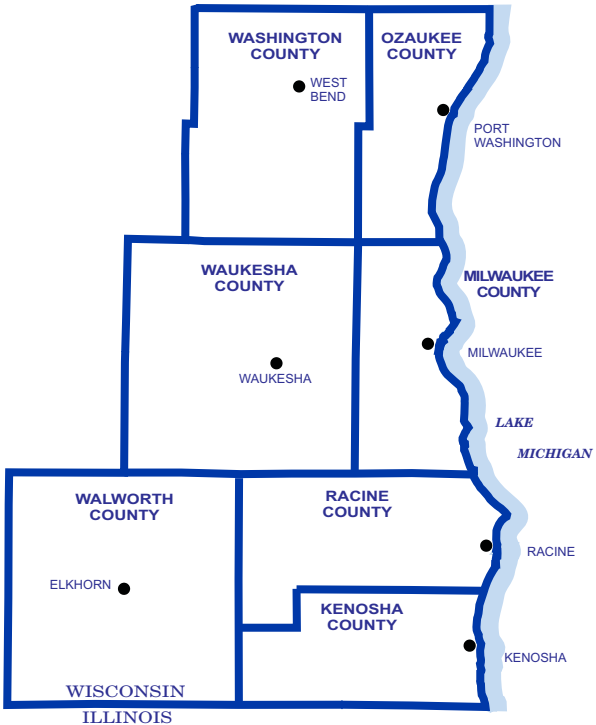


PUBLIC PARTICIPATION IN REGIONAL PLANNING FOR SOUTHEASTERN WISCONSIN

PLANNING FOR OUR REGION

The **Southeastern Wisconsin Regional Planning Commission** serves the seven-county area shown below in regional planning for land use, transportation, and other important needs. **We invite you to participate in the planning.**





The Southeastern Wisconsin Regional Planning Commission (SEWRPC) works to provide information and planning services **to solve problems and explore opportunities which go beyond single units of government.** In our Region, there are 146 cities, villages, and towns, in addition to the seven counties containing many public and private interests.

Planning for needs like efficient highways and public transit systems, beneficial parks and open



spaces, major land use changes and employment centers, and a quality environment including clean water cannot be done well without working together. These and other needs require a multi-county planning effort and **benefit from the participation of many people.**

IMPORTANCE OF PUBLIC PARTICIPATION

Public participation is an important part of government decisions affecting many aspects of our lives. The Regional Planning Commission believes that having people participate in its work can help to accomplish positive things:

- **Let the public know what's going on** and give people a voice
- **Present opportunities** to both provide and get back useful information
- **Explain issues** and choices that are sometimes complex using non-technical language

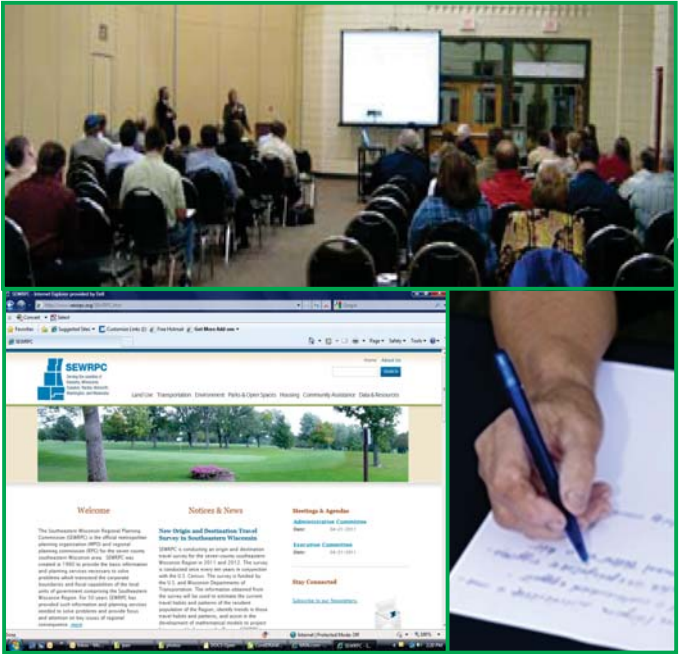
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- **Encourage residents to suggest ideas and make comments** which can improve planning
 - **Guide planning** through advisory committees containing key representatives and topic experts
 - **Create plans that are more likely to be carried out** due to understanding and support
 - **Expand knowledge** so that participants are better equipped to act or to join in public debate
 - **Do the right thing**, as well as meet important law requirements, by reaching out to all
 - **Build important partnerships** and maintain key connections for success

The Regional Planning Commission works to provide many opportunities for public participation. It will **carefully consider ideas and comments offered by the public**, and is prepared to evaluate success and make improvements.

