

# Community Engagement Plan

for Regional Planning in  
Southeastern Wisconsin



Southeastern Wisconsin  
**Regional Planning Commission**

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## Section 1:

# INTRODUCTION

This section of the Community Engagement Plan (CEP) provides the purpose of the CEP, background on the Regional Planning Commission, our approach to community engagement, and our overarching community engagement goals.

# WHAT IS THE COMMUNITY ENGAGEMENT PLAN?

The Community Engagement Plan for the Southeastern Wisconsin Regional Planning Commission (Commission) guides Commissioners, agency staff, and advisory committee members in engaging constituents to enrich regional planning.

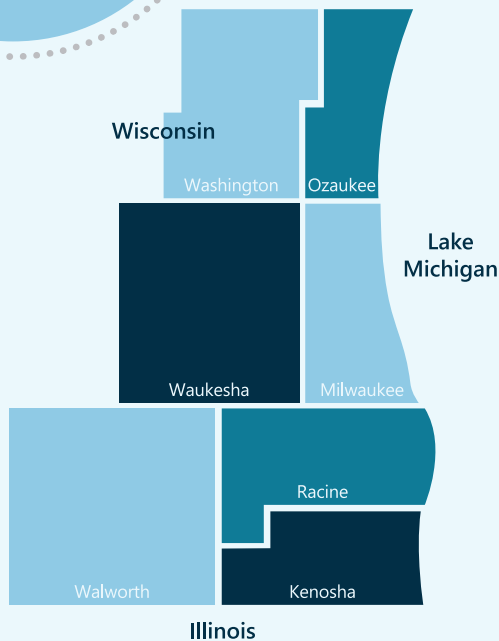
## ABOUT THE COMMISSION



The Southeastern Wisconsin Regional Planning Commission is the official areawide advisory planning agency for Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties. The Commission was established in 1960 when the seven counties petitioned the State of Wisconsin and the Governor signed an executive order. While Southeastern Wisconsin makes up about 5% of the State's land area, it contains about 35% of the State's population, jobs, and wealth. Learn more about the Commission at [www.sewrpc.org](http://www.sewrpc.org).

Regional planning is recognized as a necessary function in large metro areas across the Nation because development and infrastructure problems often transcend the political boundaries and fiscal responsibilities of an individual community. The Commission's role is to help solve problems and focus *regional* attention on key issues of *regional* consequence, providing objective information to aid the Region's decision-makers.

Planning for needs like efficient transportation systems, beneficial parks and open spaces, affordable housing, major land use changes and employment centers, and the quality of the natural and built environment with clean water and air, require working together. These needs require a multi-county planning effort and benefit from the participation of many residents and perspectives.



**Our Mission:** to serve as a steady source of clarity, providing trusted expertise to help communities plan for a thriving region.



**Our Vision:** through collaborative regional planning, Southeastern Wisconsin will be a connected and thriving community.

## SERVING AS THE REGION'S MPO

The Commission serves as the metropolitan planning organization (MPO) for transportation planning in the Kenosha, Milwaukee, Racine, Round Lake Beach (Wisconsin portion), and West Bend urban areas and the federally designated six-county metropolitan planning area, including Kenosha, Milwaukee, Ozaukee, Racine, Washington, and Waukesha Counties, and a small portion of Jefferson County. Urbanized areas with a population of 50,000 or more (as defined by the U.S. Census Bureau) are required to have a designated MPO. As the MPO, the Commission is responsible for preparing the regional transportation plan and transportation improvement program (TIP) for Southeastern Wisconsin.

The CEP documents the Commission's MPO-required public participation plan with respect to public participation and outreach requirements identified in 23 CFR 450.316. In addition, the CEP satisfies the public participation process requirements for the Program of Projects, as prescribed in accordance with Chapter 53 of Title 49, United States Code, and the current metropolitan and statewide planning regulations, for the following Federal Transit Administration grantees: City of Hartford, City of Kenosha, Kenosha County, City of Milwaukee, Milwaukee County, Ozaukee County, City of Racine, Walworth County, Washington County, Waukesha County, City of Waukesha, City of West Bend, and City of Whitewater.

## OUR APPROACH TO COMMUNITY ENGAGEMENT

Community engagement is an important part of the regional planning process and the government decisions that affect many aspects of our lives. The Commission is committed to continuous engagement and believes that engaging residents and empowering them to participate in its work can help to:



Enable residents to provide ideas and comments that can improve planning efforts in their communities.



Establish key regional community partnerships and maintain advisory committees comprised of key representatives and topic experts.



Expand knowledge about planning issues and choices.






Create plans that are more likely to be carried out due to community understanding and support.

The CEP explains, in detail, how we engage residents, provide opportunities for participation, consider the ideas and comments received, and are prepared to evaluate and improve our community engagement efforts.

Suggestions are always welcome on how the Commission can meet participation needs and best receive public comments (see back cover for ways to contact us). The Commission's Community Engagement Division is responsible for managing and implementing the CEP and collaborating with staff to ensure consistent application of the plan and its principles.

