citations arguing that the ordinance was preempted by state traffic regulations in chapters 341 to 348 and 350 in the Wisconsin Statutes.

The Village argued that the ordinance was not preempted by state traffic regulations because they regulated two completely different issues--the Village's ordinance was concerned with the upkeep of private property whereas the state traffic regulations were concerned with the operation of vehicles.

The Court of Appeals agreed with the Village finding that the ordinance was a valid exercise of the Village's police power authority granted to villages in Wis. Stat. § 61.34. Krongard also contended the ordinance was vague but the Court of Appeals disagreed finding that the ordinance clearly indicated what constituted a violation of the ordinance and the consequences for such a violation.

The case is not recommended for publication in the official reports.