RESOLUTION NO. 2017-08

RESOLUTION OF THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION APPROVING THE COMMISSION’S TITLE VI PROGRAM

WHEREAS, the Southeastern Wisconsin Regional Planning Commission is charged with the responsibility of carrying out a long-range comprehensive planning program for the seven counties in the Southeastern Wisconsin Region and, as a part of that program, is presently engaged in a continuing, comprehensive, areawide, cooperative land use-transportation planning process pursuant to the provisions of the Federal Aid Highway Act of 1962 and the Federal Urban Mass Transportation Act of 1964, as amended by the Federal Intermodal Surface Transportation Efficiency Act of 1991, the Transportation Equity Act for the 21st Century of 1998, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users of 2005, the Moving Ahead for Progress in the 21st Century Act of 2012, and the Fixing America’s Surface Transportation Act of 2015; and

WHEREAS, the Southeastern Wisconsin Regional Planning Commission has been designated by the Governor of the State of Wisconsin as the official cooperative, comprehensive, continuing, areawide transportation planning agency (Metropolitan Planning Organization, or MPO) under the rules and regulations promulgated by the U.S. Department of Transportation, Federal Highway Administration, and Federal Transit Administration, with respect to the Kenosha, Milwaukee, Racine, West Bend urbanized areas, and the Wisconsin portion of the Round Lake Beach urbanized area; and

WHEREAS, the Southeastern Wisconsin Regional Planning Commission has prepared transportation plans for the Region which are consistent with applicable Federal laws and regulations; and

WHEREAS, the transportation planning process conducted by the Commission specifically meets the Federal planning requirements set forth in the Code of Federal Regulations (23 CFR 450); and

WHEREAS, the Southeastern Wisconsin Regional Planning Commission has, in carrying out its responsibilities as the MPO, prepared a Title VI Program.

NOW, THEREFORE, BE IT HEREBY RESOLVED:

FIRST: That in accordance with 23 CFR 450.336(a), the Southeastern Wisconsin Regional Planning Commission hereby certifies that the regional transportation planning process is addressing the land use and transportation planning issues of the metropolitan planning area, and is being conducted in accordance with all applicable federal requirements of:

1. 23 U.S.C. 134 and 49 U.S.C. 5303, and this subpart;
2. In non-attainment and maintenance areas, Sections 174 and 176 (c) and (d) of the Clean Air Act as amended (42 U.S.C. 7504, 7506 (c) and (d)) and 40 CFR part 93;
3. Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d-1) and 49 CFR Part 21;
4. 49 U.S.C. 5332, prohibiting discrimination on the basis of race, color, creed, national origin, sex, or age in employment or business opportunity;
5. Section 1101(b) of the Fixing America’s Surface Transportation (FAST) Act (P.L. 114-357) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises in USDOT funded projects;
RESOLUTION NO. 2017-08

6. 23 CFR part 230, regarding the implementation of an equal employment opportunity program on Federal and Federal-aid highway construction contracts;


8. The Older Americans Act, as amended (42 U.S.C. 6101), prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance;

9. Section 324 of title 23 U.S.C. regarding the prohibition of discrimination based on gender; and


SECOND: That the document entitled, Title VI Program, Southeastern Wisconsin Regional Planning Commission, October 26, 2017, is hereby endorsed and approved.

THIRD: That a true, correct, and exact copy of this resolution and the document entitled, Title VI Program, Southeastern Wisconsin Regional Planning Commission, shall be transmitted to the Wisconsin Department of Transportation, the Federal Highway Administration, the Federal Transit Administration, and any other State and Federal agencies as may be deemed appropriate by the Commission Executive Director.

The foregoing resolution, upon motion duly made and seconded, was regularly adopted at the meeting of the Executive Committee of the Southeastern Wisconsin Regional Planning Commission held on the 26th day of October 2017, the vote being: Ayes 10; Nays 0.

____________________
Charles L. Colman, Chairman

ATTEST:

____________________
Michael G. Hahn, Deputy Secretary
October 26, 2017

**TITLE VI PROGRAM**

This staff memorandum documents the Southeastern Wisconsin Regional Planning Commission’s (SEWRPC) Title VI program in accordance with the Federal Transit Administration (FTA) Circular 4702.1B entitled, “Title VI Requirements and Guidelines for Federal Transit Administrative Recipients.” The enclosed information provides an update to the Commission’s last Title VI program submission which was transmitted to the Wisconsin Department of Transportation (WisDOT) on July 31, 2014. The Commission is a sub-recipient of FHWA/FTA planning funds through WisDOT.

This memorandum includes the following attachments:

- **Exhibit A** SEWRPC Title VI Notice to the Public – This notice is posted on an informational kiosk in the lobby of the Commission office and on the Commission website (www.sewrpc.org).
- **Exhibit B** SEWRPC Complaint Form
- **Exhibit C** SEWRPC Complaint Procedure
- **Exhibit D** SEWRPC Title VI Complaint Log
- **Exhibit E** SEWRPC Public Participation Plan – The Commissions public involvement process is contained in a series of three related documents which were developed to serve the needs of different audiences:
  - **Exhibit E-1** *Public Participation Plan for Regional Planning for Southeastern Wisconsin*, which was developed to serve as an encompassing yet easy-to-use reference for the public.
  - **Exhibit E-2** An appendix entitled, *Public Participation Plan for Transportation Planning*, focusing on the public participation activities to be used in the Commission’s transportation planning and programming efforts, and providing further detail with respect to public meetings and comment periods, and describing measures to be used in the evaluation of the public participation plan.
Exhibit E-3  An appendix entitled, *Regional Transportation Consultation Process*, documenting the Commissions consultation process, which was followed during the preparation of VISION 2050, the year 2050 regional land use and transportation systems plan, which was adopted in July 2016.

Exhibit E-4  A summary brochure entitled, *Public Participation in Regional Planning in Southeastern Wisconsin.*

Exhibit F  SEWRPC Summary of Public Involvement and Outreach Activities Undertaken, Including Meaningful Access for Minority and Low Income Populations: May 2014 – March 2017


Exhibit H  SEWRPC Summary of the Membership of the Commission and Advisory Committees

Exhibit I  Demographic Profile of Southeastern Wisconsin

Exhibit J  SEWRPC Summary of the Identification and Consideration of the Mobility Needs of Minority Populations During the Regional Transportation Planning Process for Southeastern Wisconsin

Exhibit K  SEWRPC Summary of the Distribution of State and Federal Funding for Public Transportation Serving Minority Populations in Southeastern Wisconsin

*  *  *

#236708
Notice to Public:  Title VI Compliance

The Southeastern Wisconsin Regional Planning Commission hereby gives public notice of its policy to uphold and assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice, and related statutes and regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color, or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Commission receives Federal financial assistance.

Any person who believes that they have been aggrieved by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with the Commission. Any such complaint should be in writing and submitted to Elizabeth A. Larsen, Title VI Coordinator within one hundred eighty (180) days following the date of the alleged discriminatory occurrence.

A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590

For more information regarding SEWRPC civil rights obligations or if information is needed in another language, please contact:

Spanish: Para más información acerca de las obligaciones de los derechos civiles de SEWRPC o si la información es requerida en otro idioma, favor de contactar:

Hmong: Xav paub ntua ntxiv txog SEWRPC kev pab rau nriv txog tib neeg txoj cai los yog cov ntsiab lus uas txhais ua lwm hom lus, caw ntsib rau:

Elizabeth A. Larsen
Title VI Coordinator
Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Dr.
PO Box 1607
Waukesha, WI 53187-1607
Phone: (262)547-6721

Docs # 138858 (revised 11/8/17)
Southeastern Wisconsin Regional Planning Commission
Title VI Complaint Form

If you would like to submit a Title VI complaint to the Southeastern Wisconsin Regional Planning Commission, please fill out this form and send it to: SEWRPC, Attn: Elizabeth Larsen, Title VI Officer, PO Box 1607, W239 N1812 Rockwood Drive, Waukesha, WI 53187-1607 or submit via e-mail to elarsen@sewrpc.org. You are not required to use this form; a letter with the same information is sufficient.

Name: _________________________________________
Address: _________________________________________
________________________________________

Phone: Day ___________________ Evening ______________
E-Mail: ________________________

Accessible Format Requirements Y/N?
Large Print______ TDD______ Other_____

Person(s) discriminated against if different from above:

Name: __________________________  Name: ________________________
Address: __________________________  Address: ________________________
__________________________  ________________________
Phone: __________________________  Phone: ________________________

Please explain your relationship to this person(s):
_____________________________________________________________________________________
_____________________________________________________________________________________

Does your complaint concern discrimination in the delivery of services or in other discriminatory actions of the Commission in its treatment of you or others? If so, please indicate below the base(s) on which you believe these discriminatory actions were taken. Please also explain as clearly as possible what happened, why you believe it happened, and how you were discriminated against. Indicate who was involved. Be sure to include how other persons were treated differently from you. (Please use additional sheets if necessary and attach any materials pertaining to your case).

Please indicate which of the following is the basis of your complaint:
___ Race/Ethnicity       ___ National Origin       ___ Color
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

1

B-1
What is the most convenient time and place for us to contact you about this complaint?

____________________________________________________________________________________

If we will not be able to reach you directly, you may wish to give us the name and phone number of a person who can tell us how to reach you and/or provide information about your complaint:

Name: _________________________________
Phone: _________________________________
E-Mail: ________________________________

If you have an attorney representing you concerning the matters raised in this complaint, please provide the following:

Name: _________________________________
Address: _______________________________
Phone: _________________________________
E-Mail: ________________________________

To your best recollection, on what date(s) did the alleged discrimination take place?

Earliest date of discrimination: ______________________________
Most recent date of discrimination: ______________________________

Complaints of discrimination should be filed within 180 days of the alleged discrimination. If the most recent date of discrimination, listed above, is more than 180 days ago, you may request a waiver of the filing requirement. If you wish to request a waiver, please explain why you waited until now to file your complaint.

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

Please list below any persons (witnesses or others), if known, whom we may contact for additional information to support or clarify your complaint.

Name: _________________________________  Name: _________________________________
Address: _______________________________  Address: _______________________________
Phone: _________________________________  Phone: _______________________________
E-Mail: ________________________________  E-Mail: _______________________________
Do you have any other information that you think is relevant to our investigation of your allegations?
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________  

What remedy are you seeking for the alleged discrimination?
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________  

Have you filed a case or complaint with any of the following? (Check the appropriate item)

__Civil Rights Division, U.S. Dept. of Justice  __U.S. Environmental Protection Agency
__U.S. Department of Transportation – Federal Highway Administration  __U.S. Department of Transportation - Federal Transit Administration
__Other Federal Agency  __State of Wisconsin Department of Justice
__Federal or State Court  __Attorney (note the name and address above)
__Other (specify)_________________________

For any item checked above, please provide the following information:
Name of agency:____________________________________________________________________
Date filed:_________________________________________________________________________
Case or docket number:______________________________________________________________
Date or trial or hearing: ______________________________________________________________
Location of agency or court: __________________________________________________________
Name of investigator:________________________________________________________________
Status of case:______________________________________________________________________
Additional comments:_______________________________________________________________
_________________________________________________________________________________

We cannot accept a complaint if it has not been signed. Please sign and date this complaint form below:
_____________________________________   __________________
Signature         Date
Southeastern Wisconsin Regional Planning Commission (SEWRPC) Title VI Complaint and Investigation Procedures

The Title VI of the Civil Rights Act of 1964 requires that no person in the United States shall, on the grounds of race, color or national origin, be excluded from, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

These procedures apply to all complaints filed under Title VI of the Civil Rights Act of 1964, relating to any program and/or activity administered by SEWRPC or its consultants, and/or contractors. Intimidation or retaliation of any kind is prohibited by law.

These procedures do not deny the right of the complainant to file formal complaints with other State or Federal agencies, or to seek private counsel for complaints alleging discrimination. These procedures are part of an administrative process that does not provide for remedies that include punitive damages or compensatory remuneration for the complainant.

Every effort will be made to obtain early resolution of complaints at the lowest possible level. The option of informal mediation meeting(s) between the affected parties and the Title VI Coordinator may be utilized for resolution, at any stage of the process. The Title VI Coordinator will make every effort to pursue a resolution of the complaint. Initial interviews with the complainant and the respondent will include requests for information regarding specific relief and settlement options.

If information is needed in another language, please contact the Title VI Coordinator at (262) 547-6721.

Procedures

Any individual, group of individuals, or entity that believes they have been subjected to discrimination or retaliation prohibited by Title VI nondiscrimination provisions may file a written complaint to SEWRPC’s Title VI Coordinator or directly with the Federal Transit Administration, Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590. A formal complaint should be filed within 180 calendar days of the alleged occurrence or when the alleged discrimination became known to the complainant. The complaint must meet the following requirements:

1. Complaints must be in writing and signed by the complainant(s).
2. Complaints must include the date of the alleged act(s) of discrimination (date when the complainant(s) became aware of the alleged discrimination; or the date of the latest instance of the conduct.
3. Complaint must present a detailed description of the issues and activities perceived as parties in the action complained against.
4. Allegations received by fax or e-mail will be acknowledged and processed, once the identity(ies) of the complainant(s) and the intent to proceed with the complaint have been established. For this, the complainant is required to mail or hand deliver to the SEWRPC offices a signed, original copy of the fax or e-mail transmittal for SEWRPC to be able to process it.
5. Allegations received by telephone will be reduced to writing and provided to the complainant for confirmation or revision before processing. A complaint form will be forwarded to the complainant for him/her to complete, sign, and return to SEWRPC for processing.
Receipt and Acceptance

In order to be accepted, a complaint must meet the following criteria:

1. The complaint should be filed within 180 calendar days of the alleged occurrence or when the alleged discrimination became known to the complainant.
2. The allegation(s) must involve a covered basis such as race, color, or national origin.
3. The allegation(s) must involve a program or activity that receives Federal financial assistance.
4. When a complaint is received the Title VI Coordinator will provide written acknowledgement of the Complainant, within ten (10) days by registered mail.
5. If a complaint is deemed incomplete, additional information will be requested, and the Complainant will be provided thirty (30) business days to submit the required information. Failure to do so may be considered good cause for a determination of no investigative merit.

SEWRPC will assume responsibility for investigating complaints against any of its consultants and/or contractors. Complaints in which SEWRPC is named as the Respondent, shall be forwarded to the appropriate Federal agency for proper disposition, in accordance with their procedures.

Dismissal

A complaint may be recommended for dismissal for the following reasons:

1. The complainant requests withdrawal of the complaint.
2. The complainant fails to respond to repeated requests for additional information needed to process the complaint.
3. The complainant cannot be located after reasonable attempts

Investigation of Complaints

In cases where SEWRPC assumes the investigation of the complaint, SEWRPC will provide the respondent with the opportunity to respond to the allegations in writing. The respondent will have ten (10) calendar days from the date of SEWRPC’s written notification of acceptance of the complaint to furnish his/her response to the allegation(s).

Within forty (40) calendar days, the SEWRPC Title VI Coordinator will prepare an investigative report for review by the agency’s Legal Counsel and Executive Director. The report shall include a narrative description of the incident, identification of persons interviewed, findings, and recommendations for remedial steps as appropriate and necessary. The remedial steps, if any, will be implemented as soon as practicable. The Complainant will receive a copy of the final report together with any remedial steps. The Complainant shall also be notified of his/her right to appeal the decision.

The Title VI Coordinator shall maintain a log of Title VI complaints received from this process. The log shall include the date the complaint was filed; a summary of the allegations; the status of the complaint; and actions taken by SEWRPC in response to the complaint. Should SEWRPC receive a Title VI complaint in the form of a formal charge or lawsuit, SEWRPC’s Legal Counsel shall be responsible for the investigation.
<table>
<thead>
<tr>
<th>Complainant</th>
<th>Date Complaint Filed</th>
<th>Summary of Allegations</th>
<th>Status</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACLU of Wisconsin, Milwaukee Innercity Congregation Allied for Hope, Milwaukee Transit Riders Union, Midwest Environmental Advocates, NAACP - Milwaukee Branch, Black Health Coalition of Wisconsin, Inc., ATU Local 998</td>
<td>July 31, 2013</td>
<td>Discrimination related to procedures developed by SEWRPC and recommended projects for FHWA STP-M funding.</td>
<td>On October 2, 2013, the FHWA Office of Civil Rights notified the Commission of the complaint and requested a response. SEWRPC responded to the complaint on November 13, 2013, and met with the staff of the FHWA on December 4 and 5, 2013. FTA assumed investigation of the complaint following the FHWA visit.</td>
<td>FTA on July 1, 2014, concluded that the information provided did not support a finding that SEWRPC failed to follow Title VI requirements. No further action is being taken and the complaint is closed.</td>
</tr>
</tbody>
</table>
PUBLIC PARTICIPATION PLAN
FOR REGIONAL PLANNING IN SOUTHEASTERN WISCONSIN
PLANNING FOR OUR REGION

In Southeastern Wisconsin, regional planning for land use, transportation, and other elements of public works and facilities (for example, parks, sanitary sewerage, water supply, and stormwater management) is done by the Southeastern Wisconsin Regional Planning Commission, serving seven counties:

- Kenosha County
- Milwaukee County
- Ozaukee County
- Racine County
- Walworth County
- Washington County
- Waukesha County
- 148 cities, villages, and towns
- More than 2.1 million people
- About 1.2 million jobs
- Over $170 billion in equalized valuation
- More than one-third of Wisconsin’s population, jobs, and wealth

We invite you to participate in planning for the future of our Region, and this document discusses the many opportunities to get involved.

The Regional Planning Commission (SEWRPC) works to provide basic information and planning services to solve problems and explore opportunities that go beyond single units of government. In our Region, there are seven counties and nearly 150 communities, containing many public and private interests.

Planning for needs like efficient highways and public transit systems, beneficial parks and open spaces, affordable housing, 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 residents, providing many unique perspectives.
IMPORTANCE OF PUBLIC PARTICIPATION

Public participation has become 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:

- Present opportunities to both provide and get back useful information
- Explain issues and choices that are sometimes complex using non-technical language
- Encourage residents to suggest ideas and make comments that 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
- Give residents a voice while also meeting important legal requirements
- Build important partnerships and maintain key connections for success

The rest of this document explains in detail how the Regional Planning Commission plans to provide opportunities for public participation, how it will use the ideas and comments received, and how it is prepared to evaluate success and make improvements. Suggestions are welcome on how the Commission can meet participation needs and best receive public comments (please see back cover).

The SEWRPC website at www.sewrpc.org is a ready source of full information—from newsletters and meeting details to draft recommendations and complete plans—offering an open opportunity to comment on regional planning 24 hours a day, 7 days a week.

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
- Obtain participation and input in regional planning
HOW PEOPLE MAY RELATE DURING PUBLIC PARTICIPATION

In pursuing its three-fold public participation goal, the Commission recognizes and appreciates that diverse audiences will approach regional planning topics from different perspectives. Some people may initially be unaware, or struggle to see the relevance. Others may wish to become active participants or even outreach partners.

The Commission will use a range of informational materials, activities, and events to meet a variety of needs. In this process, the Commission will respect that some people may want to participate only at a distance, if at all, while others may seek a great deal of information and involvement. In all cases, providing meaningful opportunities for participation will be considered a key for success by the Commission. The following describe different and generally growing levels of planning involvement upon which people often focus. However, the Commission strives to be flexible and encourages involvement in whatever way is desired and convenient.

- **Recipient** – a person or group perhaps merely wanting to become or remain informed, that may receive materials via mail, e-mail, or other means
- **Attendee** – someone taking the step of traveling to a meeting or other event, or consulting the SEWRPC website for updates
- **Participant** – an attendee who engages in discussion or provides comments and input
- **Stakeholder** – a person or represented interest that initially had a tie to the planning effort, or that developed a stronger interest via public participation, and that continues to actively participate during the process
- **Partner** – usually a specific interest or grouping of interests that works cooperatively with the Commission staff on completing key activities such as outreach events
- **Implementer or Plan Advocate** – participants that have the authority to implement plan recommendations or that use plan information or results in seeking to achieve plan recommendations
RECOMMENDED PUBLIC PARTICIPATION PLAN

The Commission will work to achieve its public participation goal cooperatively with other public agencies and units of government by coordinating efforts when possible. It will coordinate particularly with the Region’s counties, cities, villages, and towns, and the Wisconsin Departments of Transportation and Natural Resources. The Regional Planning Commission will seek to provide timely notices of important steps in planning, free and open access, and multiple means of participation within the Region in a number of ways.

The components of public participation will include:

- Open Meetings
- Advisory Committee Meetings
- Public Meetings and Comment Periods
  - Targeted Format and Frequency
  - Broad Notification
  - Convenient Scheduling
- Website Updates
- Document Availability and Notification
- Ensuring Environmental Justice in Planning
- Engaging Minority Populations, Low-Income Populations, and People with Disabilities
- Environmental Justice Task Force
- Public Outreach and Briefings
- Incorporation of Public Input
- Evaluation of Public Participation

Open Meetings

- Meetings of the Commission and its advisory committees are open to the public.
- Agendas are posted on the SEWRPC website and at the Commission offices at least five days in advance.
- Locations accessible by public transit are considered desirable and will be used for committee and public meetings if practical, especially for transportation planning, depending upon the subject matter and expected audience.
- People needing disability-related accommodations are encouraged to participate, and reasonable accommodations will be made upon request. All locations will comply with the Americans with Disabilities Act of 1990.
Advisory Committee Meetings

- Advisory committee meetings take place throughout each planning process.
- Concerned government officials who can represent residents or are specialists in the planning topic serve on the committees, as well as other knowledgeable people.
- The Commission seeks committee diversity, especially members of minority population groups.
- Plan chapters are carefully reviewed by committees for approval, along with planning data.
- Agendas may provide an opportunity for public comments, and the committees review all comments.

Public Meetings and Comment Periods

Ongoing public comments are sought in many different ways. Formal comment periods will be used at times, with minimums noted below.

- 30 days for most updates, amendments, or adoptions:
  - Update or amendment of the regional transportation plan
  - Adoption of the transportation improvement program
  - Transportation improvement program amendment when it requires a plan amendment
  - Adoption of a transit development plan
  - Adoption of a jurisdictional highway system plan
- 45 days for the adoption of the public involvement process.
- 30 days for other planning or programming efforts, if a public meeting is determined necessary by the Commission or one of its advisory committees.

A public meeting, if conducted, will be scheduled during these formal comment periods.

If significant changes are made to a preliminary plan or program following completion of a public participation process, an additional notification and formal comment period may be provided prior to adoption.

Public meetings and informational materials used with them will provide opportunities to obtain public input, as well as to inform the public about transportation and other planning efforts.

Targeted Format and Frequency

- A variety of techniques provide information, including summary handouts, visual displays, keypad polling, interactive small group discussions, and availability of Commission staff to answer questions and make presentations.
- All meetings include the opportunity to provide comments in writing or orally in-person to Commission staff.
- An opportunity for oral testimony in town hall format and/or one-on-one with a court reporter occurs for meetings at which alternative plans or a preliminary recommended plan are presented.
- Annually at least one public meeting will be held, whether for a major or routine transportation plan update, where the regional transportation plan will be available for review and comment.
- During major regional plan updates, multiple series of public meetings will be held, with at least one early in the process to address the study scope and/or inventory findings, and later for comment on alternatives and/or a preliminary recommended plan.
• A single public meeting may be held for other efforts, including during a routine regional transportation plan review taking place every three or four years, for studies affecting only part of the Region, and during the preparation of the transportation improvement program.

Broad Notification
• Paid advertisements will be placed by the Commission in newspapers appropriate for the study area and meeting locations, published at least 10 days prior to the first meeting announced.
• Newspapers serving minorities and low-income populations will also 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 will be maintained for this purpose.
• Development and distribution of summary materials via mail and e-mail may also be used for notification of public meetings – brochures, fact sheets, and/or newsletters.
• Website updates will be used to make meeting notifications and associated materials quickly and readily available.

Convenient Scheduling
For major regional plan updates, involving multiple series of public meetings, the following are routinely considered:
• At least one meeting per county is held during each meeting series, all at accessible locations substantially complying with the Americans with Disabilities Act.
• Central city locations are sought for meetings held in Kenosha, Milwaukee, Racine, and Waukesha Counties.
• As appropriate, community partners will hold meetings at the same time as similar public meetings.
• Public transit availability is considered in selecting meeting sites, notably in urban areas.
• Limited English proficiency steps are taken, including arrangements for requested translators, and typically providing a translator in Hispanic/Latino neighborhood locations.

Website Updates – www.sewrpc.org
• The SEWRPC website contains both background and comprehensive current information about the Regional Planning Commission.
• Detailed information about transportation planning and other planning activities is featured.
• Committee meeting materials including agendas, minutes, and chapters reviewed are regularly updated.
• Current studies as well as historic plan materials can be accessed.
• Postings also include newsletters, fact sheets, brochures, meeting announcements, public meeting presentations and handouts, and draft sections of reports.
• Contact information is available, and online comments can be submitted at any time.
Document Availability and Notification

• All draft preliminary plans are available for public review at the Commission offices and on the SEWRPC website.

• Documents including published plans are provided to all public library systems in the Region. They are also available for public review at the Commission offices and on the website. A charge to cover production and mailing costs may be applied to purchases.

• The Commission maintains a mailing and e-mailing list of governments, individuals, agencies, groups, and organizations that have expressed interest in receiving information.

• Newsletters are prepared and sent during each major study to some 3,000 recipients, including local elected and appointed officials, and anyone who requests receiving the newsletters or electronic newsletters.
  o Provide study updates, announce public meetings, and describe planning content
  o Serve as condensed but relatively thorough summaries of plans or plan progress

• Summary fact sheets or brochures are used to further shorten newsletter content.
  o Used as public meeting handouts and provided to groups as appropriate
  o Typically translated into Spanish
  o Mailed with personal letters to minority and low-income group contacts
  o Sometimes substituted for newsletters in smaller, shorter term, or local planning studies

Ensuring Environmental Justice in Planning
The Commission will continue working to ensure that environmental justice occurs in all its efforts, including public participation.

• Title VI of the Civil Rights Act of 1964 forms the basis of environmental justice, stating in part that, “No person in the United States shall, on the ground of race, color, or national origin be excluded from participation…”

• “Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations” is an Executive Order signed by President Clinton in 1994.

• Ensuring full and fair participation of minority populations and low-income populations is one of the principles of environmental justice, along with avoiding, minimizing, or relieving unfair harmful effects and preventing the denial, reduction, or delay in benefits involving any Federal funds.

• The population that may be affected, and the potential benefits and impacts of a plan or program to be considered, will help determine the amount and type of public participation efforts.
Engaging Minority Populations, Low-Income Populations, and People with Disabilities

The Commission will seek to involve all interested and concerned segments of the public in its planning. Some practical applications, shown immediately below, identify how certain public participation steps unfold in major planning efforts to engage minority populations, low-income populations, and people with disabilities:

- Personal letters are sent to lead contacts of groups and organizations at each major stage of planning corresponding to study newsletters and/or public meetings, highlighting key points of potential interest.

- Telephone campaigns, emails, or regular contacts occur to arrange meetings, encourage participation, answer questions, and take any comments.

- Partnerships and other deeper relationships will be continued with eight community partners that serve and represent the Region’s minority populations, low-income populations, and people with disabilities.

- Opportunities are explored for more intensive engagement, including co-sponsored events, special meetings involving full memberships—particularly with the Commission’s eight community partners—and employing small group discussion techniques.