## COMMUNITY ENGAGEMENT GOALS

The Commission's goals for achieving community engagement and public participation throughout the regional planning process are to:

- 1 Ensure early and continuous public notification about regional planning efforts.
- 2 Provide meaningful information concerning regional planning efforts and include all residents in the regional planning process, particularly those who have traditionally had lower levels of participation.
- 3 Incorporate community input into regional planning efforts.

The Commission works to achieve its community engagement goals cooperatively with other public agencies and units of government by coordinating efforts when possible. We focus our coordination on the Region's counties, cities, villages, towns; special units of government; regional and multi-county agencies; and state agencies, including the Wisconsin Departments of Natural Resources and Transportation.



Section 2:

# COMMUNITY ENGAGEMENT BLUEPRINT

The Regional Planning Commission strives to ensure transparency and encourage participation from all community members, as described in our blueprint for community engagement on the following pages.

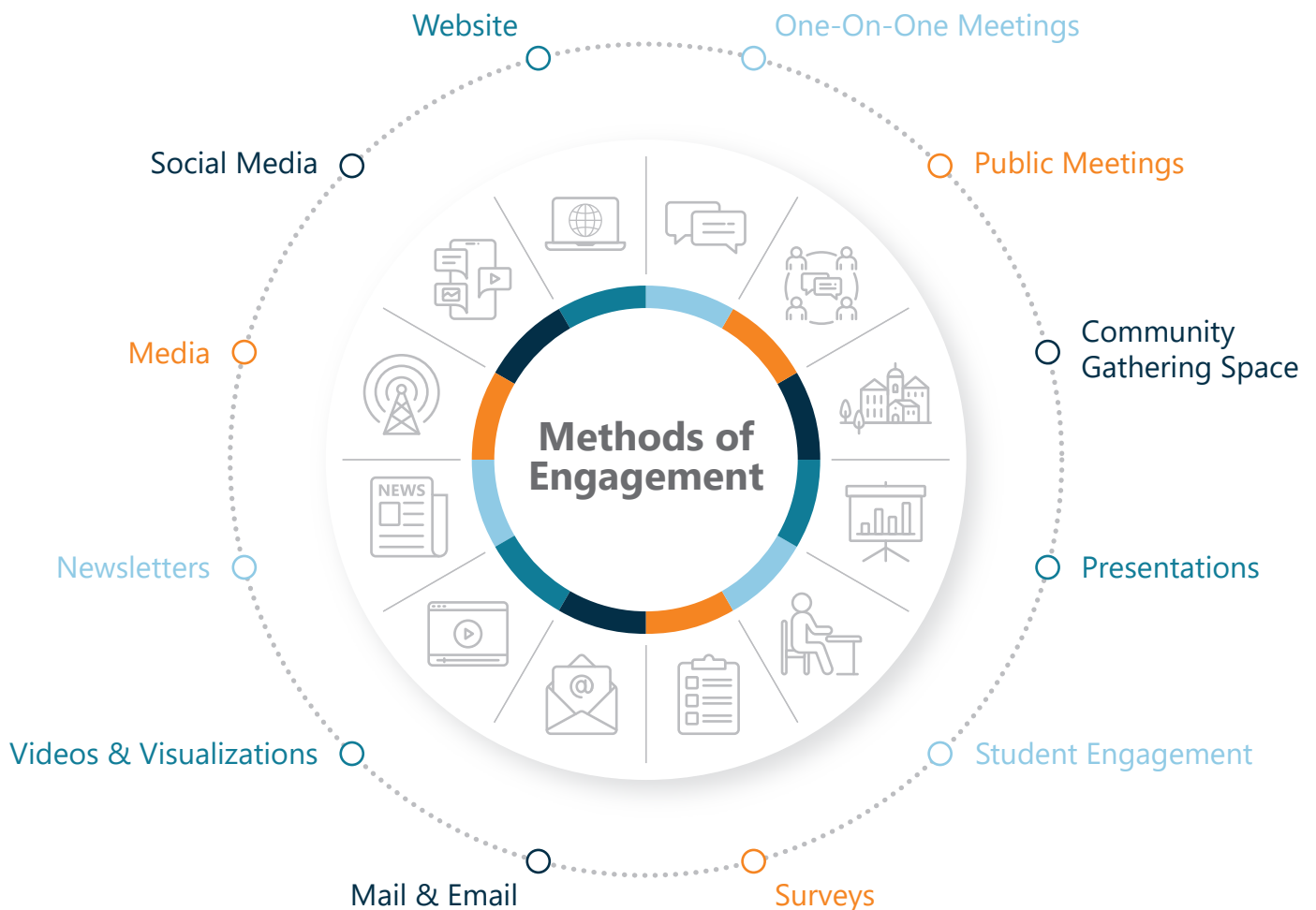
# ENGAGEMENT LEVELS

We recognize and appreciate that people approach regional planning topics from different perspectives. Some may not initially know or see the relevance of the Commission’s work to their lives. Others may wish to become active participants or even engagement partners from the beginning of a planning process.