PUBLIC PARTICIPATION GOAL

The Commission's goal for public participation has three major parts:

- **Ensure early and continuous public notification** about regional planning;
- **Provide meaningful information** concerning regional planning; and
- **Obtain participation and input** to regional planning.



HOW PEOPLE MAY RELATE DURING PUBLIC PARTICIPATION

The Commission will use a range of informational materials, activities, and events which meet a variety of needs. In all cases, providing meaningful opportunities for participation will be considered a key for success.

The next page describes different and generally growing levels of planning involvement upon which people often focus. However, the Commission wishes to be flexible and encourages involvement in whatever way is desired and convenient.

The SEWRPC website at www.sewrpc.org is a ready source of full information and an open opportunity to comment on regional planning 24 hours a day, 7 days a week.



GREATER INVOLVEMENT

- **Recipient** – a person or group perhaps merely wanting to become or remain informed, that may receive materials via U.S. Mail or other means
- **Attendee** – someone taking the step of travelling to a meeting or other event, or consulting the SEWRPC website for updates, where discussion may begin
- **Participant** – an attendee who becomes engaged, at which point discussion increases as well as the opportunities for commenting
- **Stakeholder** – a person or represented interest that has a tie to the planning effort, or that developed a stronger interest via public participation, so that they actively pursue the process
- **Partner** – usually a specific interest or grouping of interests that will work cooperatively with the Commission staff on completing key activities such as outreach events
- **Implementer or Plan Advocate** – participants extending beyond direct roles of the Commission, but directly using plan information, as implementation reflects a final step in the planning cycle and advocacy of plan recommendations by key groups is strongly related



PUBLIC PARTICIPATION PLAN

Components will include:

- Open Meetings
- Advisory Committee Meetings
- Document Availability
- Notification by Mail
- Website Updates
- Meeting Presentations or Briefings
- Public Meetings
 - Targeted Format and Frequency
 - Broad Notification
 - Convenient Scheduling
- Public Comment Periods
- Ensuring Environmental Justice in Planning
- Environmental Justice Task Force
- Public Outreach
- Incorporation of Public Input
- Evaluation of Public Participation



The Commission will work cooperatively to achieve public participation with other public agencies and units of government when possible. It will coordinate particularly with the Region's counties and municipalities, and the Wisconsin Departments of Transportation and Natural Resources.

The Commission will be accommodating, providing timely notices of important steps in planning, free and open access, and multiple ways in which to participate within the Region. A listing of specific activities is contained in the *"Public Participation Plan for Regional Planning for Southeastern Wisconsin"*.

PLANNING FOR HOUSING IN SOUTHEASTERN WISCONSIN

A plan for housing in southeastern Wisconsin is now being prepared. Work began in 2009 and will be finished in 2012. The plan should benefit people, communities, neighborhoods, businesses, and the economy.





An appendix, *“Public Participation Plan for Transportation Planning Conducted by the Southeastern Wisconsin Regional Planning Commission,”* provides more transportation-focused detail. Both documents are on the Commission's website at www.sewrpc.org.

Engaging Minority and Low-Income Populations: An Example

The Commission will seek to involve all interested and concerned members of the public in its planning. Some practical applications show steps typically used in major planning efforts to engage minority and low-income populations:

- **Personal letters are sent to lead contacts** of groups at each major stage of planning to share study newsletters, announce public meetings, and highlight key points.
- **Telephone campaigns, emails, or regular contacts** occur to arrange meetings, encourage participation, answer questions, and take any comments.
- **Opportunities are explored for more intensive efforts**, including co-sponsored events, special meetings involving full memberships, and using small group techniques.

- **Primary organizational contacts** are identified and worked with to provide a basis of regular or ongoing work with some very active and broad-based groups.
- **Partnerships and/or other deeper relationships** will be sought with key target groups tied to their interests, the people they work with, and certain planning efforts.

Evaluating Public Participation

The effectiveness of the Commission's public participation will regularly be evaluated to ensure that needs are successfully met. The Commission will continue to seek improvements to its public participation when possible.