- At the same time as certain public meetings are held for the general public, the Commission works with its community partners to host meetings for their constituents, as a way to enhance or maintain engagement with minority populations, low-income populations, and people with disabilities.

- Primary organizational contacts are identified and cultivated, to provide a basis of regular or ongoing involvements with a subset of very active and broad-based representative groups.

Environmental Justice Task Force

The Commission has an advisory group called the Environmental Justice Task Force to enhance environmental justice throughout the regional planning process.

- Membership is appointed by the Regional Planning Commission after consultation with organizations representing one or more of the following communities: low-income, African-American, Latino, Asian, Native American, people with disabilities, and/or transit-dependent populations as appropriate.

- Up to 15 total Task Force members represent the seven counties in southeastern Wisconsin (one each); the four largest cities including Milwaukee (three members), Kenosha, Racine, and Waukesha; the remainder of the Region; and an at-large regional representative.

- Meetings are held as appropriate and necessary, usually on a quarterly basis. Meetings will be in accessible locations served by public transit, are publicly announced, and include a reasonable opportunity for public comment.

- The Task Force may meet in smaller or needs-based groups with invited local or specific subject representatives as appropriate.

Credit: Jake Rohde
Public Outreach and Briefings

• Presentations or briefings are given throughout planning efforts at any point in time.

• They are specifically offered to governmental units, as well as to central city, minority, and low-income groups and organizations.

• Any group may request a presentation or briefing, which the Commission welcomes and encourages.

• Comments are directed into the planning process, and given equal weight to public meeting comments.

Beyond Commission efforts to notify, inform, and obtain input from the general public, and to involve representatives on its Environmental Justice Task Force, the Commission will seek outreach opportunities to work directly with those most likely to be impacted by transportation proposals.

• Community groups in an affected/concerned area will be contacted, with an offer to provide briefings and presentations either held specially or during regularly scheduled meetings of those groups.

• User-friendly, lay language will be used to the extent possible for outreach contacts and materials, with offers to work with group or organization leaders to develop options.

• Minority populations, low-income populations, and people with disabilities will particularly be approached for such outreach, both early in each study, and later as alternatives have been developed and evaluated. Resulting meetings, including comment sessions, will be conducted anytime there is interest by a group.

• Limited English proficiency group and organization leaders will be contacted to determine how best to inform, and obtain input from, their communities.

• Continuing attempts to broaden group participation will occur by adding groups and organizations to contact lists, and renewing offers to meet on their turf as locally convenient.

• Other means will continue to be tried 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 fairs, festivals, social media sites, or the like.

Incorporation of Public Input

The results of public participation will be documented and taken into account by the Commission and its advisory committees guiding planning efforts prior to any final recommendations.

• The input received during each public participation process will be documented, provided to the Commission and the study advisory committee, published on the SEWRPC website, and made available at the Commission offices.

• Individual comments in written form will be published, whether submitted in writing, offered as public hearing testimony, or provided orally to a court reporter.

• Either a full account or a summary of public comments will be contained in the primary plan or program document being produced.

• Responses to public comments will also be documented, addressing each issue raised, and will be included in the primary document or a separate document.
Evaluation of Public Participation
The effectiveness of the Commission’s public participation efforts will be monitored and evaluated, and improved when possible.

• At the conclusion of planning efforts, Commission staff will complete an evaluation of the public participation used, which will be used to guide public participation in future planning efforts. This evaluation will consider:
  o Commission publications, public participation techniques, and conclusions regarding the overall public participation
  o How public participation shaped the planning effort and the final plan
  o Any comments that were received during the planning effort about public participation

• Evaluations will be provided to the Wisconsin Department of Transportation and the U.S. Department of Transportation.

• Ongoing public participation will be modified while a planning effort is underway, as necessary and practical, factoring in any public comments that may apply.

• Individual activities and events will also be evaluated in response to measures such as participation level, feedback, and periodic sampling regarding effectiveness.

Regional Transportation Consultation Process
In addition to actively seeking participation by Southeastern Wisconsin residents, the Commission obtains considerable input during its transportation planning and programming efforts through its consultation process. This process involves coordination with and gathering input from agencies and officials responsible for other planning activities affected by transportation, as well as 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 minority and low-income groups.

Credit: SEWRPC Staff
FOR MORE INFORMATION
For more detail on public participation specifically as it relates to the Commission’s regional transportation planning, see Appendix A to this document. For more detail on the Commission’s consultation process, see Appendix B to this document.

Your participation is valued! For more information, to provide comments, to request a meeting, or to be added to the Commission mailing or e-mailing list, please contact the:

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INTRODUCTION

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) is the official areawide planning agency for the seven-county Southeastern Wisconsin Region, including Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties. The Commission also serves as the Metropolitan Planning Organization (MPO) for transportation planning in the Kenosha, Milwaukee, Racine, Round Lake Beach (Wisconsin portion), and West Bend urbanized areas and the Federally designated six-county transportation management area, including Kenosha, Milwaukee, Ozaukee, Racine, Washington, and Waukesha Counties, and small portions of Dodge, Jefferson, and Walworth Counties.

The Commission is responsible for preparing the regional transportation plan and transportation improvement program for the seven-county Region, including the five urbanized areas and the six-county transportation management area.

This document outlines how the Commission will involve the public in its regional transportation planning and transportation improvement programming, including with respect to:

- Providing information about, and access to, regional transportation planning and programming activities
- Obtaining public input during regional transportation planning and programming activities
- Considering public input received when regional transportation planning and programming recommendations are made
- Evaluating the effectiveness of the public participation plan and continuing to improve public participation when possible

This appendix supplements, and adds detail to, the overall Commission “Public Participation Plan for Regional Planning in Southeastern Wisconsin.” The Public Participation Plan (including its appendices) and a summary brochure on public participation are available on the Commission’s website at sewrpc.org/PPP, which also contains a host of other information.

RECOMMENDED PUBLIC PARTICIPATION PLAN FOR TRANSPORTATION PLANNING

The Commission aims to ensure early and continuous public notification about regional transportation planning and programming activities, provide meaningful information concerning such activities, and obtain participation in and input to the preparation and adoption of regional transportation plans and improvement programs. In addition, the public participation process described here 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 West Bend, and City of Whitewater.

The Commission will work to achieve these goals cooperatively with other public agencies and units of government—local, State, and Federal—by coordinating public participation processes when possible. The Commission views these other agencies and governments as partners in the public participation process. In particular, the Commission will coordinate with the Wisconsin Department of Transportation regarding public participation efforts.

The remainder of this document describes how the Commission proposes to achieve these public participation goals, and outlines a framework for public participation to be followed for each type of transportation planning and programming effort. However, the Commission strives to be responsive and encourages involvement in whatever way is desired and convenient. Suggestions are welcome on how the Commission can meet participation needs and best receive public comments. Please go to www.sewrpc.org or see the contact information at the end of this document.

**Public Notification, Access, and Input**
Timely notification of and provision of access to Commission regional transportation planning and programming activities will be provided to encourage early and continuous public participation. The Commission’s planning and programming efforts benefit from having a well-informed citizenry. The ability for the general public to become actively involved and to provide meaningful input on needs, plans, and programs depends on knowledge of the issues under consideration and the study being undertaken to address those issues. In addition, the public will be encouraged to contribute to transportation planning and programming efforts to improve the results of planning and programming efforts, increase the public knowledge and understanding of those efforts, and increase the likelihood that those efforts are successfully implemented.

The techniques listed below will be used by the Commission to raise awareness of, provide public access to, and obtain public input on the preparation and adoption of regional transportation plans and programs.

**Advisory Committees**
Advisory committees will be formed by the Commission for each planning and programming effort to guide the development of the desired plan or program. The membership of the advisory committees will primarily, although not exclusively, consist of concerned and affected local government elected and appointed public officials who will have the authority and expertise to represent the residents of their local units of government. The membership will also include representatives of State and Federal transportation and environmental resource agencies. The Commission will seek diversity—specifically, members of minority population groups—as it considers, solicits, and makes appointments to advisory committees.

The use of advisory committees promotes intergovernmental and interagency coordination and broadens the technical knowledge and expertise available to the Commission. The members of advisory committees serve as direct liaisons between the Commission planning and programming efforts and the local and State governments that will be responsible for implementing the recommendations of those planning and programming efforts. The advisory committees will be responsible for proposing to the Commission, after careful study and evaluation, recommended plans and programs. Information regarding public comment received will be provided to the advisory committees, which will consider that public comment prior to determining final recommended plans and programs. In some cases, non-governmental officials will be asked to serve on advisory committees to represent different interests.

- **Public Notice and Agenda Availability:** The agendas for all meetings of the Commission and the Commission’s advisory committees will normally be posted on the Commission website and at the offices of the Commission as soon as available, but at least five business days prior to each meeting. Meeting notifications will request that people needing disability-related accommodations contact the Commission a minimum of three business days in advance of the meeting they wish to attend so that appropriate arrangements can be made.
• Public Access: Meetings of the Commission and the Commission’s advisory committees will be open to the public to ensure that interested residents have access to the regional transportation planning and programming process. Advisory committee meetings will be held at transit-accessible locations, to the extent practicable, particularly meetings addressing plan alternatives, and preliminary and final recommended plans. Advisory committee meetings will be held at locations accessible to people with disabilities, and compliant with the Americans with Disabilities Act of 1990.

• Public Input: Numerous opportunities for submitting public comment for consideration by the Commission and the Commission’s advisory committees will be provided. These include written comments, oral comments at public meetings, comments through the Commission website, comments through outreach activities, and other means. All comments will be documented as described below—under “Incorporation of Public Input”—and will be provided to the Commission and the Commission’s advisory committees. This documentation is intended as the primary source of formal comment to these decision-making bodies. Meetings of the Commission’s Planning and Research Committee and the Commission’s Advisory Committees on Regional Land Use Planning and Regional Transportation Planning will include in their meetings a short public comment period (up to 15 minutes). The time allowed for public comment will be divided between each registered speaker, limited to a maximum of three minutes per speaker.

Environmental Justice Task Force
The Commission has formed and will use an Environmental Justice Task Force (EJTF) to enhance the consideration and integration of environmental justice throughout the regional planning process. The purposes of the EJTF include:

• Further facilitate the involvement of low-income communities, minority communities, and people with disabilities in regional planning

• Make recommendations on issues and analyses relevant to the needs and circumstances of low-income communities, minority communities, and people with disabilities

• Help identify the potential benefits and adverse effects of public infrastructure and services addressed in regional planning programs with respect to low-income communities, minority communities, and people with disabilities

• Advise and recommend methods to prevent the denial of benefits to low-income communities, minority communities, and people with disabilities, and to minimize or mitigate disproportionately high and adverse negative impacts on those groups

• Enhance awareness and implementation of plans, with emphasis on the needs of low-income communities, minority communities, and people with disabilities. The membership is appointed by the Regional Planning Commission, after consultation with organizations representing low-income communities, African-American communities, Latino communities, Asian communities, Native American communities, people with disabilities, and/or transit-dependent populations as appropriate.

EJTF members are from and represent low-income communities, minority communities, people with disabilities, and/or transit-dependent communities, and thereby enhance representation of such populations. Seven of the EJTF members represent the counties in the Region (one per county). Three additional members represent the largest city in the Region; three more represent the three next-largest cities in the Region (one per city); and one represents the remainder of the Region. The fifteenth member serves as an at-large regional representative. The EJTF meets as appropriate and necessary, usually on a quarterly basis. As provided for during EJTF formation, agenda topics including geographic or subject matter considerations may result in meetings in smaller or needs-based configurations, with invited local or specific subject representatives.
• **Public Notice and Agenda Availability:** The agendas for all EJTF meetings will normally be posted on the Commission website and at the offices of the Commission as soon as available, but at least five business days prior to each meeting. Meeting notifications will request that people needing disability-related accommodations contact the Commission a minimum of three business days in advance of the meeting they wish to attend so that appropriate arrangements can be made.

• **Public Access:** All EJTF meetings are open to the public to ensure that interested residents have access to the regional transportation planning and programming process. All EJTF meetings will be held in locations that are physically accessible to people with disabilities and served by public transportation.

• **Public Input:** All EJTF meetings will include two opportunities for public comment: one near the beginning of the meeting, before new business is discussed, and one at the end of the meeting, before the EJTF adjourns.

The impact of the EJTF will be evaluated by the EJTF and the Commission in terms of process (the extent to which public involvement of low-income communities, minority communities, and people with disabilities has been enhanced) and outcomes (the extent to which regional plans and planning processes balance the benefits and burdens of decisions, particularly as related to the interests of low-income communities, minority communities, and people with disabilities). The evaluation includes determination of the degree to which EJTF recommendations have been acted upon or implemented in practice by the Commission.

**Public Meetings and Public Comment Periods**

Public meetings provide opportunities to obtain public comment and input, as well as to notify and inform the public about transportation planning and programming. Public meetings will typically utilize a variety of techniques to provide information about transportation planning and programming, including the distribution of materials, the use of visual displays, the availability of Commission staff to answer questions, and summary presentations by Commission staff. Study Advisory Committee members and SEWRPC Commissioners will be encouraged to attend and participate. Public meetings will also use a variety of techniques to obtain public comment, including the use of keypad polling devices and interactive small group discussions as appropriate. Annually, at least one public meeting will be held whether for a major or routine regional transportation plan update, transportation improvement program preparation, or other major regional or sub-regional study. At these meetings, the regional transportation plan will be available for review and comment.

• **Public Notice:** The Commission will place paid advertisements in newspapers appropriate for the study area and meeting locations, with the amount and timing of the advertisements to be determined based upon the individual planning or programming effort. Paid advertisements will also be placed in newspapers serving minority populations and low-income populations. Advertisements providing notification of public meetings will be published 10 business days prior to the first meeting date announced. Additionally, press releases announcing the public meetings may be distributed for an area appropriate to each planning or programming effort. Any notification of meetings will request that people needing disability-related accommodations contact the Commission a minimum of three business days in advance of the meeting they wish to attend so that appropriate arrangements can be made. Notification of public meetings will also be provided on the Commission’s website, and through the Commission’s electronic newsletter distribution list.

Notification of public meetings may also be accomplished through the development and distribution of summary materials—brochures, fact sheets, and/or newsletters. A summary publication or brochure will be developed for each study, and may be updated during the course of the study as appropriate. A newsletter—or series of newsletters, depending on the planning study—will also be developed and may serve this summary purpose. The summary materials will provide general information regarding the study; updates on study progress, findings, and recommendations; and information regarding upcoming public meetings and hearings. These materials will be used to inform the general public and be distributed to media representatives when using press releases. Brochures, fact sheets, public meeting notices, and newsletters will be prepared in user-friendly lay language to the extent possible.
• **Public Access:** The Commission will attempt to select locations that are accessible to minority populations and low-income populations, and the selection of locations for public meetings and hearings will take into consideration the potential availability of transit-accessible locations. In all cases, meetings and hearings will be held in venues that substantially comply with the Americans with Disabilities Act of 1990.

• **Public Input:** The comments received by the Commission at public meetings—written and oral comments—will be recorded for consideration prior to preparing the final recommendations of the plan or program under consideration. All meetings will include the opportunity for written comment and to provide comments one-on-one to Commission staff. Some meetings may include question and answer sessions. Some meetings—specifically including those at which a preliminary recommended plan is being presented—will also include the opportunity to formally offer oral comment. Oral comment will either be taken in a town hall format or one-on-one with a court reporter, or sometimes both, if suitable facilities are available at meeting locations.

The number and locations of public meetings will be tailored to each transportation planning and programming study. For example, it may be appropriate to hold public meetings only in one county of the Region for a transit development plan focusing on the transit services within that county. The public meetings will be scheduled during a formal public comment period as discussed under each bullet below. The public will be notified of the duration of the formal comment period in conjunction with the announcement of a public meeting, or in a manner similar to that announcing a public meeting.

• **Major Regional Transportation Plan Updates and Other Major Regional Studies:** During the conduct of major regional transportation plan updates—anticipated to occur about every 10 years—and during other major regional studies, multiple series of public meetings will be held, with at least one meeting in each county during each series. At least one of the series will be held early in the study and may be expected to address topics such as study scope and inventory findings, and may also describe potential alternatives to be considered. Another series of meetings will be held later in the study, with plan alternatives presented for review and comment, and potentially a preliminary recommended plan as well.

A formal public comment period of at least 30 days will be offered before the adoption of a major regional transportation plan update or other major regional study, and will coincide with at least one series of public meetings.

• **Minor Reviews and Reaffirmations of the Regional Transportation Plan and Sub-Regional Studies:** During the conduct of a routine regional transportation plan review and reaffirmation—anticipated to occur about every three or four years—and during the conduct of sub-regional studies, at least one public meeting will be held. Sub-regional studies include, but are not limited to, county- or community-specific transit development plans and jurisdictional highway system plans. The meeting will be held when alternatives are being considered (if applicable) and when a preliminary recommended plan is presented.

A formal public comment period of at least 30 days will be offered before the adoption of a minor review and reaffirmation of the regional transportation plan or sub-regional study, and will coincide with at least one public meeting. In addition, a formal comment period of at least 30 days will be provided before the adoption of an amendment to the regional transportation plan or any sub-regional study.

• **Transportation Improvement Program:** During the preparation of the transportation improvement program (TIP)—anticipated to occur every two years—at least one public meeting will be held. A formal public comment period of at least 30 days will be offered before the adoption of the TIP, and will coincide with at least one public meeting.

Periodically, amendment to the TIP—adding or deleting a transportation projects, or incorporating changes in project scope, cost, or timing—are necessary to ensure the relevancy of the program. As part of incorporating these changes to the program—anticipated to occur every one to two months—appropriate opportunity for public review and comment will be provided. The criteria used to determine
the type of change (major or minor amendment or administrative modification) and attendant level of advisory committee and public involvement are provided in the TIP. Major amendments that do not also require amendment to the regional transportation plan will have a comment period of at least 14 days. Notification of the comment period for these amendments will be provided only through the Commission’s website. Information on proposed minor amendments that would not require a public comment period would be provided on the Commission’s website while the amendments are being considered for approval by the Commission and the appropriate advisory committee. All administrative modifications and approved amendments will also be provided on the Commission’s website.

- **Public Participation Plan:** The Commission will periodically review this public participation plan document, considering the evaluations of public participation following completed studies (see “Evaluation of Public Participation,” below), public comment regarding public participation efforts, and new applicable regulations and guidance. Should the Commission determine that a substantial modification of this public participation plan document is in order, the Commission will review and revise this public participation plan document including a public meeting and a 45 day public comment period, prior to its update.

Should it be determined by the Commission or an advisory committee guiding a particular effort that a public meeting will be held for a planning or programming effort other than those previously listed, a formal public comment period of at least 30 days will be established.

**Website**
The Commission will maintain and update a website. The website will include general information about the Commission as well as more detailed information regarding regional transportation planning and programming activities. A portion of the website will be dedicated to public participation, highlighting how the public can obtain additional information regarding Commission planning efforts, including methods of contacting Commission staff other than through the website. The website will also include this public participation plan document.

The Commission’s website will be designed as a portal into virtually all of the Commission’s work, which the public is encouraged to utilize. All committee memberships, meetings, agendas, minutes, notices, and materials pertaining to current planning efforts will be are online, as well as hundreds of publications, planning data and resource inventories, and background information on relevant planning efforts. People visiting the website will have ready access to a full range of information prepared at various planning stages and levels of detail, including final reports, draft chapters, newsletters and brochures, comments received, and related website links. Importantly, the website will also provide ready access and an open opportunity to comment on regional planning 24 hours a day, 7 days a week.

The website will also provide comprehensive information about each Commission regional and subregional transportation planning and programming effort underway. In some cases, individual websites (linked to the main Commission website) will be created for major regional studies to increase public involvement and understanding of the study. Regardless of whether or not an individual website is created, information provided for each planning and programming effort will include:

- **Background information, including the purpose of the effort**

- **Notification of public comment periods and meetings, including advisory committee, EJTF, and public meetings, and also Commission meetings addressing initiation or adoption of a regional transportation plan or transportation improvement program**

- **Advisory committee and EJTF meeting materials, such as agendas, minutes, and presentation materials**

- **Summary materials, such as newsletters and brochures**

- **Draft sections of reports**
• Contact information for Commissioners and Commission staff

• Means to submit comments regarding the planning or programming effort

• Records of public comments

**Mailing and E-Mailing Lists**

In order to increase awareness of public meetings, planning efforts, and other Commission activities, the Commission will maintain a regional listing of individuals, groups, agencies, and organizations that have expressed interest in receiving information regarding Commission activities. Interested individuals may sign up for these contact lists on the Commission website or by contacting the Commission staff. The contact lists will include organizations and media associated with minority populations and low-income populations. Newsletters prepared for Commission transportation planning studies will utilize these contact lists, and notification of all public meetings will be transmitted electronically to individuals on the e-mailing list.

**Media List**

The Commission will maintain and use a list of significant media outlets in the Region—including minority media outlets—for use in distributing materials such as news releases and newsletters as appropriate for each work effort.

**Document Availability**

In addition to the advisory committees, EJTF, public meetings, and other public involvement techniques described previously, all Commission preliminary plans will be available for public review on the Commission website and at the Commission offices in order to increase public awareness of the Commission’s work and provide an opportunity for the public to comment before a final plan is developed. Copies of preliminary plans will be distributed upon request. Preliminary regional plans will be summarized in newsletters and/or shorter documents and brochures, that will be widely distributed and available upon request.

All Commission published final plans and documents are provided to all public libraries within Southeastern Wisconsin and will also be available for public review at the Commission offices. In addition, Commission final plans and documents will be available on the Commission website. Published plans and documents may be obtained from the Commission. A charge may be applied for copies of publications to cover the approximate cost of producing and, if applicable, mailing the publication.

**Outreach and Briefings**

Beyond Commission efforts to notify, inform, and obtain input from the general public, the Commission will seek opportunities to notify, inform, and obtain input from those most likely to be impacted by transportation proposals. The Commission will, for example, contact community groups of an affected and concerned area, and offer briefings and presentations to those groups at meetings held expressly for that purpose or during regularly scheduled meetings of those groups. Outreach contacts and materials will be prepared in user-friendly, lay language. Outreach efforts will also particularly be made to notify and inform, and obtain input from, low-income populations and minority populations. A list of organizational contacts will be maintained for such purposes. Elected officials and citizen leaders may be offered such briefings and presentations as well. Briefings and presentations will be specifically offered during at least two periods in each study—in the early stages of study prior to the consideration of alternatives, and later in the study after alternatives have been developed and evaluated. Meetings with staff, including comment opportunities, will be conducted anytime there is interest during a planning effort.

During regional land use and transportation planning efforts, the Commission will also use other means to obtain public involvement and input, including for example, focus groups, small group techniques, visioning or brainstorming, and obtaining participation and input at non-traditional meeting places and events, such as fairs, festivals, social media, and others.
Incorporation of Public Input
The results of the public participation process will be documented and taken into account by the Commission and its advisory committees guiding regional transportation planning and programming.

Documentation of Public Input
The results of each public participation process will be documented and published. Individual comments will be included, whether submitted to the Commission in writing, offered as testimony at a town hall meeting, or provided orally to a public meeting court reporter. The documentation of public comment will be provided to the study advisory committee and the Commission and will be published on the Commission website and available at the Commission offices for review by the public. The documentation may be contained within the primary plan or program document being produced or within a separate document. If a separate document is produced to provide the full record of public comments, the primary planning or programming document will contain a summary of the public comment. Responses to public comments will also be documented, addressing each issue raised in public comments, and will be included in either the primary planning or programming document being produced or within the separate document. The summarization and documentation will occur prior to the consideration of any final recommended action.

Consideration of Public Input
The public input will be considered by the Commission and its advisory committees during key stages in the planning process, if applicable, and prior to determination of final recommended plans or programs.

Supplemental Opportunity for Public Review and Comment
Final recommended plans and programs are typically very similar to the preliminary plans and programs reviewed by the public. Normally, when changes are made following review of preliminary plans and programs, the changes are not significant, and the changes are made to respond to public comment. Also, when changes are made, they often reflect alternatives previously considered and reviewed during the public participation process. Therefore, no additional public review and comment is typically necessary following the completion of the planned public participation process. However, it is possible that significant changes that were not previously available for public review and comment may be made to a preliminary plan or program following the completion of a public participation process. In such a circumstance, either the Commission or advisory committee may direct that additional public notification and a formal period for public comment be provided regarding the revised plan or program prior to adoption.

Evaluation of Public Participation
The effectiveness of the Commission’s public participation policies and practices will be monitored and evaluated, and modified as needed based on experience, consideration of suggestions, agency requirements, and/or the changing state of the art of public participation. The Commission will continue to seek improvements to its public participation processes when possible. Annually, the criteria outlined in Table 1 will be evaluated to assess the public participation in Commission regional transportation planning.

Evaluation of Individual Public Participation Efforts
Following the conclusion of each planning effort, Commission staff will complete an evaluation of the public participation process for that particular effort. The evaluation will indicate the effort being evaluated, the Commission publications where the effort is documented, the public involvement techniques used with brief evaluations of those techniques, and conclusions regarding the overall public participation effort undertaken for the specific planning study. The evaluation will also identify how public involvement and input shaped the planning effort and final plan, and explain the public comment incorporated, and not incorporated, in the final plan. The Commission staff will consider any comments that were made during the plan preparation effort regarding public participation when completing such an evaluation. Each evaluation completed by the Commission will be provided to the Wisconsin Department of Transportation and the U.S. Department of Transportation through the Commission’s quarterly Progress Report, in which the Commission reports on the progress of the Commission’s transportation work program every three months.
<table>
<thead>
<tr>
<th>Measured Activity Descriptions by Public Participation Goal Components</th>
<th>Evaluation Criteria/ Mechanisms</th>
<th>Target or Measurement</th>
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<tbody>
<tr>
<td><strong>Goal Part 1: Ensure Early and Continuous Public Notification</strong></td>
<td></td>
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<tr>
<td>* Central city, minority, and low-income group updates via personal letter, often with informational materials, and follow-up as appropriate</td>
<td>Such letters correspond to all major stages in relevant planning programs, notably transportation, otherwise routine updates are given</td>
<td>At least 2 updates per year to approximately 90 to 100 organization contacts (subgroupings for local studies)</td>
</tr>
<tr>
<td>* Paid advertisements for public meetings and/or planning program announcements in a variety of newspapers (dependent on number of planning programs active and their respective stages of planning)</td>
<td>Publication in newspapers of record for counties as appropriate, and minority owned papers</td>
<td>Approximately 10 events or activities advertised per year, many with multiple ads</td>
</tr>
<tr>
<td>* Website hits to be monitored numerically and for trends; website comments also monitored for trends</td>
<td>Research recent SEWRPC website use patterns; monitoring of use changes and comments</td>
<td>Increase hits by 5 percent</td>
</tr>
<tr>
<td><strong>Goal Part 2: Provide Meaningful Information</strong></td>
<td></td>
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</tr>
<tr>
<td>* Briefings, presentations, or other meetings with groups representing environmental justice interests</td>
<td>In-person contacts with group directors, boards, clientele, membership, or other parties</td>
<td>Reach at least 100 groups, totaling at least 200 meetings annually (includes primary contacts and key partners)</td>
</tr>
<tr>
<td>* SEWRPC newsletter development and distribution, to share information and maintain continuity</td>
<td>Newsletter published and distributed to interested parties and contacts</td>
<td>At least 2 issues per year</td>
</tr>
<tr>
<td>* Summary publications including brochures to help shorten and simplify newsletter content and other planning material, or to introduce programs or basic concepts</td>
<td>Publications are developed and used, matching needs</td>
<td>At least 3 products per year</td>
</tr>
<tr>
<td><strong>Goal Part 3: Obtain Participation and Input</strong></td>
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<td>* Formal meetings with representatives from the primary organizational contacts identified by SEWRPC and its Environmental Justice Task Force</td>
<td>Written summary of key concerns and suggestions; follow-up contacts; and involvement in joint activities</td>
<td>At least 2 direct contacts with each of some 41 primary organizations per year, totaling at least 60 meetings</td>
</tr>
<tr>
<td>* Public informational meetings held at each major stage of planning efforts</td>
<td>Numbers and locations of meetings are appropriate to the planning study/program; meetings are held in each appropriate county, including central cities</td>
<td>At least 1 meeting or a series of meetings each year, regardless of planning activity (often more)</td>
</tr>
<tr>
<td>* Nontraditional public outreach techniques used in addition to the more traditional efforts noted above</td>
<td>SEWRPC presence is exhibited at festivals, fairs, neighborhood events and/or similar opportunities</td>
<td>Approximately 3-4 times per year</td>
</tr>
</tbody>
</table>

*The years 2009 and 2010 will be considered a base period for formal monitoring and evaluation of annual activity.*
Modification of Public Participation Efforts

While the Commission’s evaluation of public participation efforts will occur after the completion of each regional or subregional planning effort, Commission staff will modify ongoing public participation while a planning effort is underway, as necessary and practicable. The Commission will in particular consider public comments made regarding the public participation efforts underway when considering any potential modification.