In the engagement process, we respect that some people may want to participate only at a distance, if at all, while others may seek additional information and involvement. In all cases, the Commission recognizes that providing meaningful opportunities for participation is key to an informed planning process.

# COMMUNICATION AND ENGAGEMENT METHODS

We have multiple engagement methods we may use to obtain participation and input on planning efforts. Using multiple methods of engagement helps us reach community members who traditionally may not have participated in the planning process. Below is a list of methods the Commission currently uses, which may evolve and expand to continually reflect best practices in public engagement, new technology, and engagement tools. In particular, during major planning efforts like updating the Region’s long-range land use and transportation plan, we explore additional means to obtain public involvement and input. For example, we may use focus groups, small-group techniques, visioning, brainstorming, or engagement at non-traditional meeting places and events, such as expos and festivals.





## One-On-One Meetings

One-on-one meetings allow us to meet with individuals or representatives of an organization to discuss general agency work or a specific planning effort. These meetings allow participants to share their perspectives, develop trust and transparency, and receive answers to specific questions.



## Public Meetings

Public meetings provide opportunities to listen to and understand the needs of the community while informing the public about the Commission's planning efforts and obtaining public comment and input. At public meetings, we typically utilize a variety of techniques to provide information, including distributing materials, using visual displays, providing presentations, and having individual staff in attendance to answer questions. Public meetings may also involve a variety of techniques to obtain public comment, including online and in-person polling/surveys and interactive small-group discussions, as appropriate.



## Open Houses

Some public meetings benefit from an open house format in which residents drop in when it is convenient to their schedule. These meetings are less formal than a public meeting with a presentation and may feel more approachable to the public.

## Online/Hybrid Meetings

The Commission has expanded its use of online meetings in recent years. Online meetings offer benefits including convenience and accessibility, broadening the Commission's audience. Hybrid meetings include attendees in the same physical location meeting with attendees who join remotely through an online meeting platform or by phone. This flexible format allows for an inclusive mix of in-person and online participation, facilitating collaboration amongst all attendees. An important benefit of online and hybrid meetings is that feedback can be captured right away, either through a recording of the meeting or by attendees sharing comments in an online chat.





## Community Gathering Spaces and Events

While public meetings are hosted by the Commission, going where people regularly gather is an impactful, low-barrier way to engage the community. Community gathering spaces are places like libraries, parks, community centers, barber shops, or coffee shops where residents feel comfortable and where they can conveniently share their ideas and experiences. Our staff also attends community events and expos focused on pertinent issues such as employment, transportation, land use, economic development, housing, and environmental quality to share information on current projects and answer questions.



## Presentations

We give numerous presentations at events to raise awareness about Commission projects so that residents can engage in the planning process. Relevant presentations may occur as a standalone event, an agenda item for an established group or committee, or in an online setting.



## Student Engagement

Our staff actively seeks to engage students within the Region about the Commission and our plans. We engage K-12 students through classroom presentations and hands-on activities, project-based learning, and career fairs. This empowers students to engage in planning efforts that affect them directly and educates students and their families about what the Commission does. We also have a collaborative relationship with college and university programs educating the next generation of planners, engineers, and other professionals that may work at the Commission or our peer agencies after graduation. We engage with higher education students through classroom presentations, conferences, internships, and project-based learning.



## Surveys

The Commission's planning efforts may involve surveys to gather feedback and community opinions. Typically, we distribute surveys online but may also use print surveys for certain efforts. We communicate and promote active surveys on our website, social media, email, and events.



## Mail and Email Correspondence

We often employ mail and email communications to interested organizations and individuals in the Region. For example, our staff sends personal letters to groups and organizations during various planning efforts and sends emails to our contact list to share public participation opportunities, major project announcements, and other relevant information.

## Videos and Visualizations

Utilizing visuals helps audiences understand information and data, particularly for subjects under the Commission's purview that are often highly technical in nature. We may create videos, interactive maps, infographics, and various other visual elements, to communicate our work.

## Newsletters

The Commission publishes a quarterly electronic newsletter, *Regional Planning News*, that includes general news, information about current and upcoming projects, and opportunities for community engagement. The newsletter also provides contact information for questions and comments. Residents can sign up to receive *Regional Planning News* and review past issues at [www.sewrpc.org/enews](http://www.sewrpc.org/enews).

## Media

Our staff maintains a list of newspapers, TV and radio stations, and online publications serving the Region for use in media outreach appropriate for each work effort. The list includes media outlets serving underrepresented populations, including communities of color and different ethnic groups.

## Social Media

We actively use social media to communicate with and engage the public. Uses for social media include sharing current work efforts, publicizing opportunities for public participation, and general agency information. Our staff continually evaluates social media platforms that are applicable to the messages and audiences of the Commission.

