For Environmental Justice Task Force Consideration --

- OVERVIEW OF COMMISSION ACTIVITIES regarding public information and outreach, using the recent long-range land use and transportation planning process as an example.

- TASK FORCE REACTIONS to the approaches used and activities conducted:
  - What seems to be appropriate and worked well.
  - What seems to have been overlooked or would be better replaced by other efforts.

- YOUR SUGGESTIONS FOR IMPROVEMENT, such as additional organization contacts, approaches or activities to consider, and/or means of networking.
SEWRPC Public Participation

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

- **ENSURE EARLY AND CONTINUOUS PUBLIC NOTIFICATION** about regional transportation planning and programming activities.
- **PROVIDE MEANINGFUL INFORMATION** concerning such regional transportation planning and programming activities.
- **OBTAIN PARTICIPATION AND INPUT** to regional transportation planning and improvement programming efforts.

Long-Range Plan Public Participation

The Commission's long-range Land Use and Transportation Plans, completed in 2006, involved ongoing public participation efforts – as well as major sequences of outreach and involvement:

- **PUBLIC MEETINGS AND ASSOCIATED ACTIVITIES, AT MULTIPLE JUNCTURES**
  - Study inception/previous plan review
  - Completion of inventory findings
  - Availability/review of plan alternatives
  - Preliminary recommended plan stage
Public Meetings and Notification

• OPEN HOUSE FORMATS ALLOWING FLEXIBILITY for attendees' schedules, gaining information, and commenting.

• AT LEAST ONE MEETING PER COUNTY at each juncture in an accessible location.

• CENTRAL CITY LOCATIONS for Kenosha, Milwaukee, Racine, and Waukesha County meetings.

• MINORITY NEIGHBORHOOD CENTERS for two of three meetings held each time in Milwaukee (typically HeartLove Place and United Community Center).

Public Meetings and Notification (continued)

• PUBLIC TRANSIT AVAILABILITY where possible for meeting sites, notably in urban areas.

• LIMITED ENGLISH PROFICIENCY STEPS, including arrangements for requested translators, and typically providing one in Hispanic/Latino neighborhood locations.

• PAID MEETING ADS IN MINORITY NEWSPAPERS, as well as larger media outlets, and published in Spanish as appropriate.
Summary Publications

• NEWSLETTERS, prepared and sent at each study juncture to some 2,000 recipients.
  • Typically providing study updates, announcing public meetings, and describing planning content.
  • Sent with personal letters of invitation to minority and low-income group contacts (described below).

• SUMMARY BROCHURES, which shortened newsletter content to four pages.
  • Translated into Spanish.
  • Used as public meeting handouts and provided to groups as appropriate.

Environmental Justice-Related Contacts

Additional Steps Taken to Engage Minority and Low-Income Populations:

• EXPANDING LIST REGULARLY USED FOR MINORITY AND LOW-INCOME CONTACTS representing important organizations (about 60 in number).

• PERSONAL LETTERS SENT TO LEAD CONTACTS of minority and low-income organizations, at each major juncture corresponding to study newsletters and public meetings, also highlighting key points (four times during recent long-range planning).
Environmental Justice-Related Contacts (continued)

- TELEPHONE CAMPAIGNS over the course of the study to arrange meetings, encourage participation, answer any questions, and possibly take comments, for each of the minority and low-income group contacts.

- SPECIFIC INVITATIONS TO MEET PERSONALLY with Commission staff at the organizations’ convenience, whether one-on-one, with committees/boards, stakeholders, or full memberships. Over 30 such meetings were conducted during recent long-range planning.

Additional Ongoing Involvement

- ADVISORY COMMITTEE MEETINGS
- Population-proportional body for recent long-range transportation planning
- Chapter-by-chapter plan review and approval

- WEBSITE UPDATES – www.sewrpc.org
  - Committee meeting materials
  - Current study and historic plan materials
  - Public meeting handouts and display content
  - Open opportunity for comment

- MEETING PRESENTATIONS OR BRIEFINGS
  - Given throughout the study at any point in time.
  - Upon request, and offered to governmental units, as well as to minority and low-income organizations accepting invitations.
For the Future

Comments received during recent planning studies are reflected in the Commission’s Public Participation Plan for Transportation Planning:

• ENVIRONMENTAL JUSTICE TASK FORCE is a nontraditional attempt by SEWRPC to generate additional ideas and further broaden input, which may benefit minority and low-income populations, and others.

• CONTINUING ATTEMPTS TO BROADEN GROUP CONTACTS – adding organizations to contact list, renewing offers to meet on their turf at local convenience (e.g., ongoing Milwaukee County Transit Study included an open house meeting for the homeless).

• OTHER MEANS WILL BE TRIED to obtain public involvement, for example, focus groups, small group techniques, visioning, brainstorming, and non-traditional meeting places and events, such as fairs, festivals, or the like.

Task Force Recommendations

• ANY SUGGESTIONS TO BETTER INVOLVE, inform or equip the public, including ways that minority, low-income, and disabled populations might support and help implement plan recommendations of benefit to them and society.

• ADDITIONAL VIEWS on what has worked well thus far, or could be improved upon.

• THANK YOU for participating today and contributing to the process.