Individual public participation activities and events will also be evaluated in response to measures such as participation level, feedback which may be provided by attendees and/or reviewers, and periodic sampling with more formal assessment of a technique’s intent and outcome achieved. Examples may include how well meetings were attended and received by target audiences, receptivity regarding outreach publications, and number of hits or comments generated by the Commission website. Any improvements could then immediately be implemented for related future activities and events.

Engaging Minority Populations and Low-Income Populations

The recommended public participation plan seeks to encourage the participation from all concerned and interested persons in the Region, but there is a recognized need to take additional specific steps to engage minority populations and low-income populations in transportation planning and programming studies, as partly described under the Public Notification, Access, and Input section. The Environmental Justice Task Force discussed in that section is one additional step taken by the Commission. Below, additional detail on engaging minority populations and low-income populations is provided.

The Commission is committed to complying with both Title VI of the Civil Rights Act of 1964 and Executive Order 12898, concerning Environmental Justice, including as they relate to public involvement in the Commission’s transportation planning and programming efforts. The Commission maintains and routinely updates demographic data that allows for the identification of the general size and location of low-income populations and minority populations. The Commission has taken steps to increase planning process participation by minority populations and low-income populations, and to remove any barriers to their involvement. The Commission will continue working to improve its techniques, and to seek out and consider the needs of these populations.

The amount and type of efforts undertaken by the Commission to encourage increased participation by minority populations and low-income populations will be determined for each individual planning effort, with factors affecting which techniques will be applied, and to what extent. These factors include:

- The population that may potentially be affected as a result of the planning or programming process. The results of a regional study could potentially affect the entire population of the Region, but other studies may include only a single municipality.

- The potential benefits and impacts of the plan or program to be considered—what effects a plan or program may have on the population of the study area.

While Title VI and Environmental Justice will be considerations under any planning or programming effort, the measures taken will vary by planning effort due to the considerations noted above. The following are steps that the Commission has taken in the past, and will continue to use to encourage early and continuous participation of minority and low-income populations:

- **Environmental Justice Task Force**: The Commission will involve the Environmental Justice Task Force in planning efforts, seeking input on scope, alternatives, potential costs, benefits and impacts, and public involvement.

- **Public Meetings Hosted by Community Partners**: The Commission has identified eight community partners that represent or work closely with low-income communities, minority communities, or people with disabilities. Currently, these partners include Common Ground of Southeastern Wisconsin, Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association
of Wisconsin, and Urban League of Racine and Kenosha. During each major planning effort, the Commission staff will work with each of these community partners to host a parallel series of public meetings targeted at gathering input from the communities that each partner represents to enhance and strengthen the Commission’s outreach to these communities and the level of public input received by the Commission from these communities.

- **Commission Outreach:** The Commission will actively conduct outreach to provide information to, and receive comments from, minority and low-income groups and organizations. The Commission will maintain a list of central city, minority, and low-income groups and organizations for this outreach. These groups and organizations will be consulted regarding effective means and materials for interacting with their membership and/or clientele, including types of meetings if appropriate and production of summary publications in lay language.

- **Public Meetings:** The number and location of public meetings will be selected to encourage participation of minority and low-income populations.

- **Media List:** The list of media contacts in the Region to be used for purposes such as the distribution of news releases and newsletters will include minority media outlets.

- **Newsletters:** Study newsletters and/or other summary materials will be mailed to all groups and organizations associated with minority and low-income populations.

- **Notices in Additional Publications:** Paid advertisements will be placed in newspapers appropriate for the study area for formal notification of public meetings and comment periods, and will also be placed in minority community newspapers—and possibly in languages other than English as discussed below.

- **Non-traditional Means or Strategies to Engage Participation:** Particularly those means demonstrated to have provided successful results elsewhere and/or which have been requested by the minority and low-income populations themselves will be considered and used.

- **Limited English Proficiency Considerations:** The Commission will also consider actions appropriate to each study effort to ensure that meaningful access is provided for persons having limited English proficiency. These measures include placing notifications of public meetings in minority publications in the Region’s predominant non-English languages, notably Spanish. At public meetings, the Commission will have a translator available upon request. Summary materials, particularly those relating to alternative, preliminary, and final plans will be produced in the Region’s predominant non-English languages, notably Spanish. The Commission will also contact leaders of the predominant limited English proficiency communities during studies to determine how best to inform, and obtain input from, their communities. These measures are provided to illustrate the types of activities that may be implemented by the Commission.

**Compliance with the Americans with Disabilities Act**

The Commission is also committed to complying with the Americans with Disabilities Act of 1990 (ADA), including as it relates to public involvement in its transportation planning and programming efforts. Measures will be taken to ensure that people with disabilities have opportunities to be involved in the Commission’s planning and programming studies. The Commission will take steps including, for example, that all Commission public meetings will be held in venues that are ADA compliant. Additionally, the Commission will respond to requests for disability-related accommodations, and will arrange to accommodate those needs. As stated earlier in this document, all public notices and advertisements of public meetings will indicate that people needing disability-related accommodations should contact the Commission offices to allow for arrangements to be made prior to the meeting date.
REGIONAL TRANSPORTATION CONSULTATION PROCESS

The Commission obtains considerable input through consultation with the agencies and officials within the metropolitan planning area who are responsible for other planning activities affected by transportation, as well as transit operators for public and other transit services, Indian Tribal governments, and Federal land management agencies. Federal Statute and regulations require the Commission, as the metropolitan planning organization (MPO) for Southeastern Wisconsin, to carry out and document this consultation process. Appendix B to the “Public Participation Plan for Regional Planning in Southeastern Wisconsin” explains and documents this consultation process, which was followed most recently during the preparation of VISION 2050, the year 2050 regional land use and transportation system plan, which was adopted in July 2016.

* * *

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INTRODUCTION

In addition to actively seeking participation by Southeastern Wisconsin residents, the Commission obtains considerable input through consultation with the agencies and officials within the metropolitan planning area who are responsible for other planning activities affected by transportation, as well as transit operators for public and other transit services, Indian Tribal governments, and Federal land management agencies. Federal Statute and regulations require the Commission, as the metropolitan planning organization (MPO) for Southeastern Wisconsin, to carry out and document this consultation process. This memorandum documents the Commission’s consultation process, which was followed most recently during the preparation of VISION 2050, the year 2050 regional land use and transportation system plan, which was adopted in July 2016. For the purposes of this memorandum, the transportation component of the regional land use and transportation plan is referred to simply as the regional transportation plan.

ADVISORY COMMITTEES

The regional transportation plan is developed under the guidance and direction of the Advisory Committee on Regional Transportation Planning. This Advisory Committee reviews and approves each step of the regional transportation planning process, and is responsible for proposing to the Commission, after careful study and evaluation, a recommended regional transportation system plan. The advisory committee structure is intended to promote intergovernmental and interagency coordination, and to provide direct liaisons between the Commission’s planning effort and the local and State governments that are responsible for implementing the recommendations of the regional transportation plan. The Advisory Committee on Regional Transportation Planning includes representatives from:

- Each of the seven counties in the Region (Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha)
- Jefferson and Dodge Counties (which include small portions of the Milwaukee and West Bend urbanized areas, respectively)
- Selected municipalities in the Region
- Wisconsin Department of Transportation
- Wisconsin Department of Natural Resources
- U.S. Department of Transportation, Federal Highway Administration
- U.S. Department of Transportation, Federal Transit Administration
- U.S. Environmental Protection Agency
The development of the regional 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 early in the process to contribute to the development of alternative regional transportation system plans, and later in the process to review and comment on preliminary and final recommended regional transportation plans. These advisory committees include representatives from:

- Each of the 148 local governments (cities, villages, and towns) in Southeastern Wisconsin
- Each of the seven counties (Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha)
- Wisconsin Department of Transportation
- U.S. Department of Transportation, Federal Highway Administration

Together, the Advisory Committee on Regional 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 transportation improvement program (TIP) includes projects consistent with the regional transportation plan to be implemented over the immediate four-year period. Its preparation is guided by five advisory committees on transportation system planning and programming—one for each of the five urbanized areas of the Region. 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 service). Also, as part of the TIP process, the Commission solicits projects from transit operators and local units of government and agencies.

OTHER CONSULTATION EFFORTS

The Commission conducts a number of additional consultation efforts during the preparation of the regional transportation plan. One such effort involves consulting with numerous groups, organizations, and officials representing minority and low-income populations. For this purpose, the Commission maintains a list of nearly 100 minority and low-income organization contacts, which is periodically reviewed and updated. Consultation with these groups is initiated at the beginning of the planning process and continues throughout the process. During major junctures in the process, staff makes personal contacts, sends summary materials, and holds meetings or presentations with groups, their staff, and/or their leadership. A subset of over 40 primary organization contacts have also been identified for more frequent and/or more intensive contact.

Initiated during VISION 2050, the Commission also has partnerships with eight community organizations (from the primary organization list) specifically targeted at reaching and engaging minority populations, low-income individuals, and people with disabilities. These community partners host meetings for their constituents that correspond with, and augment, public meetings held during the regional transportation planning process. Attendees at these meetings are specifically asked to identify their transportation needs. The eight partners include:

- Common Ground of Southeastern Wisconsin
- Ethnically Diverse Business Coalition
• Hmong American Friendship Association

• IndependenceFirst

• Milwaukee Urban League

• Southside Organizing Committee

• Urban Economic Development Association of Wisconsin

• Urban League of Racine and Kenosha

Another such effort is through a series of task forces convened to examine specific issues related to land use and transportation during the plan development process. Consultation occurs throughout the process, and includes meetings and other direct communications with task force members. These task forces and their associated issues include:

• Environmental justice (including minority populations, low-income populations, and people with disabilities)

• Freight movement

• Human services transportation needs (including seniors and people with disabilities)

• Land use (including farming, builder, realtor, and environmental interests)

• Natural resource agencies

• Non-motorized transportation (including bicycle and pedestrian facilities)

• Public transit

• Transportation needs of business, industry, workforce development, and higher education

• Transportation systems management

• Women’s land use and transportation issues

Environmental Justice Task Force
This task force, discussed in more detail in the Commission’s Public Participation Plan, was established to enhance the consideration and integration of environmental justice for minority and low-income groups and people with disabilities throughout the Commission’s regional planning processes. One of its roles is to review and comment on regional planning documents and analyses, with a specific focus on the plan’s effects on environmental justice populations and whether and how the benefits and burdens would be shared. The Environmental Justice Task Force is a formal advisory body to the Commission, meeting as appropriate, usually on a quarterly basis. Its appointed voting members are from and represent one or more of the following communities: minority populations, low-income individuals, people with disabilities, and/or transit-dependent populations.
Task Force on Freight Movement
The intent in consulting with this task force is to identify freight transportation problems and needs in the Region, and to identify potential improvements for consideration in the regional transportation plan. The task force includes air, rail, and highway freight movement interests. These groups and organizations include the Wisconsin Department of Transportation (WisDOT), the Port of Milwaukee, General Mitchell International Airport, freight logistics and parcel express companies, bulk freight transportation interests, railroads, trucking companies, freight transportation associations, and major industries.

Task Force on Human Services Transportation Needs
The object of this task force is to consider the transportation needs of seniors, particularly related to addressing challenges associated with seniors being able to age in place, and as well consider ways to independently meet the transportation needs of people with disabilities. Through this task force, the Commission consults with representatives of governmental agencies and non-profit organizations that receive Federal assistance to provide non-emergency transportation services from a source other than the U.S. Department of Transportation. The Commission also consults with these representatives in conducting other transportation planning activities, such as preparing coordinated public transit-human services transportation plans for each of the seven counties in the Region.

Task Force on Land Use
The purpose of consulting with this task force is to identify and consider issues related to land use development and redevelopment as well as open space preservation. As part of land use planning activities, such as preparation of the regional land use and transportation plan, the Commission consults with representatives of governmental agencies such as the Wisconsin Department of Natural Resources; non-profit organizations such as land trusts and conservancies, farm bureaus, and builder and realtor associations; and the University of Wisconsin-Extension.

Task Force on Non-motorized Transportation
The intent in consulting with this task force is to identify bicycle and pedestrian problems and needs in the Region, and to identify potential improvements for consideration in the regional transportation plan. The task force includes representatives from local governments, the Wisconsin Department of Natural Resources, WisDOT, non-profit organizations and university researchers interested in improving bicycle and pedestrian travel in the Region, and bicycle manufacturers and retailers.

Natural Resource Agencies Task Force
The goal of this task force is to link regional transportation planning with the National Environmental Policy Act and project preliminary engineering. Through this linkage, there is an improved understanding of the data and alternatives considered and recommendations made through the regional transportation planning process, as well as an enhanced consideration and evaluation of the environmental impacts of regional plan alternatives. The task force involves Federal and State environmental resource agencies, as well as transportation agencies. The agencies and groups involved include:

- Wisconsin Department of Transportation
- Wisconsin Department of Natural Resources
- Wisconsin Historical Society
- Wisconsin Department of Agriculture, Trade and Consumer Protection
- U.S. Department of Transportation, Federal Highway Administration
- U.S. Department of Transportation, Federal Transit Administration
• U.S. Department of Agriculture, Natural Resource Conservation Service

• U.S. Coast Guard

• U.S. Department of the Interior, National Park Service

• U.S. Department of Agriculture, Forest Service

• U.S. Army Corps of Engineers

• U.S. Fish and Wildlife Service

• U.S. Environmental Protection Agency

• Great Lakes Inter-Tribal Council—a coalition of 12 Native American Tribes of Wisconsin and Upper Michigan, which includes Bad River Band of Lake Superior Chippewa, Forest County Potawatomi, Ho-Chunk Nation, Lac Courte Oreilles Band of Lake Superior Chippewa, Lac du Flambeau Band of Lake Superior Chippewa, Lac Vieux Desert Tribe of Michigan, Menominee Indian Tribe of Wisconsin, Oneida Nation, Red Cliff Band of Lake Superior Chippewa, Sokaogon Chippewa (Mole Lake), St. Croix Chippewa, and Stockbridge-Munsee Indians of Wisconsin

Task Force on Public Transit
The objective of consulting with this task force is to identify existing public transit problems and needs, and to identify potential public transit improvements for consideration in the regional transportation plan. The task force includes representatives of the operators of public transit services in the Region, local governments, WisDOT, non-profit organizations interested in improving public transit service in the Region, and private sector firms involved with planning public transit improvements. Outside the task force setting, the Commission also consults directly with the public transit operators.

Transportation Needs of Business, Industry, Workforce Development, and Higher Education
This group is consulted to identify the transportation needs of business, industry, workforce development, and higher education. Business and industry groups that are consulted include business alliances, economic development corporations, chambers of commerce, Greater Milwaukee Committee, Milwaukee Metropolitan Association of Commerce, the Milwaukee 7 Regional Economic Development Council, and the Wisconsin Economic Development Corporation. Workforce development and higher education groups consulted include workforce development/investment boards and major technical colleges and universities.

Task Force on Transportation Systems Management
This task force involves consulting with transportation system operations professionals to identify existing transportation systems operations actions and systems, and to identify alternative operations actions and systems to be considered for inclusion in the regional transportation plan. Involvement in this group includes: highway commissioners and directors of public works from the Region’s seven counties; city engineers and directors of public works from selected representative municipalities; and WisDOT engineering and traffic operations staff, including the director of the Statewide Traffic Operations Center.

Task Force on Women’s Land Use and Transportation Issues
This task force is focused on identifying land use and transportation issues for women and families in the Region, such as access to jobs, affordable housing and social services, as well as safety and security concerns. The task force primarily includes representatives from non-profit organizations such as Habitat for Humanity, Interfaith Caregivers, Sojourner Family Peace Center, United Way, Women’s Resource Center, and YWCA.
PUBLIC PARTICIPATION IN REGIONAL PLANNING FOR SOUTHEASTERN WISCONSIN

SUMMARY

WASHINGTON COUNTY

OZAUKEE COUNTY

WAUKESHA COUNTY

MILWAUKEE COUNTY

WALWORTH COUNTY

RACINE COUNTY

KENOSHA COUNTY

WISCONSIN

ILLINOIS
PLANNING FOR OUR REGION
We invite you to participate in planning for the future of our Region, and this document discusses the many opportunities to get involved.

The Regional Planning Commission (SEWRPC) works to provide basic information and planning services to solve problems and explore opportunities that go beyond single units of government. In our Region, there are seven counties and nearly 150 communities, containing many public and private interests.

Planning for needs like efficient highways and public transit systems, beneficial parks and open spaces, affordable housing, 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 residents, providing many unique perspectives.

IMPORTANCE OF PUBLIC PARTICIPATION
Public participation has become 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:

- **Present opportunities** to both provide and get back useful information
- **Use non-technical language** to explain issues and choices that are sometimes complex
- **Encourage residents to suggest ideas** and make comments that 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

Give residents a voice while also meeting important legal requirements

Build important partnerships and maintain key connections for success

This brochure summarizes how the Regional Planning Commission plans to provide opportunities for public participation, how it will use the ideas and comments received, and how it is prepared to evaluate success and make improvements. Suggestions are welcome on how the Commission can meet participation needs and best receive public comments (please see back cover).

The SEWRPC website at www.sewrpc.org is a ready source of full information—from newsletters and meeting details to draft recommendations and complete plans—offering an open opportunity to comment on regional planning 24 hours a day, 7 days a week.

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

• Obtain participation and input in regional planning
HOW PEOPLE MAY RELATE DURING PUBLIC PARTICIPATION

In pursuing its three-fold public participation goal, the Commission recognizes and appreciates that diverse audiences will approach regional planning topics from different perspectives. Some people may initially be unaware, or struggle to see the relevance. Others may wish to become active participants or even outreach partners.

The Commission will use a range of informational materials, activities, and events to meet a variety of needs. In this process, the Commission will respect that some people may want to participate only at a distance, if at all, while others may seek a great deal of information and involvement. In all cases, providing meaningful opportunities for participation will be considered a key for success by the Commission. The following describe different and generally growing levels of planning involvement upon which people often focus. However, the Commission strives to be flexible and encourages involvement in whatever way is desired and convenient.

- **Recipient** – a person or group perhaps merely wanting to become or remain informed, that may receive materials via mail, e-mail, or other means
- ** Attendee** – someone taking the step of traveling to a meeting or other event, or consulting the SEWRPC website for updates
- **Participant** – an attendee who engages in discussion or provides comments and input
- **Stakeholder** – a person or represented interest that initially had a tie to the planning effort, or that developed a stronger interest via public participation, and that continues to actively participate during the process
- **Partner** – usually a specific interest or grouping of interests that works cooperatively with the Commission staff on completing key activities such as outreach events
- **Implemener or Plan Advocate** – participants that have the authority to implement plan recommendations or that use plan information or results in seeking to achieve plan recommendations
RECOMMENDED PUBLIC PARTICIPATION PLAN
The Commission will work to achieve its public participation goal cooperatively with other public agencies and units of government by coordinating efforts when possible. It will coordinate particularly with the Region’s counties, cities, villages, and towns, 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 means of participation.

The components of public participation will include:

• Open Meetings
• Advisory Committee Meetings
• Public Meetings and Comment Periods
  o Targeted Format and Frequency
  o Broad Notification
  o Convenient Scheduling
• Website Updates
• Document Availability and Notification
• Ensuring Environmental Justice in Planning
• Engaging Minority Populations, Low-Income Populations, and People with Disabilities
• Environmental Justice Task Force
• Public Outreach and Briefings
• Incorporation of Public Input
• Evaluation of Public Participation

A few of the key components are summarized on the following pages. For more detail on each component, please see the full Public Participation Plan, available on the Commission’s website.
ENGAGING MINORITY POPULATIONS, LOW-INCOME POPULATIONS, AND PEOPLE WITH DISABILITIES

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

- **Personal letters are sent to lead contacts** of groups and organizations at each major stage of planning corresponding to study newsletters and/or public meetings, highlighting key points of potential interest.

- **Telephone campaigns, emails, or regular contacts** occur to arrange meetings, encourage participation, answer questions, and take any comments.

- **Partnerships and other deeper relationships** will be continued with eight community organizations that serve and represent the Region’s minority populations, low-income populations, and people with disabilities.

- **Opportunities are explored for more intensive engagement**, including co-sponsored events, special meetings involving full memberships—particularly with the Commission’s eight community partners—and employing small group discussion techniques.

- **Primary organizational contacts are identified and cultivated**, to provide a basis of regular or ongoing involvements with a subset of very active and broad-based representative groups.

OBTAINING AND INCORPORATING PUBLIC INPUT

Public input is documented and taken into account by the Commission and its advisory committees guiding planning efforts prior to any final recommendations. Ongoing public comments are sought in many different ways. Formal comment periods are used, with a minimum of 30 days for most efforts (45 days for the adoption of the public involvement process), when public meetings are held for an effort. For major regional plan updates, involving multiple series of public meetings, the Commission often considers:

- **Holding at least one meeting per county** during each series, all at ADA-accessible locations
• **Seeking central city locations** in Kenosha, Milwaukee, Racine, and Waukesha Counties

• **Selecting meeting sites with public transit availability**, particularly in urban areas

• **Working with its eight community partners to hold meetings** at the same time as public meetings

• **Accommodating individuals with limited English proficiency**, including providing translators as needed

A variety of techniques are used to provide information, including summary handouts, visual displays, keypad polling, and interactive small group discussions. All meetings include the opportunity to provide comments in writing or orally. Public meetings and comment periods are broadly noticed using paid newspaper advertisements (including newspapers serving minorities and low-income populations), press releases, distribution of summary materials via mail and e-mail, and website updates. Staff also gives presentations or briefings throughout planning efforts to any group that requests one.

**EVALUATION OF PUBLIC PARTICIPATION**

The effectiveness of the Commission’s public participation efforts will be monitored and evaluated, and improved when possible. At the conclusion of planning efforts, Commission staff will evaluate the public participation used, identifying improvements for future planning efforts. Ongoing public participation will be modified while a planning effort is underway based on feedback.

**REGIONAL TRANSPORTATION CONSULTATION PROCESS**

In addition to actively seeking participation by Southeastern Wisconsin residents, the Commission obtains considerable input during its transportation planning and programming efforts through its consultation process. This valuable consultation is conducted primarily through Commission advisory committees, task forces on key issues, work with community partners, and consulting with numerous minority and low-income groups.
FOR MORE INFORMATION

Your participation is valued! For more information, to provide comments, to request a meeting, or to be added to the Commission mailing or e-mailing list, please contact the:

Southeastern Wisconsin Regional Planning Commission

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JANUARY 2017
Exhibit F

SEWRPC SUMMARY OF PUBLIC INVOLVEMENT AND OUTREACH ACTIVITIES UNDERTAKEN, INCLUDING MEANINGFUL ACCESS FOR MINORITY AND LOW-INCOME POPULATIONS

May 2014 – March 2017

Introduction

Public involvement and outreach efforts of the Southeastern Wisconsin Regional Planning Commission accelerated greatly from May 2014 through March 2017, particularly with regard to efforts with minority and low-income populations. Key accomplishments are summarized in this document, including the continued active involvement of SEWRPC’s Environmental Justice Task Force (formed in 2007) and the increasingly active role of the Public Involvement and Outreach Division (formed in 2009), which added staff in 2014.

This Division works to advance the Commission’s overall and specific public involvement and outreach efforts, continues to build and expand relationships with potentially underserved populations as well as traditional audiences, and addresses the growing workload related to public involvement. Through the Division’s outreach work and other Commission efforts, SEWRPC continues to fulfill its commitment to achieving environmental justice and Title VI compliance in transportation and other planning programs.

Additional agency capacity has allowed the Commission to increase the number of groups it reaches, presentations and meetings it conducts, and the number of people who are impacted by Commission planning. It has also enabled the Commission to further enhance existing relationships with primary groups, including partnering with key organizations on important planning issues.

This report outlines significant and new areas of emphasis by the Commission in response to past Title VI reviews as well as reviews of activities that it has found to be effective regarding environmental justice. Many of the Commission’s activities continue to be ongoing or are multi-year in nature.

Relationships and efforts that span multiple years also may not be listed under each year in which they were active, which merely reflects the constraints of a summary report. In some cases, however, the report references similar activities in more than one year in order to reflect a change in focus or the level of involvement with a key organization.

Background for Minority Population and Low-Income Population Participation in Planning

The Commission continued to involve minority populations and low-income populations in transportation and related planning via two parallel and complementary approaches:

1) Efforts to be open and accessible to the general public, including minority populations and low-income populations, and

2) Targeted efforts to reach minority population and low-income population groups, including key constituents.
Both approaches experienced significant activity over the reporting period, although the greatest emphasis was on targeted efforts.

The goal of the Commission’s public involvement and outreach efforts is to ensure early and continuous public notification about transportation planning and programming, and in so doing to provide meaningful information and opportunities for public participation and input. Opportunities for public comment are provided via the SEWRPC website, telephone, office locations, and U.S. mail. Public and on-request meetings and presentations also provide an opportunity for the Commission to receive and incorporate public input into the planning process in a timely, effective, and professional manner.

**General Efforts to Be Open and Accessible**

The Commission carries out an extensive public involvement and outreach program annually. In part, these efforts are integrated with the production of regional plan elements and generally involve traditional methods of conveying Commission analytical findings and proposed plan recommendations to the general public through a variety of avenues, including website materials, newsletters, presentations to governmental and civic organizations, public informational meetings, and public hearings. Other efforts are directed at specific population subgroups, particularly including low-income populations, minority populations, individuals with disabilities, and students. This work program is carried out in accordance with a structured approach set forth in a document entitled “Public Participation Plan for Regional Planning for Southeastern Wisconsin,” which is available from the Commission offices and can be accessed at www.sewrpc.org/ppp (see Exhibit E).

Most public outreach and input occurs at key points in the planning process when significant information becomes available and is prepared for public input and/or review. Providing such information gives the intended audience a good sense of the plan’s purpose and approach, ensuring that the dialogue between the Commission staff and the public is meaningful and effective. The Commission’s Public Participation Plan calls for a minimum of two sets of public meetings: early in a study and at the stage of alternatives analysis, with, potentially, a preliminary recommended plan.