## Website

The Commission website ([www.sewrpc.org](http://www.sewrpc.org)) is a ready source of information—from newsletters and meeting details to draft recommendations and complete plans—offering an open opportunity to contact us or comment on regional planning at any time. The website was redesigned in 2024 with a focus on making the site more user friendly and information easier to find.







Advisory committees are formed by the Commission to guide the development of planning efforts. Advisory committees are made up of public officials, agency representatives (including State and Federal transportation and environmental resource agencies), and interested residents. The Commission seeks broad representation, especially from population groups that have traditionally been underrepresented, as it considers and solicits committee appointments.

## ADVISORY COMMITTEES

Advisory committee meetings take place throughout each planning process. Plan chapters are carefully reviewed by committees for approval, along with planning data and other relevant information. The committees also review all written comments and agendas may include an opportunity for public comments. For example, meetings of the Commission's Advisory Committees on Regional Land Use and Transportation Planning include a public comment period of up to 15 minutes on each agenda.

For meetings open to the public, we strive to post agendas on the Commission website at least five calendar days prior to the meeting to allow for appropriate review and requests for language or disability-related accommodations. More information on advisory committees can be found under Regional Transportation Consultation Process in Section 3 of the CEP. To access current committee rosters, agendas, and meeting materials, visit [www.sewrpc.org/advisorycommittees](http://www.sewrpc.org/advisorycommittees).

# ENGAGING TRADITIONALLY UNDERREPRESENTED POPULATION GROUPS

The Commission seeks to involve all interested and concerned segments of the public in its planning. We maintain and routinely update demographic data used to identify the general size and location of people who have been traditionally underserved by existing transportation systems, including people of color, low-income populations, and people with disabilities. Recognizing that these groups may face challenges accessing employment and other services, transportation-related planning efforts encourage participants to specifically identify their transportation needs.

Some practical applications, described below, identify how community engagement unfolds in major planning efforts to engage people of color, low-income residents, and people with disabilities:

- We send personal letters to lead contacts of groups and organizations at each major stage of planning to highlight key points of potential interest.
- We use various methods of contact, such as in-person interactions, emails, update letters, online surveys/polls, and phone calls, to arrange meetings, encourage participation, answer questions, and take any comments.
- We continuously work to maintain partnerships with nine Community Partners (described on the following page) that serve underrepresented populations in the Region.
- We continuously explore opportunities for more intensive engagement, including co-sponsored events, special meetings involving full memberships—particularly with the Community Partners—and employing small-group discussion techniques.
- Concurrently with select public meetings, we work with our Community Partners to provide engagement opportunities specifically for their constituents, as a way to enhance or maintain engagement with underrepresented groups.
- We maintain contact with “Primary Organizations” (described on the following page) to provide a basis of regular involvement with a subset of active and broad-based representative groups.

The population that may be affected, and the potential benefits and impacts of a plan or program to be considered, help determine the scope of community engagement. Our efforts extend to considering the needs of additional protected or disadvantaged population groups, including those protected under Title VI of the Civil Rights Act (people with disabilities, people with limited English proficiency, seniors, LGBTQ+ people, and women).

## Task Forces

The Commission utilizes task forces to enhance the consideration of underrepresented populations in the regional planning process. As of the date of this publication, we regularly convene one task force to enhance the Commission’s community engagement efforts and identify the benefits and effects of our planning efforts. Members are appointed as representatives for specific geographies to provide perspectives from across Southeastern Wisconsin and ensure there is representation from communities with the highest concentration of underrepresented population groups.

We regularly evaluate the impact of outcomes from our task forces, including determining the degree to which the Commission and the Region, respectively, have implemented task force recommendations.



## Partnerships with Community-Based Organizations

Our staff maintains a contact list of organizations that represent the interests of people of color, low-income populations, and people with disabilities, which is reviewed and updated annually. Communication with these organizations occurs, at a minimum, two times per year to provide updates on Commission projects and request input. During significant phases of a plan or study, we make personal contacts or offer to hold meetings or presentations with groups, their staff, and/or their leadership. A subset of these organizations—referred to as “Primary Organizations”—have been identified for more frequent and/or more intensive contact.

The Commission also maintains partnerships with nine community organizations (part of the Primary Organizations) specifically targeted at reaching and engaging people of color, low-income individuals, and people with disabilities within the Region. These nine organizations—referred to as “Community Partners”—serve as trusted community ambassadors for their constituents and provide engagement opportunities that correspond with, and augment, public meetings held during certain regional planning efforts.

For the current list of Primary Organizations and Community Partners, visit [www.sewrpc.org/community-engagement](http://www.sewrpc.org/community-engagement).

## Title VI and Limited English Proficiency Considerations

The Commission is committed to, and has implemented procedures, policies, and actions to ensure, nondiscrimination in all its programs and activities. This commitment is demonstrated in the Commission’s Title VI Program, which is available at [www.sewrpc.org/about-us](http://www.sewrpc.org/about-us).