The list below shows key measured activities under the Commission's three-part public participation goal which the Commission will use to help evaluate particularly its transportation planning process:

Ensure early and continuous public notification

- **Update letters and follow-up** with central city, minority, and low-income groups
- **Paid advertisements in newspapers** for things like public meetings at least 10 times per year
- **SEWRPC website hits** counted with a goal of increasing hits by 5 percent, and comments monitored

Provide meaningful information

- **Presentations or briefings** with at least 100 groups per year totaling over 200 meetings
- **SEWRPC Newsletter** published and distributed at least twice per year

- **Summary publications like brochures** developed for simple content at least three times per year

Obtain Participation and input

- **Direct contacts or meetings with 28** primary groups at least twice each per year
- **Public informational meetings held at each** major stage of planning efforts
- **Festivals, fairs, and neighborhood events** attended with exhibits about 3 to 4 times per year

These will be evaluated annually in comparison to a base period of 2009 and 2010, with findings possibly leading to Public Participation Plan updating. Such review will help in measuring success and making changes where beneficial.



PLAN DE DESARROLLO DE TRANSPORTE PÚBLICO DEL CONDADO DE KENOSHA: 2012-2016



BOLETÍN 1

MARZO 2011

A petición de la Ciudad y del Condado de Kenosha, La Comisión Regional de Planeación del Sureste de Wisconsin, (SEWRPC) está preparando un plan de desarrollo de transporte público a corto plazo para el Condado de Kenosha cubriendo los años 2012-2016. Este estudio incluirá:

- Una evaluación rigurosa de los servicios existentes del Sistema de Transporte Público en el área de Kenosha y del Sistema de Transporte Público del Oeste del Condado de Kenosha para evaluar su funcionamiento actual e identificar áreas de buen y de deficiente funcionamiento.
- Una evaluación de las necesidades de transporte público no satisfechas para viajes de residentes dentro del Condado de Kenosha y a los condados circunvecinos.
- Recomendaciones de alternativas para mejorar del servicio de transporte público y mejoras de instalaciones y equipo para los sistemas de la Ciudad y del Condado.
- La preparación de un documento de planeación que ayudará a oficiales de la Ciudad y Condado a implementar recomendaciones de transporte público a través de presupuestos anuales de transporte público y de la programación de instalaciones, equipo y operaciones.

SISTEMA DE TRANSPORTE DEL ÁREA DE KENOSHA (KAT)

En el 2010, KAT operó 10 rutas regulares, 24 rutas especiales sirviendo escuelas en hora-pico, y un tránsito en el centro de Kenosha. De las 10 rutas regulares, siete poseían paradas en el Centro de Transporte del Centro de la Ciudad ubicado en el lado norte del Distrito Central Comercial. Los autobuses de KAT llegan al Centro de Transporte en un horario sincronizado para facilitar las transferencias entre rutas.

- **Horas de Servicio:** Las rutas regulares corren de 6 a.m. a 7:30 p.m. durante la semana y de 6 a.m. a 6 p.m. en Sábados. El servicio KAT no opera los Domingos.
- **Frecuencia del Servicio:** La mayoría de los autobuses llegan al Centro de Transporte cada 30 minutos en periodos pico durante la semana, y cada 60 minutos en periodos no pico durante la semana, y en Sábados.
- **Tarifas:** La tarifa es efectivo para adultos es de \$1.50. Las personas de la tercera edad y discapacitadas pagan \$0.70 y los estudiantes pagan \$0.75.

Para el 2011, KAT hizo varios cambios notables al servicio, debidos mayormente a los cortes en servicio a la Villa de Pleasant Prairie. Las Rutas 35 y 36, ofreciendo servicio a los parques industriales al este y sur de Kenosha, fueron eliminadas completamente. La Ruta 31 fue modificada para

reducir el servicio a Pleasant Prairie y dar servicio a algunas áreas servidas previamente por la Ruta 36. La Ruta 30 (la cual sirve como una conexión rápida del Centro de Transporte en el Centro de la Ciudad al punto de transferencia en el Centro Comercial Southport) también fue eliminada. El siguiente mapa muestra las rutas eliminadas en color amarillo.

La Ciudad de Kenosha y el Condado de Kenosha están financiando el programa "Care-A-Van". Care-A-Van ofrece transporte de puerta-a-puerta al este de la autopista I-94 a personas de la tercera edad y discapacitadas quienes no

RUTAS DE KAT Y CONEXIONES A OTROS SERVICIOS DE TRANSPORTE PÚBLICO: 2010





FOR MORE INFORMATION

Your participation is valued! For more information, comments, meeting requests, Commission mailing list additions, or other needs, please contact the:

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