The major update to the regional land use and transportation plan (VISION 2050) and the Regional Housing Plan—the latter developed in part with transportation funds—had public meetings that were conducted more frequently (three to five sets of public meetings) than the minimum called for in the Public Participation Plan. Announcements to the general public and interested parties at these stages occurred by newsletters and/or summary brochures, news releases, paid advertisements, and website listings. Most of these products and events are intended to benefit minority populations and low-income populations while meeting the needs of the greater public. This includes, for example, ensuring that meetings are scheduled in central city locations accessible by public transit, that some meetings are held in minority neighborhood centers, that key summary materials are translated into Spanish, and that interpreters are provided as needed and notices are published in African American and Hispanic/Latino newspapers, with some translated into Spanish.

**Targeted Efforts to Reach Minority Populations and Low-Income Populations**

Throughout SEWRPC planning processes, additional and targeted steps have been taken to engage minority populations and low-income populations. Figure 1 outlines the objectives of the Commission’s targeted public involvement and outreach program. The Commission maintains an expanding list of minority and low-income organization contacts that has grown to over 100 organizations under recent efforts to broaden outreach and involvement. Important information has been provided to underrepresented constituents and important feedback pertaining to plans undergoing preparation has increased.
During major junctures in planning, newsletters/brochures are sent to the individuals on this contact list with personal letters that call attention to specific information about meetings and resources of interest to the recipients. The minority group and low-income group representatives are invited by letter to meet personally with Commission staff at their convenience, in addition to attending public meetings. Each recent major study has also included a campaign to reach the minority group and low-income group representatives by telephone, followed as appropriate by email, resulting in multiple contacts. This additional proactive step was designed to remove any perceived barriers to participation by keeping the planning process in front of these audiences and allowing for individually scheduled meetings and other conversations. This process began with the regional housing study and was carried forward, for other major studies including VISION 2050.

Figure 1

MAJOR OBJECTIVES OF SEWRPC TARGETED PUBLIC INVOLVEMENT AND OUTREACH PROGRAM

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<th>Outreach</th>
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<tr>
<td>• Build awareness and inform residents regarding SEWRPC purpose, activities, resources, and participation opportunities</td>
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<tr>
<td>• Achieved through media, mass distributions, and large public event exhibits</td>
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<th>Public Involvement</th>
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<tbody>
<tr>
<td>• Target key populations and organizations</td>
</tr>
<tr>
<td>• Encourage participation in SEWRPC planning efforts</td>
</tr>
<tr>
<td>• Promote understanding of SEWRPC advisory plan recommendations</td>
</tr>
<tr>
<td>• Collaboratively achieved through such group activities as organizations, committees, and task forces</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Target youth through adults</td>
</tr>
<tr>
<td>• Achieved through the development of materials and events designed to convey facts and analytical findings, and, thereby, better equip audiences to understand and act upon SEWRPC plan recommendations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environmental Justice</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Promote the consideration and integration of environmental justice principles throughout the SEWRPC planning process</td>
</tr>
<tr>
<td>• Achieved through the evaluation of plan recommendations, the public involvement and outreach program, and the work of the Environmental Justice Task Force</td>
</tr>
</tbody>
</table>
Identifying Public Involvement and Outreach Primary Organizational Contacts

Primary organizations have been identified for follow-up at a more frequent and/or more intensive level than that initiated with other contacts. Together these primary contacts represent key populations, geographies, memberships, and interests. In addition, a number of these contacts have shown past interest in the Commission’s work.

Many of the following primary organizational contacts were engaged multiple times and are expected to continue to be involved in the future (receiving status reports on Commission projects, presentations, and formal or informal informational meetings regarding Commission plans and studies). Some organizations may also partner with the Commission to conduct activities and events of mutual interest. A number of these entities are included in this report’s descriptions of specific activities.

SEWRPC Primary Organizations Contact List

*VISION 2050 Community Partner

*(M) signifies operations in multiple counties within Southeastern Wisconsin

- 30th Street Corridor
- Association for the Rights of Citizens with handicaps (ARCH)
- Casa Guadalupe Education Center
- Coalition for Community Health Care (M)
  Includes the following entities:
  - Community Health Systems of Racine
  - Gerald L. Ignace Indian Health Center
  - Health Care for the Homeless
  - Kenosha Community Health
  - Milwaukee Health Services
  - Progressive Community Health Centers
  - Sixteenth Street Community Health Centers
- Common Ground* (M)
- Community Action, Inc.
- Congregations United to Serve Humanity (CUSH)
- Ethnically Diverse Business Coalition* (M)
  Includes the following entities:
  o African American Chamber of Commerce
  o American Indian Chamber of Commerce of Wisconsin
  o The Business Council
  o Hispanic Chamber of Commerce
  o Hmong Wisconsin Chamber of Commerce
  o Multicultural Entrepreneurial Institute
- Milwaukee Inner City Congregations Allied for Hope
- The Milwaukee Urban League
- National Association of Minority Contractors
- Pan African Community Association
- Wisconsin Black Chamber of Commerce
- Wisconsin LGBT Chamber of Commerce
- Family Sharing of Ozaukee County
- Harambee Great Neighborhood Initiative / Riverwest Neighborhood Association / Riverworks Development Corporation
- Hispanic Business and Professionals Association / Hispanic Roundtable
- Hmong American Friendship Association (HAFA)*
- HOPES Center
- IndependenceFirst* (M)
- Interfaith Older Adult Programs / Caregivers (M)
- Kenosha Achievement Center
- Kenosha Area Family and Aging Services (KAFASI)
- La Casa de Esperanza
- Layton Boulevard West Neighbors
- Lindsay Heights Area Community Based Organizations
- Local Initiatives Support Organization (LISC)
  Includes the following City of Milwaukee communities:
  - Clarke Square
  - Harambee
  - Layton Boulevard
  - Lindsay Heights
  - Washington Park
- Milwaukee Inner City Congregations Allied for HOPE (MICAH)
- Milwaukee Urban League*
- National Association for the Advancement of Colored People (NAACP) (M)
- Networking groups for Aging Populations
  Includes the following entities:
  - Aging and Disability Resource Center of Racine County and the Commission on Aging
  - Elderly Services Network
  - Core Team
- Ozaukee Family Services
- Racine County Family Resource Network
- Racine Interfaith Coalition
- Racine-Kenosha Community Action Agency
- Salvation Army (M)
- Society’s Assets (M)
- Social Development Commission (SDC)
- SOPHIA
- Southside Organizing Committee (SOC)*
- The Threshold, Inc.
- United Migrant Opportunity Services (UMOS) (M)
- United Way (M)
- Urban Ecology Center, includes the following areas of the City of Milwaukee
  - Menomonee Valley
  - Riverside Park
  - Washington Park
- Urban Economic Development Association of Wisconsin (UEDA)* (M)
- Urban League of Racine and Kenosha*
- Walworth County Literacy Council

Organizations identified as primary contacts are reviewed and/or suggested by the Commission’s Environmental Justice Task Force, which is described in this report. The list may change over time.

Follow-up contacts have included one-on-one meetings with directors, advisory boards, stakeholders, and also organization-wide events. These outreach efforts have provided another source of input in the Commission’s planning processes and afforded another avenue of opportunity for participation by disadvantaged populations.

**Summary of Public Involvement and Outreach (May 2014-March 2017)**

Details on the public involvement and outreach activities conducted by Commission staff throughout the period of May 2014 to March 2017 are summarized in Exhibits F-1 through F-4 by year. The summaries include SEWRPC-sponsored public informational meetings and hearings and efforts directed to targeted population groups. Most of the outreach efforts conducted throughout this time period were done for the development of VISION 2050—the year 2050 regional land use and transportation plan completed in 2016—and for informing the public of the recommendations of VISION 2050 following its completion.

**Environmental Justice Task Force: May 2014-March 2017**

Under Federal law, SEWRPC has a responsibility to help ensure the full and fair participation throughout the regional planning process of minority populations, low-income populations, and people with disabilities. In addition to the public outreach efforts noted above, the Commission coordinates an
Environmental Justice Task Force to help ensure that this requirement is met. This 15-member body is intended to be broadly representative of minority, low-income, and special needs populations from across the Southeastern Wisconsin Region. The primary role of the Task Force is to enhance the consideration and integration of environmental justice in transportation planning and other issues throughout the regional planning process. The purposes of the SEWRPC Environmental Justice Task Force are summarized in Figure 2.

**Figure 2**

<table>
<thead>
<tr>
<th>PURPOSES OF THE SEWRPC ENVIRONMENTAL JUSTICE TASK FORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• <strong>Involvement and Participation</strong></td>
</tr>
<tr>
<td>To facilitate the involvement of, and help ensure the full and fair participation of, low-income, minority, and disabled individuals and communities at all stages in relevant areas of regional planning as determined in consultation with them.</td>
</tr>
<tr>
<td>• <strong>Address Relevant Issues</strong></td>
</tr>
<tr>
<td>To make recommendations on, and help monitor, issues and analyses potentially relevant to the needs and circumstances of low-income, minority, and disabled communities.</td>
</tr>
<tr>
<td>• <strong>Identify Benefits and Effects</strong></td>
</tr>
<tr>
<td>To help identify potential benefits and adverse effects of regional planning programs and activities with respect to minority, low-income, and disabled populations.</td>
</tr>
<tr>
<td>• <strong>Advise and Recommend</strong></td>
</tr>
<tr>
<td>To advise and recommend methods to prevent the denial of, reduction in, or significant delay in the receipt of benefits, and/or to avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority, low-income, and disabled populations.</td>
</tr>
<tr>
<td>• <strong>Enhance Planning Awareness</strong></td>
</tr>
<tr>
<td>To enhance awareness, understanding, appreciation, support, and implementation of planning recommendations and benefits, with emphasis on the needs of minority, low-income, and disabled populations.</td>
</tr>
</tbody>
</table>

The Task Force met a total of nine times during this reporting period - in 2014 times, in 2015 times, in 2016 times and once in March of 2017. All meetings are held in locations that are physically accessible to people with disabilities and served by public transportation. Non-members are also able to attend meetings and comment, as all meetings are open to the public and provide ample comment opportunity.

Environmental Justice Task Force agenda items during the reporting period have included the following subjects:

- Current SEWRPC planning efforts and schedules;
• Public involvement and outreach efforts, including primary organizational contacts, conferences/fairs and expos attended, environmental justice group contacts, simplified communication pieces for key audiences, and English and Spanish versions;

• VISION 2050 regional transportation planning process, including the alternative plans and their evaluations and how the impacts on minority and low-income populations in Southeastern Wisconsin changed from the year 2035 regional transportation plan;

• Review and discussion of materials in development for the VISION 2050 guiding statements, sketch scenarios and evaluation criteria, and VISION 2050 plan chapters.


• The VISION 2050 companion report A Comparison of the Milwaukee Metropolitan Area to its Peers.

• The 2015 Comprehensive Economic Development Strategy for the Region,

• A briefing on the Wisconsin State Freight Plan by the Wisconsin Department of Transportation.

More information on the Environmental Justice Task Force and other items noted in this report can be found at www.sewrpc.org.

Finally, the Environmental Justice Task Force is presently beginning a self-evaluation of its 10 years in operation to determine what its continued focus, based on purposes shown in Figure 2, should be going forward into 2018 and beyond.

* * *

MGH/RWH/XNR/NDP/jwd
9/27/17
Title VI - Appendix F - PIO Activities Summary (00238629 v3).DOCX
Exhibit F-1

Public Involvement and Outreach Summary: 2014

This exhibit summarizes the public involvement and outreach activities carried out during 2014 with respect to SEWRPC-sponsored public informational workshops, meetings, and hearings and public involvement efforts directed to targeted population groups.

SEWRPC Sponsored Public Informational Workshops, Meetings and Hearings

The ongoing technical work of the Commission includes many important public participation activities. Such activities tend to be focused on Commission findings and recommendations relative to new regional plans and updates to prior regional plans. There are standard Commission procedures for public meetings and public hearings, including widely disseminated meeting notifications and the provision of a variety of opportunities for members of the public to make their views known on the topic at hand. The Commission provides full documentation of comments from all public meetings. Moreover, all comments are considered by the Commission advisory committees as well as the Commission itself.

Public meetings and additional contacts with groups and individuals offered opportunities for the Public Involvement and Outreach Division to provide presentations, engage in educational and networking opportunities, and conduct briefings about Commission activities in 2014, as outlined below. Larger collaborative efforts are described in this report’s organizational networking and partnership section.

- Eight VISION 2050 task forces were convened to obtain feedback about transportation-related needs in the Region. The task forces were comprised of individuals with knowledge about the following in the Region, as related to transportation needs: 1) natural resources, 2) public transit, 3) human services, 4) nonmotorized transportation including bicycling, 5) land use, 6) freight, 7) transportation demand management and transportation systems management, and 8) women and families. Two series of task force meetings were held in 2014 to introduce VISION 2050 and review the sketch scenarios. In addition to the VISION 2050 task forces listed above, the SEWRPC Environmental Justice Task Force met three times to review VISION 2050 efforts and materials.

- About 3,500 copies of a special publication titled Guiding the Vision—which described the 15 VISION 2050 guiding statements—were provided at the public workshops, presentations, task force meetings, and public outreach activities.

- Twelve VISION 2050 e-newsletters, one email announcement, one print brochure (in English and Spanish), and two VISION 2050 articles in the SEWRPC Regional Planning News newsletter series were distributed to the general public, describing the progress being made in the planning process. These publications, emails, and articles invited residents to attend the fall VISION 2050 interactive public workshops and included links to the website http://www.vision2050sewis.org.

- Three personalized letters were distributed to each of the leaders of 77 community organizations representing low-income and minority residents of the Region. The letters provided updates about VISION 2050 and offered opportunities to meet with Commission staff and/or participate in the VISION 2050 process. These letters were used to distribute copies of the VISION 2050 brochure, Guiding the Vision newsletter, and Regional Planning News newsletter to these community organizations.
Sixteen paid advertisements were published and two news releases were distributed to newspapers of record to announce the public workshops.

Seventeen presentations relative to the VISION 2050 process were provided to a wide range of groups and organizations, including organizations that serve minority and low-income residents, community and neighborhood organizations, service clubs, business associations, and environmental organizations.

Eighteen staffed exhibits were provided at community events, with many events serving low-income and minority residents. Exhibits included VISION 2050 and related Commission materials for attendees.

Outreach continued to eight VISION 2050 partner nonprofit community organizations, which include the Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association, Urban League of Racine and Kenosha, and Common Ground. Nearly 200 Southeastern Wisconsin residents representing these community partners participated in a third series of VISION 2050 community-partner workshops in 2014, bringing the total number of participants for the first three VISION 2050 community partner workshops to over 600. Evaluations from participants and leaders of the partner organizations included primarily positive comments regarding the workshops’ content, process, and communication, as well as suggestions for improving the process. The results from these workshops are included in the VISION 2050 public feedback.

The Commission presented a third series of interactive public workshops to engage residents in comparing the sketch scenarios about land use and transportation alternatives for the future. In each round, a workshop was held for the general public in each of the seven counties in Southeastern Wisconsin. Eight similar workshops were held by the above named partner organizations targeted at their constituents. Additional individual workshops were held upon request for any interested group, organization, or local government. In total, 16 public, partner, and requested VISION 2050 workshops were held in 2014. All of the documentation developed as part of this public involvement and outreach effort is available on the VISION 2050 website.

**Public Involvement and Outreach Efforts Targeted to Selected Population Groups**

Substantial work efforts are undertaken annually to engage members of specific population subgroups that, despite efforts to recruit the general public and its constituents, traditionally have had lower levels of participation than the population as a whole in regional planning activities and events.

More than 600 direct contacts were made with community organizations and leaders in 2014 - almost all of which serve low-income and minority populations and a small number of which serve primarily transportation and environmental interests—including more than 260 recurring contacts and more than 200 new contacts. Table 1 summarizes the number of activities and handouts which occurred from May 2014 through December 2014. Figure 3 lists organizations with which connections were made by month. Figure 4 details the connections made with primary organizational contacts. As discussed in the public involvement and outreach activities listed above, 2014 outreach primarily focused on VISION 2050 and included specific outreach targeted at population subgroups. The outreach mentioned above includes workshops with community partner organizations, publications, letters to community organizations, presentations to community groups, and exhibits at community events.
Table 1

LISTING OF OUTREACH ACTIVITIES FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: MAY TO DECEMBER 2014

<table>
<thead>
<tr>
<th>Month</th>
<th>Recurring Contacts</th>
<th>One Time</th>
<th>Number of Handouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>27</td>
<td>17</td>
<td>1,082</td>
</tr>
<tr>
<td>June</td>
<td>22</td>
<td>18</td>
<td>1,139</td>
</tr>
<tr>
<td>July</td>
<td>13</td>
<td>5</td>
<td>436</td>
</tr>
<tr>
<td>August</td>
<td>23</td>
<td>8</td>
<td>763</td>
</tr>
<tr>
<td>September</td>
<td>43</td>
<td>67</td>
<td>1,693</td>
</tr>
<tr>
<td>October</td>
<td>19</td>
<td>12</td>
<td>1,099</td>
</tr>
<tr>
<td>November</td>
<td>36</td>
<td>13</td>
<td>527</td>
</tr>
<tr>
<td>December</td>
<td>18</td>
<td>15</td>
<td>647</td>
</tr>
<tr>
<td>Total</td>
<td>201</td>
<td>155</td>
<td>7,386</td>
</tr>
</tbody>
</table>

NOTE: Contacts are based on meetings and activities that were held with individuals (one-on-one meetings), small group discussion, and meetings and activities sponsored by formal organizational entities. Recurring contacts are meetings and activities that occur on a frequent basis and that were attended more than once in 2014.
Partnership-Building Activities
In carrying out its targeted outreach efforts, the Commission engages in extensive partnership building activities. In addition to the targeted activities noted above, 2014 activities included the following:

- **Urban Economic Development Association**
  For the fifth consecutive year, the Commission continued to work with the Urban Economic Development Association of Wisconsin (UEDA), which has its headquarters in Milwaukee’s central city. Participation occurred in a number of ways, including planning the Association’s 13th Annual Community Development Summit, which was attended by more than 145 community and regional leaders. In preparation for the Summit, Commission staff assistance was provided to the Association through service on the Summit Planning Committee and printing of the program booklet. SEWRPC provided a staffed exhibit table at the Summit. Finally, Commission public outreach staff participated on a number of UEDA working committees, including the UEDA Board of Directors. In December 2014, SEWRPC re-established its Milwaukee satellite office at the UEDA building location after losing the Milwaukee County location.

- **Children and Family Health**
  The Commission continued to work on a multiyear, multi-disciplinary effort to address the environmental conditions impacting children and family health by providing information about the importance of transportation and housing planning to groups engaged in the Social Determinants of Health effort. In this effort, the Commission worked with the Health and Wellness Commons Initiative, Aurora Health Care Social Responsibility Committee, Lindsay Heights Neighborhood Health Alliance, Southeastern Wisconsin Blood Center Community Advisory Committee, Froedtert Health System, and Center for Urban Population Health.

- **Environmental Education and Outreach**
  Like SEWRPC’s housing, land use, and transportation planning work, the Commission’s environmental planning work is integrated into public involvement and outreach activities. As part of the 2014 public outreach presentations and exhibits mentioned previously, the Commission staff provided VISION 2050 presentations to the following groups: the Islamic Environmental Group of Wisconsin, Lincoln Park Friends, and Milwaukee Area Technical College Sustainability Committee. SEWRPC also staffed exhibit tables with VISION 2050 and environmental planning materials at events conducted by the following groups: Fox River Summit, Interfaith Earth Network Making Waves for Water, and the Johnson Foundation. SEWRPC partnership-building environmental education activities include Commission participation in the interagency consortium, “Testing the Waters,” which has educated about 33,000 students and teachers in the Region over many years. During 2014, about 1,000 students and educators from public and private schools benefitted from Commission instruction and/or materials related to environmental planning. These schools are located within the watersheds tributary to the Milwaukee Harbor estuary. In fall 2014, staff again worked with the Washington County Land Conservation Department and Riveredge Nature Center in Ozaukee County to conduct two Village of Newburg area bus tours for about 70 students and educators from Germantown, West Bend, and Milwaukee public and private schools. The bus tours focus on land use issues, water quality concerns, and related solutions to those issues and concerns in the rural and developing landscape. On the tours, urban, suburban, and rural students and educators have the opportunity to learn about the changing rural and small-town landscape and impacts on water resources. Tour participants from diverse backgrounds interact with each other and gain an understanding of regional planning principles as they view environmental sites of interest and concern. Tour subject matter includes Commission work such as water quality, riparian management, and preservation of environmental corridors. Commission publications, including the *Making Natural Connections* educational booklet series, are part of the subject matter.
• **Neighborhood and Community Economic Development**
  In 2014, the Commission networked with organizations, and engaged in activities, that address neighborhood and community economic development issues. This effort included ongoing interaction with the Local Initiatives Support Corporation (LISC-Milwaukee), the Commercial Corridors Consortium, various business improvement districts throughout the City of Milwaukee, and other community development organizations, with the goal of sharing the importance of transit, transportation, and housing planning as those matters relate to the local economy and regional economic development.

• **Workforce Development and Employment**
  In 2014, the Commission networked with organizations, and engaged in activities, that address workforce development and employment issues. This effort included the Workforce Regional Training Partnership, the African American Male Forum on Employment, the Milwaukee and Racine-Kenosha Labor Development Committees, the Southeast Wisconsin Migrant and Seasonal Workers Committee, Ways to Work, Human Capital Development of Racine and Kenosha, the Social Development Commission, the Racine County Workforce Development Center, and the Milwaukee Careers Cooperative.

• **Sustainable Communities and Quality of Life Enhancement**
  In 2014, the Commission networked with organizations, and engaged in activities, that address efforts relative to building sustainable communities and enhancing the quality of community life. This effort involved liaison with Groundwork Milwaukee, the City of Milwaukee Green Team Sustainability Effort, Walnut Way Conservation Corporation, the Urban Ecology Center, Fondy Food Center, the Food Summit Leadership Group, and the Milwaukee HomeGrown Initiative.

• **Education and Career Development for Communities of Color**
  In 2014, the Commission networked with organizations, and engaged in activities, focusing on building community leadership and developing organizational capacity for communities of color. This effort included the following entities: The Milwaukee Regional Economic Partnership, the Global Human Capital Group, the Manufacturing Diversity Institute, the African American Leadership Group, the Ethnically Diverse Business Coalition, the Community Action Agencies of Milwaukee-Racine-Kenosha, the Urban Leagues of Milwaukee and Racine-Kenosha, the P3 Development Group, and the NAACP Chapters throughout the Region. During 2014, information was provided on housing, transportation, land use, and environmental issues, as well as the VISION 2050 planning effort.
ORGANIZATIONAL OUTREACH SUMMARY FOR ORGANIZATION: 2014

Unless Noted, This Summary is for Groups Representing Various Stakeholders Connected to Transportation and Housing Related Aspects ----Shows only Contact info in Month(s) indicated

* Denotes recurring, ongoing organizational contact

May 2014

- Advocates of Ozaukee
- African American Chamber of Commerce*
- Association for the Prevention of Family Violence
- Aurora Health Care*
- Avenues West Association
- Community Brainstorming Breakfast Forum*
- Community Planners Council*
- Community Revitalization Affinity Group
- Focus on Amani Plus Neighborhoods
- Fondy North Economic Development Corporation*
- Friends of Milwaukee Public Library
- Hmong American Women's Association
- Johnson Park Neighborhood Association*
- Lincoln Park
- Lindsay Heights Neighborhood Association*
- Mahone Family Foundation
- Marquette University
- Milwaukee Center for Independence
- Milwaukee County Parks Department
- Mitchell Street Business Improvement District
- North Avenue Marketplace Business Improvement District*
- North Milwaukee Bank
- Our Next Generation
- Ozaukee County Public Health Department
- Ozaukee Family Services
- Professional Dimensions
- Riverworks Development Corporation*
- Southeastern Wisconsin Domestic Violence Agency Directors
- Sweetwater Trust
- The Business Council*
- The MMAC Business Council*
- United Way of Northern Ozaukee County
- United Way of Waukesha County*
- UW-Milwaukee School of Public Health
- Walworth County Job Center
- Waukesha County Community Foundation
- Wisconsin Department of Public Transportation
- Wisconsin Department of Transportation
- Wisconsin Innovation Network

F-14
• Wisconsin Partners of Clean Air

**June 2014**
• Alderwoman Coggs Town Hall
• Cardinal Stritch University
• City of Milwaukee
• City of Milwaukee Waterworks
• Community Brainstorming Breakfast Forum*
• Community Planners Council*
• Community Revitalization Affinity Group
• Fellowship Open
• Focus on Amani Plus Neighborhoods
• Friends of Lincoln Park
• Gathering of the Men*
• Greater Milwaukee Foundation
• Groundwork Milwaukee*
• Johnson Park Neighborhood Association*
• Lindsay Heights Neighborhood Association*
• Links
• Milwaukee Asset Builders Coalition*
• Milwaukee Communications Affinity Group
• Milwaukee County Zoo
• Milwaukee Press Club
• Milwaukee Urban League*
• My Home, Your Home / Lissy's Place
• Neighborhood House
• North Avenue Marketplace Business Improvement District*
• Prime Financial Credit Union
• Public Policy Forum
• Riverworks Development Corporation*
• SOS Center
• Southeast Area Land & Water Conservation Association
• The MMAC Business Council*
• Transform Milwaukee Initiative*
• Transit Riders Union
• U.S. Small Business Administration
• Urban Economic Development Association (UEDA)*
• Wisconsin Center for Health Equity
• Wisconsin Department of Transportation

**July 2014**
• Avenues West Association
• Capital Needs Task Force
• City of Milwaukee
• COA Youth & Family Centers
• Community Revitalization Affinity Group
• Fondy North Economic Development Corporation*
• Groundwork Milwaukee*
• Johnson Foundation
• Lindsay Heights Neighborhood Association*
• Marquette University
• Neighborhood House
• Public Policy Forum
• Supply Chain Management Institute
• U.S. Congressional Representatives
• Wisconsin Energies
• Wisconsin Innovation Network

August 2014
• Aurora Health Care*
• Black Male Achievement
• Bronzeville District*
• Children's Hospital
• Chrysalis Packaging & Assembly
• City of Milwaukee
• Collection Impact
• Common Ground*
• Community Brainstorming Breakfast Forum*
• Community Planners Council*
• Community Revitalization Affinity Group
• Fellowship Open
• Focus on Amani Plus Neighborhoods
• Groundwork Milwaukee*
• Habitat for Humanity Waukesha County
• Harbor Park
• Hmong American Friendship Association*
• IndependenceFirst*
• Johnson Park Neighborhood Association*
• Lindsay Heights Neighborhood Association*
• Milwaukee Area Refugee Consortium
• Milwaukee Center for Independence
• Milwaukee Communications Affinity Group
• Milwaukee Transit Riders Union
• Rise
• Riverworks Development Corporation*
• The MMAC Business Council*
• United Way of Waukesha County
• Urban Economic Development Association (UEDA)*

September 2014
• Avenues West Association *
• Board Development Committee
• Center Street Marketplace BID 39
• City of Milwaukee
• Common Ground
• Community Advocates
• Community Brainstorming Breakfast Forum*
- Community Planners Council*
- Community Revitalization Affinity Group
- Delta Sigma Theta Sorority, Inc.
- Five Points Neighborhood Association
- Fondy North Economic Development Corporation*
- Future Milwaukee
- Governor's Small Business Summit
- Groundwork Milwaukee*
- Hmong American Friendship Association*
- Hmong American Women's Association
- Home GR/OWN
- Human Capital Work Group
- IndependenceFirst*
- Johnson Park Neighborhood Association*
- Kenosha Transit Committee
- Lincoln Park Friends
- Lindsay Heights Neighborhood Association*
- Manufacturing Diversity Institute
- Marquette University
- Metropolitan Milwaukee Association of Commerce
- Milwaukee Chapter of National Black Accountants
- Milwaukee County
- Milwaukee County Trails Council*
- Milwaukee Journal Sentinel
- Milwaukee Muslim Women's Coalition
- Milwaukee Urban League*
- NAACP*
- Nonprofit Center
- North Avenue Marketplace Business Improvement District*
- Ozaukee Economic Development Business of the Year/Economic Forecast
- Public Policy Forum
- Racine Interfaith Council
- Riverwest Neighborhood Association
- Riverworks Development Corporation*
- Society's Assets
- Testing the Waters Educational Consortium
- The MMAC Business Council
- Transform Milwaukee Initiative
- United Way of Greater Milwaukee*
- United Way of Racine County
- United Way of Waukesha County*
- Urban Economic Development Association (UEDA)*
- Urban League of Racine Kenosha*
- UW-Milwaukee
- Walworth County Economic Development Council
- Wisconsin African American Women Center
- Wisconsin Innovation Network
October 2014

- City of Milwaukee
- Commercial Corridors Consortium
- Community Planners Council*
- Community Revitalization Affinity Group
- Granville Business Improvement District
- Havenwoods State Forest
- Kenosha Transit Committee
- Lincoln Park Friends
- Lindsay Heights Neighborhood Association*
- Manufacturing Diversity Institute
- MarketPlace 2014/Governor's Conference
- Milwaukee Area Refugee Consortium
- Milwaukee County
- Milwaukee County Research Park Corporation
- Milwaukee Muslim Women's Coalition
- North Avenue Marketplace Business Improvement District*
- One MKE Driver of Diversity
- Riverworks Development Corporation*
- Small Business Academy
- Southeast Wisconsin Division of Employment & Training-UMOS Migrant Seasonal Farm Workers*
- TEMPO Waukesha
- The Benedict Center
- United Way of Racine County
- Urban Economic Development Association (UEDA)*
- UW-Parkside
- Wisconsin Tribal Transportation Conference

November 2014

- 4th Street Forum
- Avenues West
- Avenues West Association
- Capital Needs Task Force
- City of Milwaukee
- Commercial Corridors Consortium*
- Community Planners Council*
- Community Revitalization Affinity Group
- Gateway Technical College
- Harambee Great Neighborhood Initiative
- Interfaith Caregivers of Ozaukee County
- Interfaith Seniors Programs
- Johnson Park Neighborhood Association*
- Kenosha Area Business Council
- Kenosha Chamber of Commerce
- Kenosha County
- Lighting of Kenosha
- Lincoln Park Friends
Lindsay Heights Neighborhood Association*
Local Initiatives Support Corporation (LISC)
MDC/M7/Wisconsin Economic Development Council
Milwaukee Area Refugee Consortium
Milwaukee Press Club
Milwaukee Public Schools
Mueller Communications
Pan-African Community Association
Racine Area Manufacturers
Relay for Life Kenosha
Riverwest Neighborhood Association
Senator Tammy Baldwin's office
Sherman Park Neighborhood Association
Southeastern Wisconsin Manufacturers' Roundtable
The Business Council
The Business Resource Innovation Center
The Women's Center
United Way of Racine County
United Way of Waukesha County
United Way Waukesha County
UW-Extension
Walworth County Economic Development Association
Wisconsin Women's Business Initiative Corp.