To ensure the involvement of populations considered to be limited English proficient (LEP)—having a limited ability to read, write, speak, or understand English—the Commission follows measures in its Title VI Program LEP plan, which can be accessed on the homepage of the Commission website at [www.sewrpc.org](http://www.sewrpc.org). A detailed examination of the LEP population and their needs in Southeastern Wisconsin, based on guidance developed by the U.S. Department of Transportation, is presently conducted every three years as part of the Title VI Program in accordance with the Federal Transit Administration Circular 4702.1B. Key components of the LEP plan include cultivating partnerships with organizations that serve people who are LEP, placing meeting notifications in minority publications issued in the Region’s predominant non-English languages, and providing summary materials at various stages of a study in relevant languages.

The Commission arranges for translators at public meetings if we determine the plan area has significant LEP needs or upon the request of an attendee. We typically ask residents to contact us a minimum of three business days in advance of a meeting to allow us to organize translation services. We also continually explore technology solutions to assist with translation at meetings.

## Accommodating People of All Abilities

The Commission is committed to complying with the Americans with Disabilities Act of 1990 (ADA), including as it relates to community engagement in our planning and programming efforts. Measures are taken to ensure that people with disabilities have opportunities to be involved in these efforts. We hold all Commission public meetings in ADA-compliant venues and arrange to accommodate requests for disability-related accommodations. All public notices and advertisements of public meetings indicate that people needing disability-related accommodations should contact the Commission offices so appropriate arrangements can be made. We typically ask residents to contact us a minimum of three business days in advance of a meeting to allow us to organize accommodations. We also continually explore technology solutions to assist with disability-related accommodations at meetings.



Section 3:

# **GUIDELINES FOR COMMUNITY ENGAGEMENT**

The guidelines on the following pages provide specific information related to our commitment to community engagement in our regional planning efforts. By following these guidelines, we aim to achieve the three community engagement goals stated in Section 1. This section also details how we meet the requirements in 23 CFR 450.316 pertaining to transportation planning.

# OPEN AND ACCESSIBLE MEETINGS

Meetings of the Commission, advisory committees, and public meetings for our projects are open to the public. The Commission follows Wisconsin law with regard to noticing meetings. In addition, we strive to post agendas or notices on the Commission website at least five calendar days in advance and many meetings are available online. Guidelines for providing timely notice for public meetings are detailed below. In addition to ADA-compliant meeting locations, we consider convenient, central locations that are accessible by public transit, if practical, especially for transportation planning projects. We also consider the meeting audience and strive to hold meetings at times of day that allow for greater participation.

For major plans and updates, we may work with Community Partners during a comment period to engage their members through methods that garner the largest response, whether that be an in-person meeting, online meeting, online poll/survey, or another engagement option available to them.

## PUBLIC MEETINGS AND COMMENT PERIODS

We encourage ongoing public comments through a variety of methods. We used formal comment periods at times, with minimums noted below. If we hold public meetings, we schedule them during these formal comment periods.

- 45 days for a Community Engagement Plan update
- 30 days for most plan updates, amendments, or adoptions
  - Update or amendment of the regional land use and transportation plan
  - Adoption of the transportation improvement program (TIP)
  - Adoption of a transit development plan
  - Adoption of a jurisdictional highway system plan
  - Other planning or programming efforts if a public meeting is deemed necessary by the Commission or one of its advisory committees
- 14 days for major TIP amendments that do not require a regional land use and transportation plan amendment

If significant changes are made to a draft plan or program following the completion of a community engagement process, we may provide an additional formal comment period prior to adoption.



## Targeted Format and Frequency

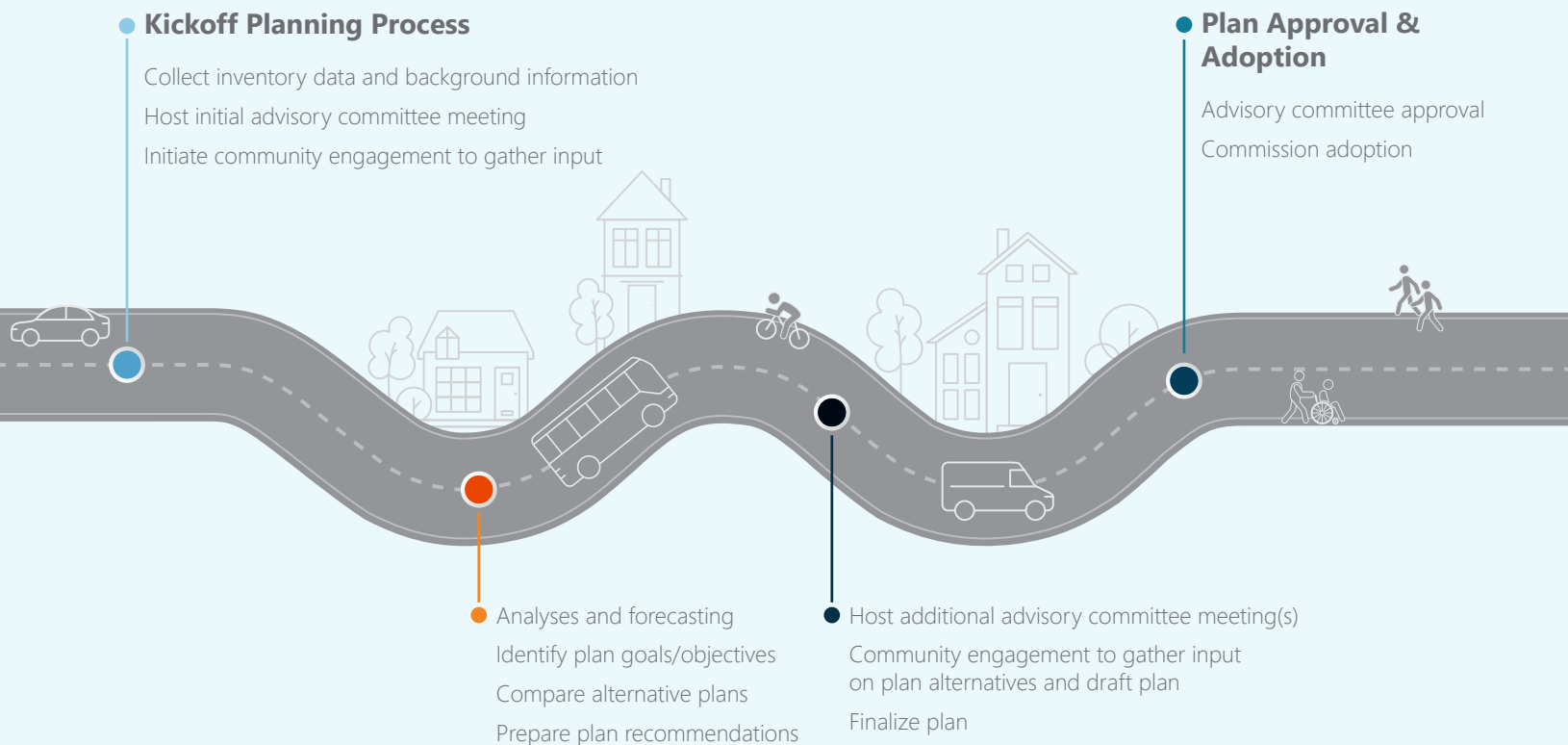
Our public meetings and related informational materials provide opportunities to obtain community input and inform the public about the Commission's planning efforts. We may use a variety of techniques to provide information, including summary handouts, visual displays, survey/polling, interactive small-group discussions, and availability of staff to answer questions and make presentations. In addition, all public meetings, whether online or in person, include the opportunity to provide comments to our staff.

## Regional Land Use and Transportation Plan Updates

About every 10 years, the Commission prepares a major update to the Region's land use and transportation plan, guided by the Commission's Advisory Committees on Regional Land Use and Transportation Planning. During this process, we utilize several engagement methods including multiple rounds of public meetings in person and/or online. In addition, we may also host focus groups, disseminate information through our Community Partners, and share information at community gathering spaces or festivals.

We hold at least one round of public meetings early in the process and one round of public meetings later in the process. The latter typically seeks input on plan alternatives and/or a draft plan. Typically, at least one meeting is held in each county during each round. Minor updates to the plan occur about every four years to keep the plan current and meet federal requirements. These minor updates include at least one round of public meetings, which may be accomplished through an online meeting(s) available to residents of all seven counties. During both major and minor updates, a 30-day public comment period coincides with the last round of public meetings, although comments are welcome throughout the planning process. Comments are considered by the committees prior to approving a plan update and by the Commission prior to adoption. In addition, the plan is made available for review and comment during at least one public meeting every year.

## Sample Regional Land Use and Transportation Planning Process



## Other Major Plans and Studies

The Commission prepares and updates a number of regional plans or studies that may inform the regional land use and transportation plan. We also prepare numerous sub-regional plans and studies working with counties, communities, and other regional stakeholders. Public meetings and comment periods may be held to obtain input from residents impacted by these plans or studies, depending on the effort and the interest of the partners involved in each effort. Typically, one round of public meetings is held for new or updated regional plans and studies, which may be accomplished through an online meeting(s) available to all seven counties, with additional meetings held as determined by the Commission or the advisory committee guiding the effort.

## Transportation Improvement Program

The Transportation Improvement Program (TIP) is a listing of federally funded transportation projects prioritized by State and local governments to be undertaken over the next four years. The Commission receives proposed TIP projects from local governments, the State, and transit agencies, and only has discretion over the allocation of a very small proportion of federal funding.

During the preparation of a new TIP, the Commission holds a 30-day comment period and at least one public meeting to obtain input on the draft TIP. Public comments received on the draft TIP are presented to the Committees on Transportation System Programming when considering approval of a final TIP and are considered by the Commission prior to adoption. Responses to public comments are provided in the final TIP, along with public meeting attendance records.