December 2014
30th Street Industrial Corridor*
Alverno College
Amalgamated Transit Union 998
Aurora Health Care*
Boys and Girls Club of Greater Milwaukee
City of Milwaukee
City of Milwaukee Youth Council
Community Advocates
Community Planners Council*
Department of Vocational Resources
Friends of Lincoln Park
Gateway Technical College
Interfaith Conference of Greater Milwaukee
Johnson Park Neighborhood Association*
Kenosha Unified school District
Lindsay Heights Neighborhood Association*
Milwaukee BID
Milwaukee Department of Public Works
Milwaukee Press Club
Milwaukee Rotary Club
Nonprofit Center
Riverworks Development Corporation*
Salvation Army
• Small Business & Entrepreneurship Affinity Group
• United Way of Greater Milwaukee*
• United Way of Kenosha County
• Urban Economic Development Association (UEDA)*
• UW Parkside
PRIMARY ORGANIZATIONAL CONTACT SUMMARY: 2014

African American Chamber of Commerce
- Attended scheduled membership meetings to present information on transportation and housing planning important to local area small businesses
- Attended the organization’s Annual Meeting; provided information on transportation and housing planning at the event resource table
- Worked to involve the organization in VISION 2050 through the Ethnically Diverse Business Coalition as a Community Partner

Aurora Family Services and Aurora Health Care
- Served on the Aurora Health Care Social Responsibility Committee to provide expertise on transportation and housing related to social determinants of health
- Met with the Executive Director of Aurora Family Services to discuss how to incorporate information on transportation and housing into the organization’s programmatic services to their clients
- Attended and participated in Aurora Family Service Annual Race, Families and Milwaukee Summit; provided information on transportation and housing planning as to related families through involvement in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Clark Square – Layton Boulevard Neighborhoods Revitalization Initiative
- Attended community meeting – report to the community
- Attended the events of organizations involved in this revitalization effort to encourage involvement in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Community Brainstorming Forum
- Attended monthly meetings on the fourth Saturday of each month to provide information on transportation and housing planning with special focus on VISION 2050
- Attended Annual Awards and Dinner to support participation of individuals in this effort and encourage participation in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Goodwill Industries of Southeastern Wisconsin
- Sent written updates on VISION 2050 and other key SEWRPC efforts
Granville Brown Deer Chamber (now the Granville Business Improvement District)
- Attended meetings with staff on planning activities for the organization around community economic development; presented information on transportation and housing planning
- Assisted in helping this organization plan for a business improvement district

Groundwork Milwaukee
- Served on the Board of Directors
- Worked with organization on various collaborative efforts and activities; provided information on transportation and housing planning and encouraged involvement in VISION 2050

Hispanic Chamber of Commerce
- Worked to involve the organization in VISION 2050 through the Ethnically Diverse Business Coalition as a Community Partner

Hispanic Roundtable of Racine
- Attended the Annual Dinner for Hispanic Businesses and Professionals; provided information on transportation and housing planning at the event’s resource table

Hmong American Friendship Association
- Met with the Executive Director on various programs serving the Hmong population within Southeastern Wisconsin
- Involved the organization in VISION 2050 as one of the eight Community Partners

Independence First
- Attended the organization’s Annual Dinner; provided information on transportation and housing planning
- Involved the organization in VISION 2050 as one of the eight Community Partners

La Casa de Esperanza
- Sent written updates on VISION 2050 and other key SEWRPC efforts

League of United Latin American Citizens
- There was limited contact with this entity during 2014

Lindsay Heights Area—City of Milwaukee
- Encouraged area residents and organizations to become involved in VISION 2050
- Served as an organizational advisor to the We Three Neighborhoods Association; presented information on transportation and housing related aspects on a periodic basis
- Served as an organizational advisor to the Community Planning Council; presented information on transportation and housing planning on a periodic basis
- Served on the Board of Directors for the Fondy North Economic Development Corporation
- Met with representatives of the Lindsay Street Neighbors Group regarding transportation and housing planning
- Attended meetings on the Innovation and Wellness Commons Initiative to present information on transportation and housing planning
- Worked with the North Avenue Marketplace Business Improvement District to inform local area businesses about the importance of transportation and housing planning
- Attended the Lindsay Heights Zilber Neighborhood Initiative Reports to the Community; presented information on transportation and housing planning
- Met with representatives from the Walnut Area Improvement Corporation about transportation and housing planning for their area
- Met with representatives from Walnut Way Conservation Corporation about transportation and housing planning
- Met with the Lindsay Heights Focus Team on Commercial Corridors about the importance of transportation and housing planning in their work
- Served on committee to focus on vacant buildings and lots within the Lindsay Heights Area; provided perspectives from information gathered during regional housing study

**Milwaukee Urban League**
- Attended the organization’s Annual Meeting; provided information on transportation and housing planning and VISION 2050 at the event’s resource table
- Worked to involve the organization as one of the eight VISION 2050 Community Partners
- Participated in the Bronzeville Cultural and Entertainment District meetings that the Milwaukee Urban League coordinates; distributed information on various SEWRPC activities, including VISION 2050

**National Association for the Advancement of Colored People**
- Met with representatives of the various Wisconsin chapters to look at comprehensive approaches including transportation and housing planning to overcome long-term poverty and related issues
- Worked to encourage involvement in VISION 2050
- Attended membership meetings of the various chapters of the NAACP within the Southeastern Wisconsin Region; provided information on transportation and housing planning
- Attended annual recognition events for the Milwaukee, Racine, Kenosha, and Waukesha chapters; provided information on transportation and housing planning at resource tables
Northeast Milwaukee Communities Area

- Served on the Riverworks Development Corporation Board of Directors
- Worked with the area’s business improvement districts to better understand the importance of transportation and housing in relation to area economic development
- Attended town hall meetings for the Harambee and Riverwest Communities to provide information on transportation and housing planning that may be of interest to attendees
- Encouraged involvement of area residents in VISION 2050
- Attended meeting with local area businesses on local and regional employment trends for the area; presented information on transportation and housing planning
- Presented information on transportation and housing planning at the Harambee Great Neighborhood Initiative Housing Committee meeting
- Attended Riverworks Week events; provided information on transportation and housing planning at various event resource tables during the week

Racine-Kenosha Community Action Agency

- Talked with representative from this agency about being involved in VISION 2050 and transportation and housing planning public participation
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Repairers of the Breach

- Attended event on issues facing homeless population within the greater Milwaukee area and encouraged involvement in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Social Development Commission of Milwaukee County

- Worked with SDC staff to provide information and background on transportation and housing planning related to the agency’s programs and services
- Provided ongoing information to engage organization and its clientele to become involved in VISION 2050
- Attended and participated in the SDC staffed Milwaukee Asset Building Coalition; provided information on transportation and housing planning to attendees
- Participated in discussions with SDC staff on increasing the organization’s economic development focus; provided information on transportation and housing planning

Southeastern Wisconsin Tribal Entities

- Worked with the American Indian Chamber of Commerce through the Ethnically Diverse Business Coalition regarding becoming involved in VISION 2050
- Provided information on transportation and housing related to planning and development on Potawatomi-owned land in the Menomonee Valley area
• Sent written updates on VISION 2050 and other key SEWRPC efforts

The 30th Street Industrial Corridor
• Worked with the UWM Children’s Center for Environmental Health, the 30th Street Corridor Corporation, and other entities on the importance of transportation and housing planning within the corridor area
• Encouraged area residents and organizations to become involved in VISION 2050
• Continued involvement in the Century City Revitalization Effort by providing information on transportation, housing, and environmental planning
• Attended and participated in planned Moody Pool Area Revitalization project; provided information on transportation and housing planning
• Attended the Amani Community Advisory Group monthly meetings; provided information on transportation and housing related aspects to attendees
• Attended the 30th Corridor Corporation Quarterly Gathering to provide information on transportation and housing planning
• Sent written updates on VISION 2050 and other key SEWRPC efforts

The Salvation Army of Greater Milwaukee
• Communicated with representatives from this organization about transportation and housing planning as part of encouraging attendance in VISION 2050 workshops
• Sent written updates on VISION 2050 and other key SEWRPC efforts

United Migrant Opportunity Services
• Distributed information on regional transportation and housing planning and VISION 2050 at selected organizational events
• Sent written updates on VISION 2050 and other key SEWRPC efforts

United Way Affiliated Entities Within the Southeastern Wisconsin Region
• Attended session on Community and Economic Development within the Greater Milwaukee area; presented information on transportation and housing planning
• Communicated with the various affiliates about becoming involved in VISION 2050

Urban Economic Development Association of Wisconsin
• Served on the Planning and Resource Development Committees for the Annual Summit focusing on New Business Formation in the Greater Milwaukee Area; provided information on transportation and housing planning and VISION 2050 at the resource table for the event and assisted in printing the program booklet
• Attended the Quarterly Gathering Sessions on community economic development; provided information about SEWRPC transportation and housing planning
- Attended and supported the Annual Carnival Milwaukee fundraising event
- Worked to involve the organization as one of the eight VISION 2050 Community Partners

**Urban League of Racine and Wisconsin**
- Attended and participated in the organization’s Area Recognition Celebration; provided information on transportation and housing planning at the resource table
- Worked to involve the organization as one of the eight VISION 2050 Community Partners
- SEWRPC staff member serves on the Board of Directors for the organization
Exhibit F-2

Public Involvement and Outreach Summary: 2015

This exhibit summarizes the public involvement and outreach activities carried out during 2015 with respect to SEWRPC-sponsored public informational workshops, meetings, and hearings and public involvement efforts directed to targeted population groups.

SEWRPC-Sponsored Public Informational Workshops, Meetings, and Hearings
The ongoing technical work of the Commission includes many important public participation activities. Such activities tend to be focused on Commission findings and recommendations relative to new regional plans and updates to prior regional plans. There are standard Commission procedures for public meetings and public hearings, including widely disseminated meeting notifications and the provision of a variety of opportunities for members of the public to make their views known on the topic at hand. The Commission provides full documentation of comments from all public meetings. Moreover, all comments are considered by the Commission advisory committees as well as the Commission itself.

In 2015, such general public structured participation efforts continued to be focused largely on the major multi-year planning effort, VISION 2050, which will update, reevaluate, and extend the regional land use and transportation plans to the year 2050.

VISION 2050 efforts in 2015 continued with developing and evaluating detailed alternative land use and transportation system plans designed, in part, based on public input obtained through the presentation and evaluation of five conceptual land use and transportation scenarios during the previous stage of VISION 2050. The VISION 2050 outreach efforts were designed to expand public knowledge of the implications of future land use and transportation development decision-making for the Region and engage the public in the planning process with a view toward developing a shared vision of future land use and transportation that is widely understood and embraced by the Region’s residents. These activities included the following:

- VISION 2050 Task Forces were convened to obtain feedback about specific issues related to land use and transportation in the Region. The task forces were comprised of individuals with knowledge about the following in the Region: 1) natural resources, 2) public transit, 3) human services transportation needs, 4) non-motorized transportation including bicycling, 5) land use, 6) freight transportation, 7) transportation demand and systems management, 8) business and higher education, and 9) women and families. One series of task force meetings was held in 2015 to review the detailed alternative plans. In addition to the VISION 2050 task forces listed above, the SEWRPC Environmental Justice Task Force met three times to review VISION 2050 efforts and materials and other initiatives.

- Eight VISION 2050 e-newsletters, two email announcements, one print brochure (in English and Spanish), and VISION 2050 articles in the SEWRPC Regional Planning News newsletter were distributed to the general public relative to the progress being made in the planning process. These publications, emails, and articles invited residents to attend the fall VISION 2050 interactive public workshops and included links to the VISION 2050 website http://www.vision2050sewis.org.

- Two personalized letters were distributed to each of the leaders of approximately 90 to 100 community organizations representing low-income residents and minority residents of the Region. The letters provided updates about VISION 2050 and offered opportunities to meet individually with Commission staff and/or participate in the VISION 2050 process. The letters were used to
distribute copies of the VISION 2050 brochure and Regional Planning News to these community organizations.

- Sixteen paid advertisements were published and four news releases were distributed to newspapers of record to announce the public workshops.

- Twenty-four presentations relative to the VISION 2050 process were provided to a wide range of groups and organizations, including organizations that serve minority and low-income residents, community and neighborhood organizations, service clubs, business associations, school groups, and environmental organizations.

- Thirty-eight staffed exhibits were provided at community events, with many events serving low-income residents and minority residents. Exhibits included VISION 2050 and related Commission materials for attendees.

- The Commission presented the fourth series of interactive public workshops to engage residents in comparing the outcomes and consequences of following recent trends in land use development and transportation system investment compared to alternative development patterns and investments. Public feedback on the alternative plans and their evaluation were used, in part, to develop the VISION 2050 preliminary recommended land use and transportation plan in 2016. A workshop was held for the general public in each of the seven counties in Southeastern Wisconsin. Additional individual VISION 2050 workshops were held upon request for any interested group, organization, or local government. In total, 17 public, partner, and requested VISION 2050 workshops were held in 2015.

- Outreach continued to eight VISION 2050 partner nonprofit community organizations, which include the Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association, Urban League of Racine and Kenosha, and Common Ground. About 170 Southeastern Wisconsin residents representing these community partners participated in the fourth series of VISION 2050 community-partner workshops in 2015, bringing the total number of participants for the first four VISION 2050 community partner workshops to over 750. Evaluations from participants and leaders of the partner organizations included primarily positive comments regarding the workshops’ content, process, and communication, as well as suggestions for improving the process. The results from these workshops are included in the VISION 2050 public feedback. All of the documentation developed as part of this public involvement and outreach effort is available on the VISION 2050 website.

**Public Involvement and Outreach Efforts Targeted to Selected Population Groups**

Substantial work efforts are undertaken annually to engage members of specific population subgroups that, despite efforts to recruit the general public and its constituents, traditionally have had lower levels of participation than the population as a whole in regional planning activities and events. Table 2 summarizes the number of activities and handouts which occurred in 2015. Figure 5 lists organizations which connections were made by month. Figure 6 details the connections made with primary organizational contacts.
## Table 2

LISTING OF OUTREACH ACTIVITIES FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Recurring Contacts</th>
<th>New Contacts</th>
<th>Number of Handouts</th>
<th>Milwaukee</th>
<th>Waukesha</th>
<th>Racine</th>
<th>Kenosha</th>
<th>Walworth</th>
<th>Ozaukee</th>
<th>Washington</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>41</td>
<td>10</td>
<td>678</td>
<td>38</td>
<td>5</td>
<td>8.5</td>
<td>24.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>February</td>
<td>38</td>
<td>6</td>
<td>1,010</td>
<td>62.5</td>
<td>6</td>
<td>6.5</td>
<td>24.5</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>March</td>
<td>35</td>
<td>6</td>
<td>573</td>
<td>53</td>
<td>2</td>
<td>17</td>
<td>12.5</td>
<td>1</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>April</td>
<td>26</td>
<td>8</td>
<td>665</td>
<td>38</td>
<td>2.5</td>
<td>11</td>
<td>14.5</td>
<td>3.5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>May</td>
<td>23</td>
<td>8</td>
<td>730</td>
<td>30</td>
<td>0</td>
<td>14</td>
<td>5</td>
<td>3.5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>June</td>
<td>25</td>
<td>6</td>
<td>641</td>
<td>37</td>
<td>4.5</td>
<td>3</td>
<td>6.5</td>
<td>2.5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>July</td>
<td>17</td>
<td>5</td>
<td>307</td>
<td>23</td>
<td>2</td>
<td>5.5</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>August</td>
<td>34</td>
<td>4</td>
<td>669</td>
<td>27.5</td>
<td>1</td>
<td>34.5</td>
<td>10</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>September</td>
<td>36</td>
<td>10</td>
<td>1,082</td>
<td>41</td>
<td>1.5</td>
<td>29.5</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>October</td>
<td>42</td>
<td>8</td>
<td>1,324</td>
<td>62.5</td>
<td>0</td>
<td>13</td>
<td>16</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>November</td>
<td>44</td>
<td>6</td>
<td>1,046</td>
<td>67.5</td>
<td>7</td>
<td>16</td>
<td>12.5</td>
<td>10.5</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>December</td>
<td>24</td>
<td>6</td>
<td>688</td>
<td>46.5</td>
<td>0</td>
<td>7</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Annual Total</td>
<td>385</td>
<td>83</td>
<td>9,413</td>
<td>526.5</td>
<td>31.5</td>
<td>165.5</td>
<td>144</td>
<td>29</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>

**NOTE:** Contacts are based on meetings and activities that were held with individuals (one-on-one meetings), small group discussion, and meetings and activities sponsored by formal organizational entities. Recurring contacts are meetings and activities that occur on a frequent basis and that were attended more than once in 2015.
Partnership-Building Activities
In carrying out its targeted outreach efforts, the Commission engages in extensive partnership-building activities. In addition to the targeted activities noted above, 2015 activities included the following:

- **Urban Economic Development Association**
  For the sixth consecutive year, the Commission continued to work with the Urban Economic Development Association of Wisconsin (UEDA), which has its headquarters in Milwaukee’s central city. Participation occurred in a number of ways, including planning the Association’s 14th Annual Community Development Summit, which was attended by more than 145 community and regional leaders. In preparation for the Summit, Commission staff assistance was provided to the Association through service on the Summit Planning Committee and printing of the program booklet. SEWRPC provided a staffed exhibit table at the Summit. Finally, Commission public outreach staff participated on a number of UEDA working committees, including the UEDA Board of Directors.

- **Children and Family Health**
  The Commission continued to work on a multiyear, multi-disciplinary effort to address the environmental conditions impacting children and family health by providing information about the importance of transportation and housing planning to groups engaged in the Social Determinants of Health effort. In this effort, the Commission worked with the Health and Wellness Commons Initiative; Aurora Health Care Social Responsibility Committee; Kenosha Community Health Center, Lindsay Heights Neighborhood Health Alliance; Racine County Family Resource Network; United Way of Milwaukee and Waukesha – LifeCourse Initiatives For Healthy Families (LIHF); United Way of Racine, UW Racine Health Investment Committee; and YWCA of Southeast Wisconsin.

- **Environmental Education and Outreach**
  Like SEWRPC’s housing, land use, and transportation planning work, the Commission’s environmental planning work is integrated into public involvement and outreach activities. As part of the 2015 VISION 2050 public outreach presentations and exhibits mentioned previously, SEWRPC staffed an exhibit table with VISION 2050 and environmental planning materials at the Sustainability Summit. SEWRPC partnership-building environmental education activities include Commission participation in the interagency consortium, “Testing the Waters,” which has educated more than 30,000 students and teachers in the Region over many years. During 2015, about 1,150 students and educators from public and private schools benefited from Commission instruction and/or materials related to environmental planning. These schools are located within the watersheds tributary to the Milwaukee Harbor estuary.

  In fall 2015, staff again worked with the Washington County Land Conservation Department and Riveredge Nature Center in Ozaukee County to conduct two Village of Newburg area bus tours for about 90 students and educators from Cedarburg, Germantown, Mequon, Milwaukee, and West Bend public and private schools. The participants were able to experience being on a working, family-owned certified-organic dairy farm that employs best practices in conservation. These annual bus tours focus on land use issues, water quality concerns, and related solutions to those issues and concerns in the rural and developing landscape. Urban, suburban, and rural students and educators have the opportunity to learn about the changing rural and small-town landscape and impacts on water resources. Tour participants from diverse backgrounds interact with each other and gain an understanding of regional planning principles as they view key environmental sites of interest and concern. Tour subject matter includes Commission work such as water quality protection, riparian management, and environmental corridor and natural area preservation. Commission publications, including the *Making Natural Connections* educational booklet series, are part of the subject matter.
**Neighborhood and Community Economic Development**

In 2015, the Commission networked with organizations, and engaged in activities, that address neighborhood and community economic development issues. This effort included ongoing interaction with the Local Initiatives Support Corporation (LISC-Milwaukee), the Commercial Corridors Consortium, various business improvement districts throughout the City of Milwaukee, and other community development organizations, with the goal of sharing the importance of transit, transportation, and housing planning as those matters relate to the local economy and regional economic development.

**Workforce Development and Employment**

In 2015, the Commission networked with organizations, and engaged in activities, that address workforce development and employment issues. This effort included the Workforce Regional Training Partnership, the African American Male Forum on Employment, the Milwaukee and Racine-Kenosha Labor Development Committees, the Southeast Wisconsin Migrant and Seasonal Workers Committee, Ways to Work, Human Capital Development of Racine and Kenosha, the Social Development Commission, the Workforce Development Centers within the Southeastern Wisconsin Region, and the Milwaukee Careers Cooperative.

**Sustainable Communities and Quality of Life Enhancement**

In 2015, the Commission networked with organizations, and engaged in activities, that address efforts relative to building sustainable communities and enhancing the quality of community life. This effort involved liaison with Groundwork Milwaukee, the City of Milwaukee Green Team Sustainability Effort, Walnut Way Conservation Corporation, the Urban Ecology Center, Fondy Food Center, the Food Summit Leadership Group, the Milwaukee HomeGrown Initiative, Greening a Greater Racine, Racine Interfaith Council (RIC), Citizens United to Serve Humanity (CUSH), Milwaukee Inner City Congregations Allied for Hope (MICAH), WISDOM, Root-Pike Watershed Initiative Network, Racine Aging and Disability Resource Center (ADRC) Board & The Commission on Aging and Kenosha County Public/Private Partnership for Emergency Preparedness.

**Education and Career Development for Communities of Color**

In 2015, the Commission networked with organizations, and engaged in activities, focusing on building community leadership and developing organizational capacity for communities of color. This effort included the following entities: The Community Brainstorming Forum, the Manufacturing Diversity Institute, the African American Leadership Group, the Ethnically Diverse Business Coalition, the Community Action Agencies of Milwaukee-Racine-Kenosha, the Urban Leagues of Milwaukee and Racine-Kenosha, National Association for the Advancement of Colored People (NAACP) Chapters throughout the Region, United Way Kenosha Tutoring Program, United Way of Racine Dolly Parton’s Imagination Library, Southeast Wisconsin Mentoring Program (in partnership with Gateway Technical College, UW-Parkside, Carthage College, Boys & Girls Club of Walworth County, Big Brothers/Big Sisters of Kenosha & Racine, Kenosha Unified School District, Kenosha County School District, United Way of Kenosha, CUSH, Kenosha County Health Department, Kenosha County Workforce Development, Gateway Technical College, Kenosha Civil War Museum, and Carthage College), Latino Enterprise Network of Southeastern Wisconsin, Inc. (LEN), National Black MBA Association (NBMBAA), Kenosha Public Library Foundation, Migrant and Seasonal Farm Workers(MSFW)/United Migrant Opportunity Services (UMOS), and MARKETPLACE 2015 – Wisconsin Governor’s Conference on Minority Business Development. During 2015, information was provided on housing, transportation, land use, and environmental issues, as well as the VISION 2050 planning effort.