Periodically, amendments to the TIP are necessary and an opportunity for public review and comment is provided before these changes are incorporated into the TIP. The criteria used to determine the type of change and level of advisory committee and community engagement are described in the TIP. Major amendments that do not require a regional land use and transportation plan amendment have a comment period of at least 14 days. Notice of the comment period for these amendments is provided through the Commission website. Information on proposed minor amendments that do not require a comment period is provided on the Commission website while the amendments are being considered by the appropriate advisory committee(s) and Commission for approval. All administrative modifications and approved amendments are also provided on the Commission website.

## Broad Notification

- Paid advertisements may be placed by the Commission in newspapers appropriate for the study area and meeting locations, published at least 10 calendar days prior to the first meeting announced.
- Newspapers serving communities of color and low-income populations may be used for paid ads, with translations into non-English languages as appropriate, notably Spanish.
- Press releases announcing public meetings may be distributed for an area appropriate for each planning effort, and a media list is maintained for this purpose.
- Development and distribution of summary materials and other information via mail, email, social media, and the networks of our community-based organizations may be used for notification of public meetings.
- Website updates are used to make meeting notifications and associated materials quickly and readily available.

# OUTREACH AND PRESENTATIONS/BRIEFINGS

Our staff routinely delivers presentations or briefings throughout planning efforts. This type of outreach is typically offered to governmental units and organizations that represent traditionally underrepresented populations, but any group may request a presentation or briefing. We welcome these requests and any comments received are incorporated into the planning process.

In addition to consistent community contact and task forces, we continue to seek engagement opportunities, including the practices listed below.

- Contact community groups in affected/concerned areas with an offer to provide briefings and presentations, either held specially or during regularly scheduled meetings.
- Use non-technical language to the extent possible, and offer to work with organization representatives to develop materials or presentation styles that best meet community needs.
- Approach traditionally underrepresented population groups both early in each study and later as alternatives have been developed and evaluated. Meetings, including comment sessions, are conducted any time there is interest from a group.
- Continually add groups and organizations to contact lists and renew offers to meet at a mutually convenient location in an attempt to broaden group participation.
- Use other means to obtain public participation, for example, interactive activities, focus groups, small-group techniques, visioning or brainstorming, and non-traditional meeting places and events such as expos, festivals, or social media sites.

## INCORPORATION OF PUBLIC INPUT

The results of community engagement help to shape the Commission's final recommendations:

- The input received during each community engagement process is documented, provided to the Commission and the advisory committee, published on the Commission website, and made available at the Commission offices.
- Individual comments, whether provided online, orally, in writing, or another type of engagement method, are published.
- Either a full account or a summary of public comments is contained in the primary plan or program document being produced.
- Responses to public comments are also documented, addressing each issue raised, and are included in the primary document or a separate document.
- If a plan or program undergoes significant changes that were not previously available for public review and comment, the Commission or the applicable advisory committee may call for additional public notification and a formal comment period.

## DOCUMENT AVAILABILITY AND NOTIFICATION

- Draft plans are available for public review on the Commission website or by appointment at the Commission offices.
- Final plans and other documents are available for public review on the Commission website or by appointment at the Commission offices.
- Our staff maintains a contact list that includes governments, individuals, agencies, groups, and organizations that have expressed interest in receiving information.
- We distribute summary materials, such as newsletters, fact sheets, brochures, and e-blasts, during each major planning effort to provide updates, announce public meetings, and describe planning content. We also encourage our Community Partners to share this information with their networks.
- We may email summary material to interested parties, provide summary material as handouts at public meetings or other events, or mail summary material with personal letters to contacts of groups representing communities of color and low-income populations.

## EVALUATION OF COMMUNITY ENGAGEMENT EFFORTS

We continually seek improvements to our community engagement practices to ensure a full and open participation process. This includes monitoring, evaluating, and modifying policies and practices in the CEP based on experience, consideration of suggestions, agency requirements, and/or the changing state of the art of community engagement.

Evaluation findings are publicly recorded as listed below and include data such as meeting attendance (in-person and online), attendee demographics (if possible), surveys and survey participation rates, website and social media analytics, comments, and email open rates and click-throughs. In addition, we track engagement methods to build partnerships with community organizations using data points such as event attendance, personal contacts, and more.

- **Final Documents** – The long-range land use and transportation plan, TIP, and other major plans and studies include documentation of the public participation process and results.
- **Annual Report** – A summary of major work efforts and methods for the Community Engagement Division appears in our annual report.
- **Title VI Program** – Updated every three years, the Title VI program reviews community engagement activities for the reporting period and outlines significant and new areas of emphasis. The Wisconsin Department of Transportation provides feedback and areas for improvement to ensure compliance with all applicable federal requirements.

Our staff and pertinent task forces evaluate the efficacy of engagement methods to guide future planning efforts. Of note in the evaluation is how community engagement helped shape a planning effort or a final plan.