* * *

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ORGANIZATIONAL OUTREACH SUMMARY FOR ORGANIZATION: 2015
Unless Noted, This Summary is for Groups Representing Various Stakeholders Connected to Transportation and Housing Related Aspects ----Shows only Contact info in Month(s) indicated

* Denotes recurring, ongoing organizational contact

January 2015

- 4th Street Forum
- African American Leadership Group
- Aldermanic District 15
- Assessing Capital for Small Businesses
- City of Milwaukee Neighborhood Ambassadors
- Commercial Corridors Consortium*
- Common Ground
- Community Health Systems of Racine*
- Community Planning Council*
- Downtown Kenosha
- Ebscola (Bain) Elementary School
- Fondy North Economic Development Corporation*
- FUEL
- Gateway Technical College
- Groundwork Milwaukee*
- Hmong Wisconsin Chamber of Commerce
- Islamic Resource Center
- Johnson Park Neighborhood Association*
- Kenosha Kindness Committee
- Kenosha Nonprofit Networking Group
- Kindness Week for Kenosha
- Lindsay Heights Neighborhood Association*
- Manufacturing Diversity Institute
- Menominee Tribe
- Milwaukee Press Club
- Nonprofit Center of Milwaukee
- Racine County Family Resource Network*
- Racine Interfaith Council*
- Riverworks Center*
- The Business Council*
- Transform Milwaukee Initiative*
- United Way Milwaukee & Waukesha
- University of Wisconsin Extension - Waukesha County
- University of Wisconsin Parkside
- Urban League of Racine and Kenosha*
- Waukesha County Business Alliance*
- Wisconsin Department of Transportation
- Women and Children’s Horizon
- YMCA of Racine
February 2015
• 40 Under 40 Awards
• 4th Street Forum
• 9to5
• African American Chamber of Commerce*
• Commercial Corridors Consortium
• Community Brainstorming Forum*
• Community Planning Council*
• Downtown Kenosha
• Groundwork Milwaukee*
• Harambee Area Planning*
• Hmong Wisconsin Chamber of Commerce
• James Madison High School
• Jane Cremer Foundation
• Johnson Park Neighborhood Association*
• Kenosha Non Profit Roundtable
• La Casa de Esperanza
• La Causa School
• Lindsay Heights Neighborhood Association*
• LISC Milwaukee Communications Affinity Group
• Milwaukee Professionals Association LLC
• Milwaukee Water Works
• Nonprofit Center
• Riverwest Area Planning*
• Root-Pike WIN
• Soil and Water Conservation Society
• Southside Organizing Committee*
• The Business Council*
• United Way Milwaukee & Waukesha
• United Way of Racine County
• University of Milwaukee Youth Employment Focus
• University of Wisconsin Extension
• Urban Economic Development Association*
• Urban League of Milwaukee*
• Urban League of Racine and Kenosha*
• Walworth County Economic Development Association
• Waukesha County Business Alliance
• Women and Children’s Horizon
• Zeidler Center for Public Discussion

March 2015
• Business Improvement District 32*
• Business Journal Power Breakfast
• Coffee Makes You Black
• Community Brainstorming Forum*
• Community Health Systems of Racine*
• Community Planning Council*
• Fondy North Economic Development Corporation
Greater Milwaukee Committee
Habitat for Humanity - Waukesha
Interfaith Caregivers of Washington County
Interfaith Conference of Greater Milwaukee
Johnson Park Neighborhood Association*
Joseph J. Zilber School of Public Health
KRW Tri County Tobacco Free Coalition
Lake Michigan Academy
Lindsay Heights Neighborhood Association*
Milwaukee Public Schools
Multicultural Student Union
Public Policy Forum
Racine County Family Resource Network
Racine Interfaith Council*
Regional Salvation Army
Relay For Life Kenosha
Riverworks Center*
Southside Organizing Committee*
Sustainability Summit
United Way of Kenosha County
United Way of Racine County*
United Way of Washington County
University of Wisconsin Extension - Washington County
University of Wisconsin Whitewater
Urban League of Racine and Kenosha*
Walworth County Economic Development Association
Washington County Extension & United Way
WEDD
Wisconsin Farmers Union
Wisconsin Innovation Network

April 2015
African American Chamber of Commerce*
Boys & Girls Club of Kenosha
Carthage College
Center for Teaching Entrepreneurship
Christ the King Church
Clean Rivers, Clean Lake Conference
Coffee Makes You Black
Commercial Corridors Consortium
Community Brainstorming Forum*
Groundwork Milwaukee*
Johnson Park Neighborhood Association*
Kenosha Area Business Alliance
Kenosha Non Profit Roundtable
Kenosha Nonprofit Networking Group
Lutheran Family Services
Mahone Foundation
• Manufacturing Diversity Institute
• Milwaukee Communications Affinity Group
• Minority Alzheimer’s Association
• Racine County Family Resource Network*
• Racine Health Investment Committee
• Racine Interfaith Council*
• Relay For Life Kenosha
• Riverworks Center*
• Sweet Water
• The Beerline-Artery Project*
• United Way
• University of Wisconsin Parkside
• Walworth County Economic Development Association
• Walworth County Literacy Council
• Waukesha County UW-Extension
• Wisconsin Department of Labor/Employment and Training Administration (DET) & United Migrant Opportunities Services (UMOS) - Migrant Seasonal Farmworkers (MSFW) biannual meeting
• YLINK

May 2015
• African American Chamber of Commerce*
• Aging and Disability Resource Center Board
• Big Brothers Big Sisters of Racine and Kenosha
• Collective Impact Transform Milwaukee Initiative*
• Community Brainstorming Forum*
• Community Health Systems of Racine
• Community Planning Council*
• IndependenceFirst*
• Johnson Park Neighborhood Association*
• Kenosha County Public/Private Partnership for Emergency Preparedness
• Lake Michigan Stakeholders
• Lindsay Heights Neighborhood Association*
• Mahone Foundation
• Metropolitan Milwaukee Association of Commerce
• Milwaukee Professionals Quarterly Forum
• North Avenue Marketplace BID
• Public Policy Forum
• Racine Area Manufacturers & Commerce
• Racine County Community Action Agency
• Racine Hispanic Roundtable*
• Relay For Life Kenosha
• SBDC Whitewater
• SE WI Recruiters Network
• Special Needs Resource Fair
• The Business Council*
• United Way of Racine County
• Urban Economic Development Association*
• Walworth County Visitors Bureau Annual Meeting
• Wisconsin Department of Workforce Development Vocational Rehabilitation

**June 2015**
• Community Brainstorming Forum*
• Community Planning Council*
• Development Professionals of Southeast Wisconsin
• Gateway Technical College
• Groundwork Milwaukee*
• JFS Luncheon of Champions
• Kenosha Area Business Alliance
• Kenosha Community Health Center
• Kenosha Education Association
• Lindsay Heights Neighborhood Association*
• Milwaukee Area Health Education Center
• Milwaukee Asset Builders Coalition*
• Milwaukee County Trails Council
• Milwaukee Urban League*
• Racine County Family Resource Network
• Racine-Kenosha Community Action Agency
• SBA
• The Big Event at Sharon Lynne Wilson Center for the Arts
• The MMAC Business Council
• United Way
• University of Wisconsin Extension
• Urban Economic Development Association*
• Urban League of Racine and Kenosha*
• WI Assc. Floodplain & Stormwater Management (WAFSCM)
• Wisconsin Department of Workforce Development Vocational Rehabilitation
• YWCA of Southeast Wisconsin
• Zoo Ball

**July 2015**
• Aging and Disability Resource Center Board*
• City of Milwaukee
• Community Brainstorming Forum*
• Fondy North Economic Development Corporation*
• Groundwork Milwaukee*
• Kenosha Non Profit Roundtable
• Lake Michigan Forum
• Lindsay Heights Neighborhood Association*
• Milwaukee Open House for Morehouse College
• National Urban League*
• Racine Interfaith Coalition*
• Roundtable for African Americans with John Antaramian
• Salvation Army
• Samuel Myers Park Environmental group
• Sixteenth Street Community Health Centers Community Report*
• Southside Organizing Committee*
• The Business Council*
• United Negro College Fund
• University of Wisconsin Extension*
• Urban League of Racine and Kenosha*
• Wisconsin Innovation Network

August 2015
• Aging and Disability Resource Center Board*
• Big Brothers Big Sister of the Tri-county
• City of Milwaukee
• Community Brainstorming Forum*
• Community Health Systems of Racine*
• Community Planning Council*
• FUEL
• Girl Scouts of SE Wisconsin
• IndependenceFirst*
• Johnson Park Neighborhood Association*
• Kenosha Community Health Center
• Kenosha Emergency Management
• Leman USA
• Lindsay Heights Neighborhood Association*
• Neighborhood Day out
• Racine Area Manufacturers & Commerce*
• Racine County Family Resource Network*
• Racine Hispanic Roundtable*
• Racine Water Diversion Application Public Hearings
• Riverworks Center*
• Southside Organizing Committee*
• The Business Council*
• United Way of Walworth County*
• University of Wisconsin Extension
• Urban Economic Development Association*
• Urban League of Milwaukee and African American Chamber of Commerce*
• Urban League of Racine and Kenosha*
• WAFSCM
• Walworth County Economic Development Association*

September 2015
• Aging and Disability Resource Center Board of Racine and Kenosha*
• Big Brothers Big Sisters of Racine and Kenosha
• City of Milwaukee 6th District Town Hall*
• Community Brainstorming Forum*
• Community Planning Council*
• Development Professionals of Southeast Wisconsin
• Fondy North Economic Development Corporation*
• Gateway Technical College
• Girl Scouts of SE Wisconsin
• Groundwork Milwaukee*
• Hispanic Business Council*
• Johnson Park Neighborhood Association*
• Kenosha Area Business Alliance
• Kenosha Community Health Center
• Kenosha Emergency Action Agency
• Kenosha Kindness Committee
• Kenosha Literacy Council
• Lindsay Heights Neighborhood Association*
• Milwaukee Business Journal
• Mount Pleasant Day
• National Association for the Advancement of Colored People*
• National Black MBA Association - MKE chapter*
• Racine County Opportunity Center
• Racine Hispanic Roundtable*
• Racine Interfaith Council*
• Racine Literacy Council*
• Riverworks Center*
• Sojourner Peace
• Southeast Area Land & Water Conservation Association
• St. Ann Center New Bucyrus/Lindsay Heights Area Opening*
• Supplier Diversity Council Event*
• Testing the Waters
• The Business Council*
• United Way*
• University of Wisconsin Extension*
• Urban Economic Development Association*
• Urban League of Milwaukee*
• WAFSCM
• Wauwatosa Green Summit
• YLINK

October 2015
• American Cancer Society's Cancer Action Network
• Beerline Artery Project*
• City of Milwaukee
• Commercial Corridors Consortium
• Community Planning Council*
• Downtown Kenosha
• Eastern Racine County Networking Breakfast*
• Governor’s Small Business Academy
• Granville's Chamber of Commerce
• Hmong Wisconsin Chamber of Commerce
• Kenosha Area Business Alliance
• Kenosha Chamber of Commerce
• Kenosha County Hazard Mitigation Plan
• Kenosha Kindness Committee
• Kenosha Nonprofit Leadership Conference
• Lindsay Heights Neighborhood Association*
• MARKETPLACE 2015 - Wisconsin Governor's Conference on Minority Business Development
• MDI Innovation Café
• Mentor SE WI Gateway Elkhorn
• Migrant Farm Workers of WI
• Milwaukee County
• Milwaukee Inner City Congregations Allied for Hope*
• Milwaukee Urban League*
• Mueller Communications
• North Avenue Marketplace BID*
• Racine Area Manufacturers & Commerce
• Racine Hispanic Roundtable*
• Racine Interfaith Coalition*
• Racine Literacy Council*
• RDC*
• The Business Council*
• Transform Milwaukee Initiative*
• University of Milwaukee School of Education
• University of Milwaukee School of Public Health
• University of Wisconsin Extension*
• Urban Economic Development Association*
• Urban League of Racine and Kenosha*
• WAFSCM
• Walkers Point Avenue Community Event*
• Western Racine County Networking Breakfast
• Women’s Task Force at UW Parkside
• YWCA of Southeast Wisconsin*

November 2015
• African American Chamber of Commerce*
• Asset Builders of Wisconsin
• Aurora Health Care Social Responsibility Committee*
• Avenues West Association Luncheon*
• Black Male Advisory Committee*
• City of Milwaukee
• Commercial Corridors Consortium*
• Community Planning Council*
• Gateway Business Department
• Gateway Technical College
• Harambee Area Mural Recognition Event*
• Johnson Park Neighborhood Association*
• Kenosha Kindness Committee
• Kenosha Middle School
• Kenosha NAACP*
• Kenosha Non Profit Roundtable*
• Latino Entrepreneurial Network of SE Wisconsin*
• Lindsay Heights Neighborhood Association*
• Milwaukee Forum
• National Black MBA Association - MKE chapter*
• Our Power-Our Future*
• Ozaukee County Workforce Development Symposium*
• Racine Area Manufacturers & Commerce
• Racine County Family Resource Network*
• Racine Workforce Development*
• Southside Organizing Committee*
• The Business Council*
• Urban Economic Development Association*
• Urban League of Milwaukee*
• Urban League of Racine and Kenosha*
• Walworth County Economic Development Association
• Waukesha County UW-Extension
• Women's Task Force*

December 2015
• 10 Milwaukee Minority Organizations
• African American Chamber of Commerce*
• African American District 1
• City of Milwaukee
• Community Brainstorming Forum*
• Community Planning Council*
• Development Professionals of Southeast Wisconsin
• Downtown Kenosha
• Fondy North Economic Development Corporation*
• FUEL
• Hmong Wisconsin Chamber of Commerce*
• Johnson Park Neighborhood Association*
• LIHF
• Lindsay Heights Neighborhood Association*
• Manufacturing Diversity Institute
• Milwaukee Area Workforce Investment Board (MAWIB)*
• Milwaukee Public Schools
• Near Westside Partners*
• Prism Technical Open House
• Racine Area Manufacturers & Commerce
• RDC*
• The Business Council
• Urban Economic Development Association
• Urban League of Milwaukee*
• Urban League of Racine and Kenosha*
• Wisconsin Farmers Union
• YWCA of Southeast Wisconsin
PRIMARY ORGANIZATIONAL CONTACT SUMMARY: 2015

African American Chamber of Commerce
- Attended scheduled membership meetings to present information on transportation and housing planning important to local area small businesses
- Attended the organization’s Annual Meeting; provided information on transportation and housing planning at the event resource table
- Worked to involve the organization in VISION 2050 through the Ethnically Diverse Business Coalition as a Community Partner

Aurora Family Services and Aurora Health Care
- Served on the Aurora Health Care Social Responsibility Committee to provide expertise on transportation and housing related to social determinants of health
- Met with the Executive Director of Aurora Family Services to discuss how to incorporate information on transportation and housing into the organization’s programmatic services to their clients
- Attended and participated in Aurora Family Service Annual Race, Families and Milwaukee Summit; provided information on transportation and housing planning as to related families through involvement in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Casa Guadalupe Education Center
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Clark Square – Layton Boulevard Neighborhoods Revitalization Initiative
- Attended community meeting – report to the community
- Attended the events of organizations involved in this revitalization effort to encourage involvement in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Coalition for Community Health Care
- Staff attended at least one sponsored event for each center to distribute updates on VISION 2050 and other key SEWRPC efforts
- Sent written updates to key contacts at each of the Centers in the Region

Common Ground
- Became a Community Partner to ensure SEWRPC informs faith-based entities in central city and suburban/rural areas about VISION 2050 and other key SEWRPC efforts
- Held sessions at Common Ground locations for VISION 2050 workshops
• Staff attended membership meetings to distribute information about VISION 2050 and other key SEWRPC efforts

**Community Action, Inc.**
• Attended scheduled membership meetings to present information on transportation and housing planning important to local area small businesses
• Attended the organization’s event and provided information at a resource table
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**Family Sharing of Ozaukee County**
• Provided information to this entity for distribution to each of the social service programs that work at this location
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**Hispanic Chamber of Commerce**
• Worked to involve the organization in VISION 2050 through the Ethnically Diverse Business Coalition as a Community Partner

**Hispanic Roundtable of Racine**
• Attended the Annual Dinner for Hispanic Businesses and Professionals; provided information on transportation and housing planning at the event’s resource table

**Hmong American Friendship Association**
• Met with the Executive Director on various programs serving the Hmong population within Southeastern Wisconsin
• Involved the organization in VISION 2050 as one of the eight Community Partners

**HOPES Center**
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**Independence First**
• Attended the organization’s Annual Dinner; provided information on transportation and housing planning
• Involved the organization in VISION 2050 as one of the eight Community Partners

**Interfaith Older Adult Programs/Caregivers**
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**Kenosha Achievement Center**
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**Kenosha Area Family and Aging Services (KAFASI)**
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**La Casa de Esperanza**
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**League of United Latin American Citizens**
• There was limited contact with this entity during 2015
Lindsay Heights Area—City of Milwaukee

- Encouraged area residents and organizations to become involved in VISION 2050
- Served as an organizational advisor to the We Three Neighborhoods Association; presented information on transportation and housing related aspects on a periodic basis
- Served as an organizational advisor to the Community Planning Council; presented information on transportation and housing planning on a periodic basis
- Served on the Board of Directors for the Fondy North Economic Development Corporation
- Met with representatives of the Lindsay Street Neighbors Group regarding transportation and housing planning
- Attended meetings on the Innovation and Wellness Commons Initiative to present information on transportation and housing planning
- Worked with the North Avenue Marketplace Business Improvement District to inform local area businesses about the importance of transportation and housing planning
- Attended the Lindsay Heights Zilber Neighborhood Initiative Reports to the Community; presented information on transportation and housing planning
- Met with representatives from the Walnut Area Improvement Corporation about transportation and housing planning for their area
- Met with representatives from Walnut Way Conservation Corporation about transportation and housing planning
- Met with the Lindsay Heights Focus Team on Commercial Corridors about the importance of transportation and housing planning in their work
- Served on committee to focus on vacant buildings and lots within the Lindsay Heights Area; provided perspectives from information gathered during regional housing study

Local Initiatives Support Corporation

- Attended the Milwaukee Awards for Neighborhood Development Innovation and also distributed information on VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Milwaukee Inner City Congregations Allied for Hope

- Attended annual meeting of membership congregations and distributed information on VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Milwaukee Urban League

- Attended the organization’s Annual Meeting; provided information on transportation and housing planning and VISION 2050 at the event’s resource table
• Worked to involve the organization as one of the eight VISION 2050 Community Partners

• Participated in the Bronzeville Cultural and Entertainment District meetings that the Milwaukee Urban League coordinates; distributed information on various SEWRPC activities, including VISION 2050

National Association for the Advancement of Colored People
• Met with representatives of the various Wisconsin chapters to look at comprehensive approaches including transportation and housing planning to overcome long-term poverty and related issues

• Worked to encourage involvement in VISION 2050

• Attended membership meetings of the various chapters of the NAACP within the Southeastern Wisconsin Region; provided information on transportation and housing planning

• Attended annual recognition events for the Milwaukee, Racine, Kenosha, and Waukesha chapters; provided information on transportation and housing planning at resource tables

Networking Groups for Aging Populations
• Sent written updates on VISION 2050 and other key SEWRPC efforts

• Attended scheduled membership meetings to present and provide information on transportation and housing planning

• Attended the United Auto Worker Health & Information fair and staffed a resource table to provide information on transportation and housing planning important to local area small businesses

Northeast Milwaukee Communities Area
• Served on the Riverworks Development Corporation Board of Directors

• Worked with the area’s business improvement districts to better understand the importance of transportation and housing in relation to area economic development

• Attended town hall meetings for the Harambee and Riverwest Communities to provide information on transportation and housing planning that may be of interest to attendees

• Encouraged involvement of area residents in VISION 2050

• Attended meeting with local area businesses on local and regional employment trends for the area; presented information on transportation and housing planning

• Presented information on transportation and housing planning at the Harambee Great Neighborhood Initiative Housing Committee meeting

• Attended Riverworks Week events; provided information on transportation and housing planning at various event resource tables during the week
Ozaukee Family Services
- Provided information for distribution to each of the organization’s social service programs
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Racine County Family Resource Network
- Sent written updates on VISION 2050 and other key SEWRPC efforts
- Attended scheduled membership meeting to give a presentation and provide information on VISION 2050
- Attended scheduled membership meeting to present information on County Comprehensive Plans and Comprehensive Economic and Development Strategy plans
- Attended the United Auto Worker Health & Information fair to provide information on transportation and housing planning important to local area small businesses at a resource table

Racine Interfaith Coalition
- Sent written updates on VISION 2050 and other key SEWRPC efforts
- Attended the organization’s Annual Breakfast Meeting; provided information on transportation and housing planning at the event resource table
- Attended the organization’s Annual Dinner Meeting; provided information on transportation and housing planning at the event resource table; had an educational ad in their program booklet
- Attended scheduled membership meetings
- Attended community events hosted by the organization and one in partnership with Congregations United to Serve Humanity

Racine-Kenosha Community Action Agency
- Talked with representative from this agency about being involved in VISION 2050 and transportation and housing planning public participation
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Repairers of the Breach
- Attended event on issues facing homeless population within the greater Milwaukee area and encouraged involvement in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Society's Assets
- Sent written updates on VISION 2050 and other key SEWRPC efforts
- Attended the organization’s breakfast event; provided information on transportation and housing planning at the event resource table
• Attended the Racine County Special Needs Resource Fair at Waterford Union High School and provided information on transportation and housing planning at a resource booth

**SOPHIA**
• Sent written updates on VISION 2050 and other key SEWRPC efforts
• Attended scheduled membership meetings

**Southside Organizing Committee**
• Sent written updates on VISION 2050 and other key SEWRPC efforts
• Attended scheduled membership meetings
• Attended a community event hosted by the organization
• Hosted an event for the organization along with SEWRPC’s other community partners to discuss the current stages of VISION 2050 and other key SEWRPC efforts

**The 30th Street Industrial Corridor**
• Worked with the UWM Children’s Center for Environmental Health, the 30th Street Corridor Corporation, and other entities on the importance of transportation and housing planning within the corridor area
• Encouraged area residents and organizations to become involved in VISION 2050
• Continued involvement in the Century City Revitalization Effort by providing information on transportation, housing, and environmental planning
• Attended and participated in planned Moody Pool Area Revitalization project; provided information on transportation and housing planning
• Attended the Amani Community Advisory Group monthly meetings; provided information on transportation and housing related aspects to attendees
• Attended the 30th Corridor Corporation Quarterly Gathering to provide information on transportation and housing planning
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**The Salvation Army of Greater Milwaukee**
• Communicated with representatives from this organization about transportation and housing planning as part of encouraging attendance in VISION 2050 workshops
• Sent written updates on VISION 2050 and other key SEWRPC efforts

**The Threshold, Inc.**
• Provided information to this entity for distribution to each of the organization’s social service programs serving the West Bend and Washington County area
• Sent written updates on VISION 2050 and other key SEWRPC efforts
United Migrant Opportunity Services
- Distributed information on regional transportation and housing planning and VISION 2050 at selected organizational events
- Sent written updates on VISION 2050 and other key SEWRPC efforts

United Way Affiliated Entities within the Southeastern Wisconsin Region
- Attended session on Community and Economic Development within the Greater Milwaukee area; presented information on transportation and housing planning
- Communicated with the various affiliates about becoming involved in VISION 2050

Urban Ecology Center
- Attended at least one sponsored event at each of the three Milwaukee area locations the organization serves to distribute information on key SEWRPC efforts, primarily VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Urban Economic Development Association of Wisconsin
- Served on the Planning and Resource Development Committees for the Annual Summit focusing on New Business Formation in the Greater Milwaukee Area; provided information on transportation and housing planning and VISION 2050 at the resource table for the event and assisted in printing the program booklet
- Attended the Quarterly Gathering Sessions on community economic development; provided information about SEWRPC transportation and housing planning
- Attended and supported the Annual Carnival Milwaukee fundraising event
- Worked to involve the organization as one of the eight VISION 2050 Community Partners

Urban League of Racine and Wisconsin
- Attended and participated in the organization’s Area Recognition Celebration; provided information on transportation and housing planning at the resource table
- Worked to involve the organization as one of the eight VISION 2050 Community Partners
- SEWRPC staff member serves on the Board of Directors for the organization

Walworth County Literacy Council
- Sent written updates on VISION 2050 and other key SEWRPC efforts
- Attended scheduled membership meeting to give a presentation and provide information on VISION 2050
This exhibit summarizes the public involvement and outreach activities carried out during 2016 with respect to SEWRPC-sponsored public informational workshops, meetings, and hearings and public involvement efforts directed to targeted population groups.

SEWRPC-Sponsored Public Informational Workshops, Meetings, and Hearings
The ongoing technical work of the Commission includes many important public participation activities. Such activities tend to be focused on Commission findings and recommendations relative to new regional plans and updates to prior regional plans. There are standard Commission procedures for public meetings and public hearings, including widely disseminated meeting notifications and the provision of a variety of opportunities for members of the public to make their views known on the topic at hand. The Commission provides full documentation of comments from all public meetings. Moreover, all comments are considered by the Commission advisory committees, as well as the Commission itself.

In 2016, such general public structured participation efforts continued to be focused largely on the major multi-year planning effort, VISION 2050, which was adopted in July 2016 and includes an update, reevaluation, and extension of the regional land use and transportation plans to the year 2050.

VISION 2050 efforts in 2016 continued with development of a preliminary recommended plan, following evaluation of and public input on detailed alternative land use and transportation system plans during the previous stage of VISION 2050. VISION 2050 outreach efforts were designed to expand public knowledge of the implications of future land use and transportation development decision-making for the Region and engage the public in the planning process with a view toward developing a shared vision of future land use and transportation that is widely understood and embraced by the Region’s residents. These activities included the following:

- VISION 2050 task forces were convened to obtain feedback about specific issues related to land use and transportation in the Region. The specific issues examined by the task forces are listed in the included transportation needs of business, industry, workforce development, and higher education; environment, including natural resources; freight movement; human services transportation needs; land use, including farming, builder, realtor, and environmental interests; non-motorized transportation, including bicycle and pedestrian facilities; public transit; transportation systems management; and women’s land use and transportation issues. One series of task force meetings was held in spring 2016 to review the preliminary plan. In addition to the VISION 2050 task forces listed above, the SEWRPC Environmental Justice Task Force met twice to review VISION 2050 efforts and materials and other initiatives.

- Five VISION 2050 e-newsletters, one email announcement, one print brochure (in English and Spanish), and VISION 2050 articles in the SEWRPC Regional Planning News newsletter were distributed to the general public relative to the progress being made in the planning process. These publications, emails, and articles invited residents to attend the spring 2016 VISION 2050 interactive public workshops and included links to the VISION 2050 website (www.vision2050sewis.org). The VISION 2050 Summary report, presenting key recommendations from the final plan, was also completed in December 2016 and has been distributed across the Region.

- Two personalized letters were distributed to each of the leaders of approximately 100 community organizations representing low-income residents and minority residents of the Region. The letters provided updates about VISION 2050 and offered opportunities to meet individually with
Commission staff and/or participate in the VISION 2050 process. The letters were used to distribute copies of the VISION 2050 brochures, Regional Planning News, and the VISION 2050 Summary report to these community organizations.

- Sixteen paid advertisements were published and a news release was distributed to newspapers of record to announce the public workshops.

- Twenty-three presentations relative to the VISION 2050 process were provided to a wide range of groups and organizations, including organizations that serve minority residents and low-income residents, community and neighborhood organizations, service clubs, business associations, school groups, and environmental organizations.

- Thirty-one staffed exhibits were provided at community events, with many events serving low-income residents and minority residents. Exhibits included VISION 2050 and related Commission materials for attendees.

- The Commission held the fifth and final series of interactive public workshops to obtain public input on the preliminary recommended plan. Public feedback was considered as staff prepared a final recommended plan. A workshop was held for the general public in each of the seven counties in Southeastern Wisconsin. Additional individual VISION 2050 workshops were held upon request for any interested group, organization, or local government. In total, 16 public, partner, and requested VISION 2050 workshops were held in 2016.

- Outreach continued to eight VISION 2050 partner nonprofit community organizations, which include Common Ground, the Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association of Wisconsin, and Urban League of Racine and Kenosha. About 200 Southeastern Wisconsin residents representing these community partners participated in the fifth series of VISION 2050 community partner workshops in 2016, bringing the total number of participants for all five VISION 2050 community partner workshops to 975. Evaluations from participants and leaders of the partner organizations included primarily positive comments regarding the workshops’ content, process, and communication. The results from these workshops are included in the VISION 2050 public feedback.

All of the documentation developed as part of this public involvement and outreach effort is available on an archived website for the VISION 2050 process (www.vision2050sewis.com).

Public Involvement and Outreach Efforts Targeted to Selected Population Groups
Substantial work efforts are undertaken annually to engage members of specific population subgroups that, despite efforts to recruit the general public and its constituents, traditionally have had lower levels of participation than the population as a whole in regional planning activities and events. Table 3 summarizes the number of activities and handouts which occurred in 2016. Figure 7 lists organizations which connections were made by month. Figure 8 details the connections made with primary organizational contacts.
Table 3
LISTING OF OUTREACH ACTIVITIES FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2016

<table>
<thead>
<tr>
<th>Month</th>
<th>Recurring Contacts</th>
<th>New Contacts</th>
<th>Number of Handouts</th>
<th>Hours Spent in Each County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Milwaukee</td>
<td>Waukesha</td>
</tr>
<tr>
<td>January</td>
<td>17</td>
<td>16</td>
<td>488</td>
<td>42</td>
</tr>
<tr>
<td>February</td>
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<td>March</td>
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<td>April</td>
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<td>May</td>
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<tr>
<td>August</td>
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<td>October</td>
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<td>8</td>
<td>372</td>
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<tr>
<td>November</td>
<td>17</td>
<td>3</td>
<td>878</td>
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<tr>
<td>December</td>
<td>4</td>
<td>3</td>
<td>370</td>
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<tr>
<td>Annual Total</td>
<td>227</td>
<td>97</td>
<td>6,644</td>
<td>590.5</td>
</tr>
</tbody>
</table>

NOTE: Contacts are based on meetings and activities that were held with individuals (one-on-one meetings), small group discussion, and meetings and activities sponsored by formal organizational entities. Recurring contacts are meetings and activities that occur on a frequent basis and that were attended more than once in 2016.
Partnership-Building Activities
In carrying out its targeted outreach efforts, the Commission engages in extensive partnership-building activities. In addition to the targeted activities noted above, 2016 activities included the following:

- **Urban Economic Development Association**
  For the seventh consecutive year, the Commission continued to work with the Urban Economic Development Association of Wisconsin (UEDA), which has its headquarters in Milwaukee’s central city. Participation occurred in a number of ways, including planning the Association’s 15th Annual Community Development Summit, which was attended by more than 120 community and regional leaders. In preparation for the Summit, Commission staff assistance was provided to the Association through service on the Summit Planning Committee and printing of the program booklet. SEWRPC provided a staffed exhibit table at the Summit. Finally, Commission public outreach staff participated on a number of UEDA working committees, including the UEDA Board of Directors.

- **Children and Family Health**
  The Commission continued to work on a multi-year, multi-disciplinary effort to address the environmental conditions impacting children and family health by providing information about the importance of transportation and housing planning to groups engaged in the Social Determinants of Health effort. In this effort, the Commission worked with the Health and Wellness Commons Initiative, Aurora Health Care Social Responsibility Committee, Kenosha Community Health Center, Lindsay Heights Neighborhood Health Alliance, Racine County Family Resource Network, the Renew Environmental Public Health Advocated (REPHA), the SDC Poverty Summit, United Way of Milwaukee and Waukesha – Lifecourse Initiatives For Healthy Families (LIHF), United Way (in all seven counties), UW Racine Health Investment Committee, and YWCA of Southeast Wisconsin.

- **Environmental Education and Outreach**
  As with SEWRPC’s housing, land use, and transportation planning work, the Commission’s environmental planning work is integrated into public involvement and outreach activities. As part of the 2016 VISION 2050 public outreach presentations and exhibits mentioned previously, SEWRPC staffed exhibit tables with VISION 2050 and environmental planning materials at the following events: Sustainability Summit, Interfaith Earth Network Making Waves for Water, the Johnson Foundation Milwaukee Sustainability Summit, the Southeastern Wisconsin Watersheds Trust, Inc. Clean Rivers, Clean Lake Conference, Midwest Water Analyst Conference, Root River Festival, Fox River Boat Launch, and Farm Technology Days.

  SEWRPC partnership-building environmental education activities include Commission participation in the interagency consortium, “Testing the Waters,” which has educated more than 30,000 students and teachers in the Region over many years. During 2016, about 1,150 students and educators from public and private schools benefitted from Commission instruction and/or materials related to environmental planning. These schools are located within the watersheds tributary to the Milwaukee Harbor estuary.

  In fall 2016, staff again worked with the Washington County Land Conservation Department and Riveredge Nature Center in Ozaukee County to conduct two Village of Newburg area bus tours for about 90 students and educators from public and private schools within the Region. The participants were able to experience being on a working, family-owned certified-organic dairy farm that employs best practices in conservation. These annual bus tours focus on land use issues, water quality concerns, and related solutions to those issues and concerns in the rural and developing landscape. Urban, suburban, and rural students and educators have the opportunity to learn about the changing rural and small-town landscape and impacts on water resources. Tour participants from diverse backgrounds interact with each other and gain an understanding of regional planning principles as they view key environmental sites of interest and concern. Tour subject matter includes Commission work such as water quality protection, riparian management, and environmental corridor and natural area preservation. Commission publications, including the Making Natural Connections educational booklet series, are part of the subject matter.
• **Neighborhood and Community Economic Development**
  In 2016, the Commission networked with organizations, and engaged in activities, that address neighborhood and community economic development issues. This effort included ongoing interaction with the Local Initiatives Support Corporation (LISC-Milwaukee), the Commercial Corridors Consortium, various business improvement districts throughout the region, and other community development organizations such as the Walworth County Economic Development Association (WCEDA), Elkhorn Economic Development Association (EEDA), Kenosha Area Business Alliance (KABA), Racine County Economic Development Corporation (RCEDC), Racine Area Manufacturer and Commerce (RAMAC) and other community development associations, with the goal of sharing the importance of transit, transportation, and housing planning as those matters relate to the local economy and regional economic development.

• **Workforce Development and Employment**
  In 2016, the Commission networked with organizations, and engaged in activities, that address workforce development and employment issues. This effort included the Workforce Regional Training Partnership, the African American Male Forum on Employment, the Milwaukee and Racine-Kenosha Labor Development Committees, the Southeast Wisconsin Migrant and Seasonal Workers Committee, Ways to Work, the Social Development Commission, the Workforce Development Centers within the Southeastern Wisconsin Region, and the Milwaukee Careers Cooperative.

• **Sustainable Communities and Quality of Life Enhancement**
  In 2016, the Commission networked with organizations, and engaged in activities, that address efforts relative to building sustainable communities and enhancing the quality of community life. This effort involved liaison with Groundwork Milwaukee, the City of Milwaukee Green Team Sustainability Effort, Walnut Way Conservation Corporation, the Urban Ecology Center, Fondy Food Center, the Food Summit Leadership Group, the Milwaukee HomeGrown Initiative, Greening a Greater Racine, Visioning a Greater Racine, Racine Interfaith Council (RIC), Citizens United to Serve Humanity (CUSH), Milwaukee Inner City Congregations Allied for Hope (MICAH), WISDOM, Root-Pike Watershed Initiative Network, Racine Aging and Disability Resource Center (ADRC) Board & The Commission on Aging and Kenosha County Public/Private Partnership for Emergency Preparedness.

• **Education and Career Development for Communities of Color**
  In 2016, the Commission networked with organizations, and engaged in activities, focusing on building community leadership and developing organizational capacity for communities of color. This effort included the following entities: The Community Brainstorming Forum, the Manufacturing Diversity Institute, the African American Leadership Group, the Ethnically Diverse Business Coalition, the Community Action Agencies of Milwaukee-Racine-Kenosha, the Urban Leagues of Milwaukee and Racine-Kenosha, National Association for the Advancement of Colored People (NAACP) Chapters throughout the Region, Southeast Wisconsin Mentoring Program (in partnership with Gateway Technical College, UW-Parkside, Carthage College, Boys & Girls Club of Walworth County, Big Brothers/Big Sisters of Kenosha & Racine, Kenosha Unified School District, Kenosha County School District, United Way of Kenosha, CUSH, Kenosha County Health Department, Kenosha County Workforce Development, Gateway Technical College, Kenosha Civil War Museum, and Carthage College), Latino Enterprise Network of Southeastern Wisconsin, Inc. (LEN), National Black MBA Association (NBMBAA), Migrant and Seasonal Farm Workers (MSFW)/United Migrant Opportunity Services (UMOS), and MARKETPLACE 2016 – Wisconsin Governor’s Conference on Minority Business Development. During 2016, information was provided on housing, transportation, land use, and environmental issues, as well as the VISION 2050 planning effort.

* * *
ORGANIZATIONAL OUTREACH SUMMARY FOR ORGANIZATION: 2016
Unless Noted, This Summary is for Groups Representing Various Stakeholders Connected to Transportation and Housing Related Aspects ----Shows only Contact info in Month(s) indicated

* Denotes recurring, ongoing organizational contact

January 2016
- Aging and Disability Resource Center Board of Racine and Kenosha*
- Avenues West Association
- Blow Milwaukee
- Boys & Girls Club of Milwaukee
- Business Resource and Innovation Center
- Clark Square Neighborhood Initiative*
- Commercial Corridors Consortium
- Community Brainstorming Forum*
- Community Planning Council*
- Congregations United to Serve Humanity*
- Fondy North Economic Development Corporation*
- Girl Scouts of SE Wisconsin
- Global Capital Group
- Groundwork Milwaukee*
- Kenosha Kindness Committee
- Kindness Week for Kenosha
- Lindsay Heights Neighborhood Association*
- Mentor SE WI Gateway Elkhorn
- Midwest Water Analysts Association
- Milwaukee Forum
- MPS High School of the Arts
- My Home, Your Home Inc.
- Public Policy Forum
- Racine Interfaith Coalition*
- Retail Fusion Workshop
- Riverwest Area Planning*
- Root-Pike WIN
- United Way of Racine County
- University of Wisconsin Extension*
- University of Wisconsin Milwaukee Urban Planning
- UWM School of Public Health
- Walworth County Economic Development Association
- WHEDA Milwaukee Office
- Wisconsin Procurement Institute

February 2016
- African American Chamber of Commerce*
- African American Leadership Group
- Aging and Disability Resource Center Board of Racine and Kenosha
- America's Black Holocaust Museum
- Business Resource and Innovation Center
- Chrysalis Packaging & Assembly Corporation
• Commercial Corridors Consortium
• Community Brainstorming Forum*
• Community Planning Council*
• Employ Milwaukee
• Fondy North Economic Development Corporation*
• Groundwork Milwaukee
• Hispanic Business Council*
• Johnson Park Neighborhood Association*
• Kenosha Emergency Management
• Kenosha Health Center*
• Lindsay Heights Neighborhood Association*
• Manufacturing Diversity Institute
• Manufacturing Matters
• Milwaukee Community Service Corps
• Milwaukee Job Works
• North Avenue Marketplace BID*
• Public Policy Forum
• Racine County Family Resource Network*
• Racine Interfaith Coalition*
• Riveredge Nature Center
• Riverwest Area Planning*
• Soil and Water Conservation Society
• Southeast Area Land & Water Conservation Association
• State of the City of Milwaukee
• United Way of Kenosha County
• United Way of Racine County
• University of Wisconsin Extension
• Urban Economic Development Association*
• Walworth County Economic Development Association

March 2016
• Avenues West Association
• Business Resource and Innovation Center
• City of Milwaukee
• City of Milwaukee Aldermanic District 15
• Commercial Corridors Consortium*
• Common Ground*
• Community Brainstorming Forum*
• Community Planning Council*
• Fondy North Economic Development Corporation*
• Global Water Center
• Groundwork Milwaukee*
• Kenosha Middle School
• Kenosha Non Profit Roundtable
• Kenosha Public Library
• Layton Boulevard West Neighbors
• Lindsay Heights Neighborhood Association*
• Milwaukee Area Neighborhood Development Initiative*
• Milwaukee County Office of African American Affairs
• New Bucks Arena Diversity & Inclusion Program
• Racine Area Manufacturers & Commerce
- Racine County Family Resource Network*
- Riverworks Center*
- Soil and Water Conservation Society
- Transportation Industry Job Fair
- United Way of Kenosha County*
- United Way of Racine County*
- University of Wisconsin Parkside
- Urban League of Milwaukee*
- Urban League of Racine and Kenosha*
- Wisconsin Land and Water Conservation

April 2016
- Aurora Health Care Social Responsibility Committee
- Black Men Forum
- Business Improvement District
- Business Resource and Innovation Center
- Carthage College
- Commercial Corridors Consortium*
- Community Brainstorming Forum*
- Community Planning Council*
- Downtown Kenosha
- Gateway Business Department
- Guiding Lenses Group of Beerline Artery Project
- IndependenceFirst*
- Johnson Park Neighborhood Association*
- Kenosha Area Business Alliance
- Kenosha Non Profit Roundtable
- Lindsay Heights Neighborhood Association*
- Mahone Foundation
- Migrant Farm Workers of WI
- Milwaukee Community Service Corps
- Milwaukee Economic Development
- Milwaukee Forum
- Racine Area Manufacturers & Commerce
- Racine Hispanic Roundtable*
- Racine Unified School District
- Riverworks Center*
- Seaway Bank and Trust
- Soil and Water Conservation Society
- Southside Organizing Committee*
- The Business Council*
- University of Wisconsin Parkside
- Urban League of Milwaukee*
- Urban League of Racine and Kenosha*
- Visioning a Greater Racine
- Walworth County Economic Development Association
- Walworth County Visitors Bureau Annual Meeting
- Wisconsin Business Opportunity Fair
- Wisconsin Micro Finance Event
May 2016

- Aurora Health Care Social Responsibility Committee*
- Black Male Advisory Committee
- Business Resource and Innovation Center*
- Chase Bank
- Commercial Corridors Consortium*
- Common Ground*
- Community Planning Council*
- Congregations United to Serve Humanity
- Future Milwaukee
- Hmong Wisconsin Chamber of Commerce
- IndependenceFirst*
- Kenosha County Hazard Mitigation Plan
- Kenosha County Public/Private Partnership for Emergency Preparedness
- Lincoln Park of Kenosha
- Lindsay Heights Neighborhood Association*
- Manufacturing Diversity Institute
- Milwaukee County
- Racine Area Manufacturers & Commerce
- Racine Unified School District
- Racine County Economic Development Corporation
- Transform Milwaukee Initiative*
- U.S. Green Building Council
- University of Wisconsin Extension
- University of Wisconsin System Strategic Plan
- Urban Ecology Center
- Urban League of Racine and Kenosha*
- UW Parkside Graduation Commencement Event

June 2016

- African American Chamber of Commerce*
- Aging and Disability Resource Center Board of Racine and Kenosha
- Asset Builders of Wisconsin
- Business Resource and Innovation Center
- City of Milwaukee
- Commercial Corridors Consortium*
- Community Brainstorming Forum*
- Community Planning Council*
- Fellowship Open
- Fondy North Economic Development Corporation*
- FUEL*
- Fund Milwaukee
- Hazard Mitigation Planning
- Kenosha, Racine, and Walworth County Division of Health
- Kenosha Public Library
- Lakefront Gateway Plaza Design
- Lincoln Park of Kenosha
- Lindsay Heights Neighborhood Association*
- Manufacturing Diversity Institute
- Milwaukee Inner City Congregations Allied for Hope*
- Milwaukee Urban League*
- MKE Foundation
- Racine County Family Health
- Racine County Family Resource Network
- Racine Interfaith Coalition*
- Racine Workforce Development
- RCEDC - Racine County Economic Development Corporation
- Riverworks Center*
- SDC Poverty Summit Planning Committee
- Social Development Commission
- SEWRPC Environmental Justice Task Force
- Soil and Water Conservation Society
- Southeast Area Land & Water Conservation Association
- United Way of Kenosha County
- United Way of Racine County*
- University of Wisconsin Extension
- Urban League of Racine and Kenosha*
- VISION 2050 Community Partners*
- Visioning a Greater Racine
- Waterford Canoe/Kayak Launch
- Wisconsin Emergency Management
- YLINK

**July 2016**
- Boys & Girls Club of Kenosha
- Bronzeville District*
- City of Milwaukee Aldermandic District 7
- Commercial Corridors Consortium*
- Community Brainstorming Forum*
- Community Planning Council*
- Farming for the Future Expo
- Johnson Park Neighborhood Association*
- Kenosha Non Profit Roundtable
- Kenosha Public Library
- Lindsay Heights Neighborhood Association*
- Mahone Foundation
- Metropolitan Milwaukee Association of Commerce
- Milwaukee United
- Racine Interfaith Coalition
- Racine YP
- Riverworks Center*
- The Business Council*
- Urban Economic Development Association*
- Urban League of Milwaukee*
- Visioning a Greater Racine
- Wisconsin Department of Natural Resources
- Wisconsin Farm Technology Days
August 2016

- Aurora Health Care Social Responsibility Committee*
- Boys & Girls Club of Kenosha
- Bronzeville District
- Business Resource and Innovation Center
- Commercial Corridors Consortium*
- Community Planning Council*
- Fondy North Economic Development Corporation*
- Harbor District of Milwaukee
- Havenswood Area-Milwaukee Choice
- Hazard Mitigation Planning
- IndependenceFirst*
- Johnson Park Neighborhood Association*
- Kenosha Community Health Center
- Kenosha Emergency Management
- Kenosha Unified School District
- Lindsay Heights Neighborhood Association*
- Metropolitan Milwaukee Association of Commerce
- Milwaukee Lead Free Water Coalition
- Milwaukee Professionals Association LLC
- Near Westside Partners
- Racine Hispanic Roundtable
- Racine Interfaith Coalition
- Riverworks Center*
- Running Rebels
- SDC Social Development Commission
- Strive Together
- The Beerline-Artery Project
- Transform Milwaukee Initiative*
- Urban Economic Development Association*
- Urban League of Racine and Kenosha*
- Visioning a Greater Racine
- Wisconsin Women's Business Initiative Corporation

September 2016

- Business Resource and Innovation Center
- Commercial Corridors Consortium
- Community Brainstorming Forum*
- Community Planning Council*
- Congregations United to Serve Humanity*
- From Blight to Bright
- Gateway Technical College
- Hmong Wisconsin Chamber of Commerce*
- LIHF
- Lindsay Heights Neighborhood Association*
- National Black MBA Association - MKE chapter*
- Racine Hispanic Roundtable*
- Riverworks Center*
- Testing the Waters
- United Neighborhood Centers of Milwaukee
- University of Milwaukee
October 2016
- 30th Street Corridor
- City of Milwaukee
- Commercial Corridors Consortium*
- Manufacturing Diversity Institute
- Milwaukee Careers Cooperative
- Milwaukee County
- MKE Foundation
- My City My Business
- Ozaukee Economic Development
- Racine Area Manufacturers & Commerce
- Racine-Kenosha Community Action Agency*
- Running Rebels
- TIP Transportation Improvement Program
- UMOS
- United Way of Racine County*
- Urban Ecology Center
- Urban Economic Development Association*
- Washington County Economic Development
- Young NonProfit Professionals
- YWCA of Southeast Wisconsin*

November 2016
- African American Chamber of Commerce
- Athena Communications
- Aurora Health Care Social Responsibility Committee
- Business Resource and Innovation Center*
- Commercial Corridors Consortium*
- Community Brainstorming Forum*
- Community Planning Council*
- Fondy North Economic Development Corporation*
- Granville's Business Improvement District 48*
- Greater Milwaukee Foundation
- Johnson Park Neighborhood Association*
- Manufacturing Diversity Institute
- Mueller Communications
- National Association for the Advancement of Colored People
- National Black MBA Association - MKE chapter
- North Avenue Marketplace BID*
- Racine Sustainable Business Network
- Southside Organizing Committee
- Visioning a Greater Racine
- Wisconsin Hwy 175

December 2016
- Boys & Girls Club of Milwaukee
- Kenosha & Racine Community Foundation
- Lincoln Park of Kenosha
- MARKETPLACE 2015 -Wisconsin Governor's Conference on Minority Business Development
• Milwaukee Fellows
• Milwaukee Urban League*
• National Association for the Advancement of Colored People
• Racine State Legislators
• Regional Transportation Summit
• Riverworks Center*
• Urban Economic Development Association*
• Urban League of Milwaukee
• Visioning a Greater Racine
Figure 8

PRIMARY ORGANIZATIONAL CONTACT SUMMARY FOR 2016:

**African American Chamber of Commerce**
- Attended scheduled membership meetings to present information on transportation and housing planning important to local area small businesses
- Attended the organization’s Annual Meeting and Women in Business lunch series; provided information on transportation and housing planning at the event resource table
- Worked to involve the organization in VISION 2050 through the Ethnically Diverse Business Coalition as a Community Partner

**Aurora Family Services and Aurora Health Care**
- Attended scheduled membership meetings
- Served on the Aurora Health Care Social Responsibility Committee to provide expertise on transportation and housing related to social determinants of health
- Met with the Executive Director of Aurora Family Services to discuss how to incorporate information on transportation and housing into the organization’s programmatic services to their clients
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Clark Square – Layton Boulevard Neighborhoods Revitalization Initiative**
- Attended community meeting – report to the community
- Attended the events of organizations involved in this revitalization effort to encourage involvement in VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Coalition for Community Health Care**
- Staff attended Kenosha Community Health Center—annual report and open house event to distribute updates on VISION 2050 and other key SEWRPC efforts
- Sent written updates to key contacts at each of the Centers in the Region

**Common Ground**
- Attended scheduled membership meeting to give a presentation and provide information on VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Community Action, Inc.**
- Attended scheduled membership meeting
- Attended the organization’s event and provided information at a resource table
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Congregations United to Serve Humanity (CUSH)**
- Attended the organization’s annual dinner
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Ethnically Diverse Business Coalition**
- Attended the organization’s annual luncheon
- Served on the Planning Committee
- Attended an event held by the Hispanic Business Council
- Attended scheduled membership meetings
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Hispanic Chamber of Commerce**
- Worked to involve the organization in VISION 2050 through the Ethnically Diverse Business Coalition as a Community Partner

**Hispanic Roundtable of Racine**
- Attended the annual luncheon; provided information on VISION 2050 at the event’s resource table
- Attended scheduled membership meeting
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Hmong American Friendship Association**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**HOPES Center**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Independence First**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Interfaith Older Adult Programs/Caregivers**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Kenosha Achievement Center**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Kenosha Area Family and Aging Services (KAFASI)**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**La Casa de Esperanza**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**League of United Latin American Citizens**
- There was limited contact with this entity during 2016
Lindsay Heights Area—City of Milwaukee

- Encouraged area residents and organizations to become involved in VISION 2050
- Served as an organizational advisor to the We Three Neighborhoods Association; presented information on transportation and housing related aspects on a periodic basis
- Served as an organizational advisor to the Community Planning Council; presented information on transportation and housing planning on a periodic basis
- Served as an organizational advisor for the Johnsons Park Neighborhood Association (JPNA)
- Met with representatives of the Lindsay Street Neighbors Group regarding transportation and housing planning
- Attended meetings on the Innovation and Wellness Commons Initiative to present information on transportation and housing planning
- Worked with the North Avenue Marketplace Business Improvement District to inform local area businesses about the importance of transportation and housing planning
- Met with representatives from the Walnut Area Improvement Corporation about transportation and housing planning for their area
- Met with representatives from Walnut Way Conservation Corporation about transportation and housing planning
- Met with the Lindsay Heights Focus Team on Commercial Corridors about the importance of transportation and housing planning in their work
- Served on committee to focus on vacant buildings and lots within the Lindsay Heights Area; provided follow up implementation status reports from information gathered during regional housing study
- Attended the grand opening of Johnsons Park

Local Initiatives Support Corporation

- Attended the Milwaukee Awards for Neighborhood Development Innovation and also distributed information on VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Milwaukee Inner City Congregations Allied for Hope

- Attended the annual event which partners with the Kiwanis Club of Milwaukee and distributed information on VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts
**Milwaukee Urban League**

- Attended the organization’s Annual Meeting; provided information on transportation and housing planning, and VISION 2050 at the event’s resource table
- Worked to involve the organization as one of the eight VISION 2050 Community Partners
- Attended the organization’s Equal Opportunity Day luncheon
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**National Association for the Advancement of Colored People**

- Worked to encourage involvement in VISION 2050
- Attended membership meetings of the various chapters of the NAACP within the Southeastern Wisconsin Region; provided information on transportation planning
- Attended the Kenosha County NAACP branch’s Freedom Fund banquet
- Attended the Milwaukee County NAACP branch’s Freedom Fund banquet
- Attended the Ozaukee County NAACP branch’s Freedom Fund banquet
- Attended the Waukesha County NAACP branch’s Freedom Fund banquet
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Networking Groups for Aging Populations**

- Attended scheduled membership meetings in various counties to present and provide information on transportation planning
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Northeast Milwaukee Communities Area**

- Served on the Riverworks Development Corporation Board of Directors
- Worked with the area’s business improvement districts to better understand the importance of transportation and housing in relation to area economic development
- Attended town hall meetings for the Harambee and Riverwest Communities to provide information on transportation and housing planning that may be of interest to attendees
- Encouraged involvement of area residents in VISION 2050
- Attended meeting with local area businesses on local and regional employment trends for the area; presented information on transportation and housing planning
- Presented information on transportation and housing planning at the Harambee Great Neighborhood Initiative Housing Committee meeting
- Attended Riverworks Week events; provided information on transportation and housing planning at various event resource tables during the week

**Ozaukee Family Services**
- Provided information for distribution to each of the organization’s social service programs conducted at the Grafton Shared Services Center
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Racine County Family Resource Network**
- Attended scheduled membership meetings to give a presentation and provide information on VISION 2050
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Racine Interfaith Coalition**
- Attended scheduled membership meetings
- Attended the organization’s Ministry Leaders Caucus
- Attended the organization’s Love & Justice breakfast
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Racine-Kenosha Community Action Agency**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Repairers of the Breach**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Society's Assets**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**SOPHIA**
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Southside Organizing Committee**
- Attended scheduled membership meetings
- Attended a community event hosted by the organization
- Assisted with the organization’s annual gala with planning, printing of the program booklet, and offered use of the Commission’s iClickers
- Hosted an event for the organization along with SEWRPC's other community partners to discuss the current stages of VISION 2050 and other key SEWRPC efforts
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**The 30th Street Industrial Corridor**
- Encouraged area residents and organizations to become involved in VISION 2050
• Continued involvement in the Century City Revitalization Effort by providing information on transportation, housing, and environmental planning

• Attended and participated in planned Moody Pool Area Revitalization project; provided information on transportation and housing planning

• Attended the Amani Community Advisory Group monthly meetings; provided information on transportation and housing related aspects to attendees

• Attended the 30th Corridor Corporation Quarterly Gathering to provide information on transportation and housing planning

• Sent written updates on VISION 2050 and other key SEWRPC efforts

The Salvation Army
• Met with the organization’s Community Relations Director

• Sent written updates on VISION 2050 and other key SEWRPC efforts

The Threshold, Inc.
• Sent written updates on VISION 2050 and other key SEWRPC efforts

United Migrant Opportunity Services
• Attended scheduled quarterly meetings

• Sent written updates on VISION 2050 and other key SEWRPC efforts

United Way Affiliated Entities within the Southeastern Wisconsin Region
• Attended scheduled membership meetings

• Attended United Way of Kenosha’s Celebration Dinner and provided information on VISION 2050

• Attended United Way of Racine’s Celebration Dinner and provided information on VISION 2050

• Served on United Way of Racine’s Investment Committee

• Sent written updates on VISION 2050 and other key SEWRPC efforts

Urban Ecology Center
• Attended at least one sponsored event at each of the three Milwaukee area locations the organization serves to distribute information on key SEWRPC efforts, primarily VISION 2050

• Attended the event hosted by the organization on Environmental Justice

• Sent written updates on VISION 2050 and other key SEWRPC efforts
Urban Economic Development Association of Wisconsin
• Served on the Planning and Resource Development Committees for the Annual Summit focusing on New Business Formation in the Greater Milwaukee Area; provided information on transportation and housing planning and VISION 2050 at the resource table for the event and assisted in printing the program booklet
• Attended the Quarterly Gathering Sessions on community economic development; provided information about SEWRPC transportation and housing planning
• Attended and supported the Annual Carnival Milwaukee fundraising event
• Worked to involve the organization as one of the eight VISION 2050 Community Partners
• Sent written updates on VISION 2050 and other key SEWRPC efforts

Urban League of Racine and Wisconsin
• Attended the organization’s Juneteenth and Mexican Fiesta events; provided information on key SEWRPC efforts at the resource table
• Worked to involve the organization as one of the eight VISION 2050 Community Partners
• SEWRPC staff member serves on the Board of Directors for the organization
• Sent written updates on VISION 2050 and other key SEWRPC efforts

Walworth County Literacy Council
• Sent written updates on VISION 2050 and other key SEWRPC efforts
This exhibit summarizes the public involvement and outreach activities carried out during the first three months of 2017 with respect to SEWRPC-sponsored public informational workshops, meetings, and hearings and public involvement efforts directed to targeted population groups.