### Evaluation of the CEP

The Federal Highway Administration and Federal Transit Administration review our public involvement process as part of recertification reviews conducted every four years. During recertification, or more frequently if needed, we review the CEP internally. Substantial updates to the CEP follow specified public meeting and comment period guidelines described previously in this section.

# REGIONAL TRANSPORTATION CONSULTATION PROCESS

In addition to actively seeking participation by Southeastern Wisconsin residents, we obtain considerable input during our transportation planning and programming efforts through our consultation process. This process involves coordination with and gathering input from agencies and officials responsible for other planning activities affected by transportation, transit operators for public and other transit services, Indian Tribal governments, and Federal land management agencies. This valuable consultation is conducted primarily through Commission advisory committees, task forces on key issues, work with community partners, and consulting with numerous groups representing traditionally underrepresented populations.

## Advisory Committees

The Commission develops the regional land use and transportation plan under the guidance and direction of the Advisory Committees on Regional Land Use and Transportation Planning. These advisory committees review and approve each step of the planning process and are responsible for proposing a recommended plan to the Commission after careful study and evaluation. The advisory committee structure is intended to promote intergovernmental and interagency coordination and to provide direct liaisons between the planning effort and the local and State governments responsible for implementing the plan's recommendations. The development of the regional land use and transportation plan also includes consultation with each of the seven jurisdictional highway planning advisory committees (one for each county). These advisory committees are involved throughout the planning process, including during development of alternative plans and the preliminary and final recommended plans.

Together, the Advisory Committees on Regional Land Use and Transportation Planning and the jurisdictional highway planning advisory committees include the units of government, agencies, and officials in Southeastern Wisconsin responsible for land use planning and growth, economic development, environmental protection, airports, ports, freight movement, and transit operations (both public and specialized service for seniors and people with disabilities).

The TIP, which includes projects consistent with the regional plan that State and local governments expect to implement over the immediate four-year period, is guided by five committees—one for each of the Region's five urban areas. These committees include units of government, agencies, and officials responsible for land use planning and growth, economic development, environmental protection, airports, ports, and transit operators (both public and specialized services).

More information on these committees, including the current membership, can be found at [www.sewrpc.org/advisorycommittees](http://www.sewrpc.org/advisorycommittees).

## Consultation with Traditionally Underrepresented Population Groups

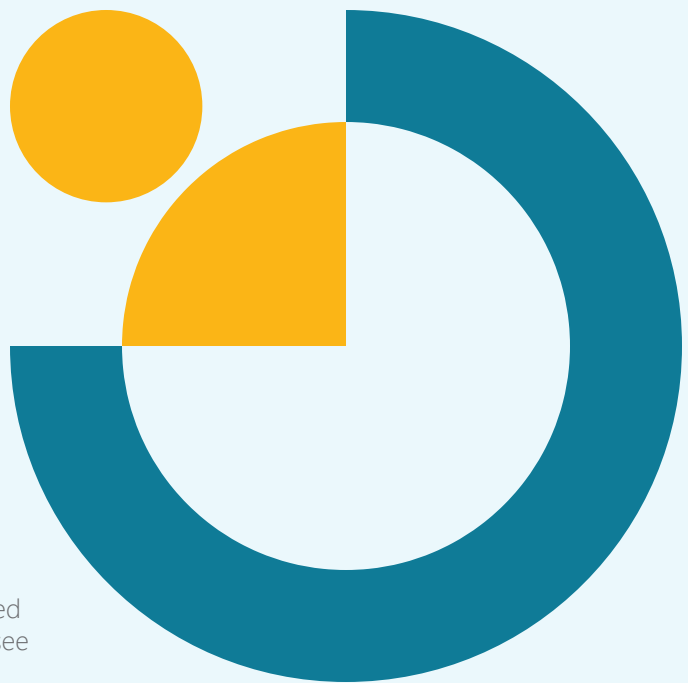
We conduct several additional consultation efforts while preparing the regional land use and transportation plan. As described previously in the CEP, we have several ways of engaging traditionally underrepresented population groups, including people of color, low-income populations, and people with disabilities. During the regional land use and transportation planning process, we regularly engage our Primary Organizations and Community Partners, specifically encouraging participants to identify their transportation needs.

## Consultation with Issue-Specific Task Forces

The Commission convenes a series of task forces to examine specific land use and transportation issues during the process of preparing the regional land use and transportation plan. Consultation occurs throughout the process and includes meetings and other direct communications between the Commission and task force members. These task forces include the previously mentioned task forces to enhance the consideration of underrepresented populations in the regional planning process and others focused on issues such as human services transportation needs, non-motorized transportation (e.g., bicycle and pedestrian facilities), freight movement, public transit, land use, natural resources, transportation needs of various stakeholders, transportation systems management, and women's land use and transportation issues. Changes to the task forces may be considered when preparing major updates to the regional land use and transportation plan.

## FOR MORE INFORMATION

We value your participation! For more information, to provide comments, to request a meeting, or to be added to the Commission's mail/email distribution list, please see the back page for ways to contact us.





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