**SEWRPC Sponsored Public Informational Workshops, Meeting and Hearings**

Public meetings and additional contacts with groups and individuals offered opportunities for the Public Involvement and Outreach Division to provide presentations, engage in educational and networking opportunities, and conduct briefings about Commission activities in 2017, as outlined below. Larger collaborative efforts are described in this report’s organizational networking and partnership section.

- Distributed copies of a special publication, the VISION 2050 Summary, that highlights information gained from the public workshops, presentations, task force meetings, and public outreach activities to design the final plan.

- In February 2017, SEWPC staff conducted meetings specifically for political officials to gain a better understanding of VISION 2050.

- Environmental issue resource table at the Career Day summit sponsored by the University of Wisconsin Milwaukee Freshwater Sciences to help recruit minority residents and low-income residents.

- Five presentations relative to the VISION 2050 process were provided to a wide range of groups and organizations, including organizations that serve minority and low-income residents, community and neighborhood organizations, service clubs, business associations, and environmental organizations.

- Staffed three exhibits at community events, serving low-income and minority residents related specifically to sustainability and environmental issues. Exhibits included VISION 2050 and related Commission materials for attendees at the Ecofest of Racine, the Fox River Summit, and Kenosha Home and Health Expo.

- Outreach continued to nine VISION 2050 partner nonprofit community organizations, which include the Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association, Urban League of Racine and Kenosha, Common Ground and Renew Environmental Public Health Advocates (REPHA).

**Public Involvement and Outreach Efforts Targeted to Selected Population Groups**

Substantial work efforts are undertaken annually to engage members of specific population subgroups that, despite efforts to recruit the general public and its constituents, traditionally have had lower levels of participation than the population as a whole in regional planning activities and events. Table 4 summarizes the number of activities and handouts which occurred in 2016. Figure 9 lists organizations which connections were made by month. Figure 10 details the connections made with primary organizational contacts.
Table F-4

LISTING OF OUTREACH ACTIVITIES FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION:
JANUARY TO MARCH 2017

<table>
<thead>
<tr>
<th>Month</th>
<th>Recurring Contacts</th>
<th>New Contacts</th>
<th>Number of Handouts</th>
<th>Hours Spent in Each County</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Milwaukee</td>
<td>Waukesha</td>
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<tr>
<td>January</td>
<td>57</td>
<td>5</td>
<td>312</td>
<td>45</td>
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<td>February</td>
<td>50</td>
<td>4</td>
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<td>March</td>
<td>50</td>
<td>10</td>
<td>348</td>
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<tr>
<td>Annual Total</td>
<td>157</td>
<td>19</td>
<td>1,168</td>
<td>132</td>
<td>6</td>
</tr>
</tbody>
</table>

NOTE: Contacts are based on meetings and activities that were held with individuals (one-on-one meetings), small group discussion, and meetings and activities sponsored by formal organizational entities. Recurring contacts are meetings and activities that occur on a frequent basis and that were attended more than once in 2017.
Partnership-Building Activities
In carrying out its targeted outreach efforts, the Commission engages in extensive partnership-building activities. In addition to the targeted activities noted above, 2017 activities included the following:

- **Urban Economic Development Association**
  Commission public outreach staff participated on a number of UEDA working committees, including the UEDA Board of Directors.

- **Children and Family Health**
  The Commission continued to work on a multi-year, multi-disciplinary effort to address the environmental conditions impacting children and family health by providing information about the importance of transportation and housing planning to groups engaged in the Social Determinants of Health effort. In this effort, the Commission worked with the Health and Wellness Commons Initiative, Aurora Health Care Social Responsibility Committee, Kenosha Community Health Center, Lindsay Heights Neighborhood Health Alliance, Racine County Family Resource Network, the Renew Environmental Public Health Advocates (REPHA), the SDC Poverty Summit, United Way of Milwaukee and Waukesha – Lifecourse Initiatives For Healthy Families (LIHF), United Way (in all seven counties), UW Racine Health Investment Committee, and YWCA of Southeast Wisconsin.

- **Environmental Education and Outreach**
  As with SEWRPC’s housing, land use, and transportation planning work, the Commission’s environmental planning work is integrated into public involvement and outreach activities. As part of the 2017 VISION 2050 public outreach presentations and exhibits mentioned previously, SEWRPC staffed exhibit tables with VISION 2050 and environmental planning materials at the following events: EcoFest Racine, Kenosha Expo, Fox River Summit, and UW-Milwaukee Freshwater Sciences Career Fair.

- **Neighborhood and Community Economic Development**
  In 2017, the Commission networked with organizations, and engaged in activities, that address neighborhood and community economic development issues. This effort included ongoing interaction with the Ethnically Diverse Business Council, Local Initiatives Support Corporation (LISC-Milwaukee), the Commercial Corridors Consortium, various business improvement districts throughout the region, and other community development organizations such as the Walworth County Economic Development Association (WCEDA), Elkhorn Economic Development Association (EEEDA), Kenosha Area Business Alliance (KABA), Racine County Economic Development Corporation (RCEDC), Racine Area Manufacturer and Commerce (RAMAC) and other community development associations, with the goal of sharing the importance of transit, transportation, and housing planning as those matters relate to the local economy and regional economic development.

- **Workforce Development and Employment**
  In 2017, the Commission networked with organizations, and engaged in activities, that address workforce development and employment issues. This effort included the Workforce Regional Training Partnership, the African American Male Forum on Employment, the Milwaukee and Racine-Kenosha Labor Development Committees, the Southeast Wisconsin Migrant and Seasonal Workers Committee, Ways to Work, the Social Development Commission, the Workforce Development Centers within the Southeastern Wisconsin Region, and the Milwaukee Careers Cooperative.

- **Sustainable Communities and Quality of Life Enhancement**
  In 2017, the Commission networked with organizations, and engaged in activities, that address efforts relative to building sustainable communities and enhancing the quality of community life. This effort involved liaison with Groundwork Milwaukee, the City of Milwaukee Green Team Sustainability Effort, Walnut Way Conservation Corporation, the Urban Ecology Center, Fondy Food Center, the Food Summit Leadership Group, the Milwaukee HomeGrown Initiative, Greening a Greater Racine,
Visioning a Greater Racine, Racine Interfaith Council (RIC), Citizens United to Serve Humanity (CUSH), Milwaukee Inner City Congregations Allied for Hope (MICAH), WISDOM, Root-Pike Watershed Initiative Network, Racine Aging and Disability Resource Center (ADRC) Board & The Commission on Aging and Kenosha County Public/Private Partnership for Emergency Preparedness.

- **Education and Career Development for Communities of Color**

  In 2017, the Commission networked with organizations, and engaged in activities, focusing on building community leadership and developing organizational capacity for communities of color. This effort included the following entities: The Community Brainstorming Forum, the Manufacturing Diversity Institute, the African American Leadership Group, the Ethnically Diverse Business Coalition, the Community Action Agencies of Milwaukee-Racine-Kenosha, the Urban Leagues of Milwaukee and Racine-Kenosha, National Association for the Advancement of Colored People (NAACP) Chapters throughout the Region, Southeast Wisconsin Mentoring Program (in partnership with Gateway Technical College, UW-Parkside, Carthage College, Boys & Girls Club of Kenosha County, Boys & Girls Club of Walworth County, Big Brothers/Big Sisters of Kenosha & Racine, Kenosha Unified School District, Kenosha County School District, United Way of Kenosha, CUSH, Kenosha County Health Department, Kenosha County Workforce Development, Gateway Technical College, Kenosha Civil War Museum, and Carthage College), Latino Enterprise Network of Southeastern Wisconsin, Inc. (LEN) and National Black MBA Association (NBMBAA). During 2017, information was provided on housing, transportation, land use, and environmental issues, as well as the VISION 2050 planning effort.

  * * *

F-71
ORGANIZATIONAL OUTREACH SUMMARY FOR ORGANIZATION: 2017

Unless Noted, This Summary is for Groups Representing Various Stakeholders Connected to Transportation and Housing Related Aspects ----Shows only Contact info in Month(s) indicated

* Denotes recurring, ongoing organizational contact

January 2017
- Black Business Initiative
- Citizen Outreach
- Commercial Corridors Consortium*
- Community Brainstorming Forum*
- Community Planning Council*
- CUSH Congregations United to Serve Humanity*
- FUEL
- Gateway Technical College
- Individual Meetings
- Jane Cremer Foundation
- Johnson Park Neighborhood*
- Kenosha Home & Health Expo
- Kenosha Public Library
- Kindness Week for Kenosha
- Kenosha Public Library
- Lindsay Heights Housing Committee*
- Manufacturing Diversity Institute
- Milwaukee Area Neighborhood Development
- Relay For Life Kenosha
- Renew Environmental Public Health Advocates*
- Riverwest Radio Public Policy Talk Show
- Senator Baldwin's Office
- Small Business Development Group
- United Way Racine
- University of Wisconsin Parkside
- Urban League of Racine and Kenosha*
- Visioning a Greater Racine

February 2017
- African American Chamber of Commerce of Wisconsin*
- African American Leadership Program
- Aurora Health Care*
- Commercial Corridors Consortium*
- Community Brainstorming Forum
- Community Planning Council*
- FUEL
- Greater Racine Water Council
- Individual Meetings
- Jane Cremer Foundation
- Johnson Park Neighborhood*
• Kenosha County Veterans
• Kenosha Creative Group
• Kenosha Emergency Management
• Kenosha Non Profit Roundtable
• National Association for the Advancement of Colored People
• National Association of Minority Contractors
• Racine Hispanic Professional Association*
• Riverworks Development Corp*
• United Way of Racine County*
• University of Wisconsin Parkside
• Urban Economic Development Association*
• Urban League of Racine and Kenosha*
• Women and Children’s Horizon
• YLINK

March 2017
• Building Community Discussion
• Commercial Corridors Consortium*
• Community Planning Council*
• Girl Scouts of SE Wisconsin
• Hmong Council Young Business Professional
• Individual Meetings
• Inspire SE WI
• Johnson Park Neighborhood*
• Kenosha Chamber of Commerce
• Kenosha Expo
• Kenosha Park Commission
• Kenosha Public Library Foundation Nominating Committee
• LIHF
• Lindsay Heights Housing Committee*
• National Association for the Advancement of Colored People*
• Riverwest Area Radio
• Southeast Area Conservation Association
• Small Business Development Group
• The Artery*
• The Business Council*
• University of Wisconsin Parkside
• Urban Economic Development Association*
• Urban League of Racine and Kenosha*
• WI Land Water Association
• Wisconsin Business Opportunity Fair
PRIMARY ORGANIZATIONAL CONTACT SUMMARY: 2017

**African American Chamber of Commerce**
- Attended a workshop hosted by the organization on building relationships
- Attended the organization’s mixer event; provided information on transportation at the event resource table
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Aging and Disability Resource Center Board (ADRC)**
- Attended a forum on public transportation hosted by the organization and partnered with the Congregations United to Serve Humanity and the Kenosha Public Library
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Aurora Health Care**
- Attended the Social Responsibility events hosted by the organization
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Coalition for Community Health Care**
- Sent written updates to key contacts at each of the Centers in the Region
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Commercial Corridors Consortium**
- Attended scheduled meetings
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Common Ground**
- Worked to involve the organization as one of the nine VISION 2050 Community Partners
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Community Action, Inc.**
- Attended scheduled membership meeting
- Attended the organization’s event and provided information at a resource table
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Community Brainstorming Forum**
- Attended scheduled forums
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Community Planning Council**
- Attended scheduled meetings
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Congregations United to Serve Humanity**
- Attended a forum on Personal Care Assistance hosted by the organization and partnered with the Aging and Disability Resource Center Board and the Kenosha Public Library

- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Ethnically Diverse Business Council**
- Attended the Business Council Annual Luncheon and provided a resource table with VISION 2050 materials

- Worked to involve the organization as one of the nine VISION 2050 Community Partners

- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Hispanic Roundtable of Racine**
- Attended regularly scheduled monthly meetings

- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Hmong American Friendship Association**
- Attended the 1st ever Hmong Council Young Business Professional networking event and provided VISION 2050 information at the resource table

- Worked to involve the organization as one of the nine VISION 2050 Community Partners

- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Johnson Park Neighborhood**
- Attended scheduled meetings

- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Lindsay Heights Housing Committee**
- Attended scheduled meetings

- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Milwaukee Urban League**
- Attended the organization’s Annual Meeting; provided information on transportation and housing planning, and VISION 2050 at the event’s resource table

- Worked to involve the organization as one of the nine VISION 2050 Community Partners

- Sent written updates on VISION 2050 and other key SEWRPC efforts

**National Association for the Advancement of Colored People**
- Attended scheduled membership meetings for the Ozaukee County branch

- Attended the organization’s State Conference
• SEWRPC staff member serves on the Economic Empowerment Committee for the Ozaukee County branch

Racine Hispanic Professional Association
• Attended the organization’s annual dinner
• Sent written updates on VISION 2050 and other key SEWRPC efforts

Renew Environmental Public Health Advocates
• Selected in 2017, as the ninth SEWRPC community partner
• Sent written updates on VISION 2050 and other key SEWRPC efforts
• Worked to involve the organization as one of the nine VISION 2050 Community Partners

Riverworks Development Corporation
• SEWRPC staff serves on the Board of Directors
• Sent written updates on VISION 2050 and other key SEWRPC efforts

Southside Organizing Committee
• Attended one-on-one meetings to involve the organization as one of the nine VISION 2050 Community Partners, as changes have come to the organization due to governmental regulations.
• Sent written updates on VISION 2050 and other key SEWRPC efforts

The Artery
• Attended meetings which focus on the Beerline Project
• Sent written updates on VISION 2050 and other key SEWRPC efforts

United Way Affiliated Entities within the Southeastern Wisconsin Region
• Attended a scheduled meeting in Racine County
• SEWRPC staff served on the United Way of Racine Community Health Investment Committee
• Attended the 2016 Campaign Victory Celebration for the Racine County branch
• Attended the 2016 Campaign Victory Celebration for the Kenosha County branch
• Sent written updates on VISION 2050 and other key SEWRPC efforts

Urban Economic Development Association
• Attended scheduled membership meetings
• SEWRPC staff served on the Board of Directors
• SEWRPC staff served on the planning committee for the Carnival event
• Worked to involve the organization as one of the nine VISION 2050 Community Partners

**Urban League of Racine and Kenosha**
• Attended scheduled membership meetings
• SEWRPC staff member serves on the Board of Directors for the organization
• Staff served on the planning committee for the Dr. Martin Luther King, Jr. Luncheon
• Sent written updates on VISION 2050 and other key SEWRPC efforts
• Worked to involve the organization as one of the nine VISION 2050 Community Partners
FOUR-FACTOR ANALYSIS AND ACCOMMODATION PLAN FOR ENGLISH LIMITED PROFICIENCY PERSONS AS PART OF THE REGIONAL TRANSPORTATION PLANNING PROCESS IN SOUTHEASTERN WISCONSIN

INTRODUCTION

This exhibit documents the continued practices and procedures of the Southeastern Wisconsin Regional Planning Commission (SEWRPC) regarding the openness and accessibility of all programs and attendant materials, particularly to individuals in Southeastern Wisconsin that are considered to be limited English proficient (LEP)—having a limited ability to read, write, speak, or understand English. Specifically, this exhibit includes a detailed examination of the LEP population and its needs in Southeastern Wisconsin, based on guidance developed by the U.S. Department of Transportation (DOT) and a monitoring of LEP activity conducted by the Commission.

This exhibit serves as a review and update to the LEP four-factor analysis and LEP accommodation plan developed by the Commission in 2014, as included in its 2014 Title VI Program. Much of the background for the LEP four-factor analysis and the framework for the LEP plan contained in the 2014 LEP analysis and plan was derived from a document entitled, “Meeting the Regional Planning Information Needs of Southeastern Wisconsin Residents Having Limited English Language Proficiency”, which was last updated in 2011. The development of this document was based on guidance developed in 2001 by U.S. DOT for recipients of U.S. DOT funding to provide special language services to LEP persons in response to an Executive Order of the President in 2000 related to improving access to services for persons with limited English proficiency. Following the United States Department of Justice (DOJ) issuing updated LEP guidance based on public comment and a clarifying memorandum issued by the Assistant Attorney General, the U.S. DOT issued revised LEP guidance entitled, “Policy Guidelines Concerning Recipient Responsibilities to Limited English Proficient (LEP) Persons,” Federal Register/Vol. 70, No. 239, dated December 14, 2005, hereafter referred to simply as “guidance.” The revised guidance requires that a four-factor analysis be conducted to determine the level of assistance required to provide meaningful access. In addition, the Federal Transit Administration Office of Civil Rights published a document on April 13, 2007, entitled, Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons; A Handbook for Public Transportation Providers. These documents were referenced by Commission staff in conducting an initial four-factor analysis in 2011 to supplement the Commission’s LEP plan contained in the 2011 document, entitled, “Language Access to LEP Persons Four-Factor Analysis.” The LEP analysis and plan in this exhibit could also be considered a review and update to the 2011 LEP four-factor analysis and plan.

This exhibit serves two principal functions and consists of two parts. The first part is an updated assessment of the LEP population in Southeastern Wisconsin, and of the regional transportation planning and programming efforts including public participation activities conducted by the Commission relating to LEP persons. The evaluation includes an LEP needs assessment based upon the “Four-Factor Analysis” framework provided in the Federal guidance to assist in determining the appropriate level of language assistance to be employed by the Commission in its regional planning and programming efforts for the LEP population in Southeastern Wisconsin to attempt to ensure that their language needs are not inadvertently overlooked. The evaluation includes an assessment of the characteristics of the LEP population in Southeastern Wisconsin, of previous encounters with LEP persons during the Commission’s planning and programming efforts, of the nature and relative relevance of the Commission’s planning and programming
work to LEP persons, and the resources available to the Commission to provide language assistance to LEP persons. In the spirit of sound planning, considerable attention is devoted here to matters of inventory and analysis—of the requirements set forth, prospective LEP population needs, Commission experiences providing such assistance, outcomes and applications, and the context relevant to regional planning.

The second part of this exhibit constitutes the Commission’s limited English proficiency plan describing the measures used by the Commission to ensure meaningful opportunities for LEP persons to access and participate in future regional planning and programming programs efforts relevant to them.

The discussion that follows provides the vision and framework for continuing implementation of LEP policy steps. This discussion is important, because the document as a whole examines the guidance and discusses past examples of how the Commission has met LEP needs—while it also applies this context to help refine recommendations for future efforts. For example, the Commission staff recently employed—in addition to its regular public involvement and outreach and LEP activities—enhanced measures to engage the Region’s residents, including the LEP population, as part of the development of VISION 2050—the year 2050 regional land use and transportation plan completed in 2016. This included partnering with eight community organizations serving and representing minority populations, low-income populations, and people with disabilities in conducting workshops at key stages during the development of VISION 2050. The eight organizations included one organization serving Hispanic populations in Milwaukee County—the Southside Organizing Committee—and one organization serving Hmong populations in Milwaukee County—Hmong American Friendship Organization. Based on the Commission’s experiences with outreach to LEP populations as part of the development of VISION 2050, and other past planning efforts, meaningful and reasonable outreach steps will continue to be explored and utilized on current and future planning efforts.

FOUR-FACTOR ANALYSIS

This section documents the update to the “Four-Factor Analysis” based on the 2005 U.S. DOT and 2007 FTA guidance. The 2007 FTA guidance provides additional guidance and recommendations for conducting the LEP needs assessment based upon four analysis factors identified in the U.S. DOT guidance:

Factor 1: The number and proportion of LEP persons served or encountered in the eligible service population.

Factor 2: The frequency with which LEP individuals come into contact with your programs, activities, and services.

Factor 3: The importance to LEP persons of your program, activities, and services.

Factor 4: The resources available to the recipient and costs.

The following sections provide a summary of the “Four-Factor Analysis” conducted by Commission staff:

Factor 1: The number and proportion of LEP persons served or encountered in the eligible service population.

This section includes an evaluation of the LEP population in Southeastern Wisconsin. This section also includes a review and evaluation of the LEP persons encountered during recent and past regional planning efforts conducted by the Commission, including VISION 2050—the regional land use and transportation plan completed in 2016. This is done to identify higher concentration of LEP persons among the numerous
languages spoken in Southeastern Wisconsin, and to identify the appropriate language services to provide to such persons.

Estimates of the number of persons over the age of five within the seven-county Southeastern Wisconsin Region that have a limited English proficiency by their spoken language were obtained from the 2011-2015 U.S. Census five year American Community Survey (ACS) data. The number of persons within the seven counties in the Region and the Region itself that identified themselves as having limited English proficiency—the ability to speak English at a level less than “very well”—on the 2011-2015 five year ACS data is provided in Table 1 and on Map 1. Table 2 provides the number of LEP persons within the Region by their spoken language. Table 3 provides the number of LEP persons within Milwaukee County—the county within Southeastern Wisconsin with the highest number of LEP persons—by their spoken language.

The Spanish speaking LEP population throughout the Region and its counties remains the predominant language group numerically in terms of potential LEP needs, representing 2.9 percent of the total population of the Region. Map 2 shows the census tracts where the Spanish-speaking LEP persons exceed the Regional average. The concentration of Spanish speaking LEP persons is highest in Milwaukee County—which has the highest concentration of LEP persons within the Region—at 4.4 percent of the population age five and over. Other Indo-European languages, comprising the next largest LEP grouping, are quite fragmented in terms of discrete languages spoken. Thus a very small percent of the population regionally or by counties would be speaking any particular LEP Indo-European language. For example, the largest such sub-grouping is German speaking LEP persons in the Region which comprised 0.1 percent of the County’s population age five or older. With respect to Milwaukee County, the highest sub-grouping of Indo-European languages other than Spanish is Russian which comprised 0.1 percent of the Region’s population age 5 or older. The third largest LEP grouping is Asian and Pacific Islander languages, of which the Hmong subgroup is the largest representing 0.2 percent of the Region’s population age five or older. In Milwaukee County, Hmong LEP persons comprised 0.5 percent of the County population age five and over—more than twice that of the next highest language—and potentially meriting attention for LEP needs, particularly within Milwaukee County. Map 3 shows those census tracts where LEP persons speaking Asian and Pacific Islander languages exceed the regional average of 0.7 percent.

Also obtained from the 2011-2015 ACS is the number of households within the Region and its counties identified as being “linguistically isolated” based on no one over the age of 14 speaking English “very well.” This subset of the LEP population is of particular concern as the individuals residing in such households may face significant language barriers as there may not be a minor or adult relative who has the ability to provide English translation assistance. Further, the individuals in such households may be unable to understand or participate in the planning and programming efforts conducted by the Commission. Table 4 shows that there were 18,702 households, or 2.3 percent of the Region’s households, linguistically isolated based on the 2011-2015 ACS five year data. Map 4 shows the distribution of linguistically isolated households in the Region. Such isolation ranges from a low of 0.4 percent of the total households in Washington County to a high of 3.6 percent in Milwaukee County. By comparison, there were 19,491 households or 2.4 percent regionally, linguistically isolated in 2014, 16,182 households or 2.2 percent regionally, linguistically isolated in 2000, and 11,039 households, or 1.6 percent regionally, linguistically isolated in 1990. As in the previous decade, a significant majority of the growth in linguistically isolated households is in Spanish-speaking households which comprise 11,506 households, or 62 percent of the 18,702 linguistically isolated households in the Region. Regionally, 1.4 percent of the households are linguistically isolated households speaking Spanish. Map 5 shows those census tracts where linguistically isolated Spanish-speaking households exceed the regional average.
<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Speaking Other than English</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking Total Language Other than English</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenosha</td>
<td>157,474</td>
<td>140,302</td>
<td>11,977</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>886,453</td>
<td>741,368</td>
<td>89,799</td>
</tr>
<tr>
<td>Ozaukee</td>
<td>82,782</td>
<td>77,440</td>
<td>1,765</td>
</tr>
<tr>
<td>Racine</td>
<td>182,592</td>
<td>167,874</td>
<td>10,789</td>
</tr>
<tr>
<td>Walworth</td>
<td>182,592</td>
<td>167,874</td>
<td>10,789</td>
</tr>
<tr>
<td>Washington</td>
<td>125,959</td>
<td>119,850</td>
<td>2,780</td>
</tr>
<tr>
<td>Waukesha</td>
<td>373,448</td>
<td>345,828</td>
<td>11,297</td>
</tr>
<tr>
<td>Region</td>
<td>1,905,848</td>
<td>1,679,821</td>
<td>136,403</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of the Census American Community Survey and SEWRPC.

Persons age five and older having identified an ability to speak English at a level less than very well.

wd #238401 from #238371
7/21/2017
Map 1

PERSONS WITH LIMITED ENGLISH PROFICIENCY (LEP) WITHIN SOUTHEASTERN WISCONSIN: 2011-2015

1 DOT REPRESENTS 5 PEOPLE

- SPEAKING SPANISH
- SPEAKING INDO-EUROPEAN LANGUAGES
- SPEAKING ASIAN AND PACIFIC ISLANDER LANGUAGES
- SPEAKING OTHER NON-ENGLISH LANGUAGES

Source: U.S. Bureau of the Census American Community Survey, and SEWRPC.
Table 2

NUMBER OF LIMITED ENGLISH PROFICIENCY (LEP) PERSONS BY THEIR LANGUAGE SPOKEN IN THE REGION: 2011-2015

<table>
<thead>
<tr>
<th>Language</th>
<th>Total Speaking Language</th>
<th>LEP Persons(^a)</th>
<th>Percent of Total Population of Region(^b)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>136,403</td>
<td>56,128</td>
<td>2.9</td>
</tr>
<tr>
<td>Hmong</td>
<td>11,503</td>
<td>4,440</td>
<td>0.2</td>
</tr>
<tr>
<td>Chinese</td>
<td>6,032</td>
<td>3,370</td>
<td>0.2</td>
</tr>
<tr>
<td>Arabic</td>
<td>5,516</td>
<td>2,297</td>
<td>0.2</td>
</tr>
<tr>
<td>German</td>
<td>10,824</td>
<td>1,907</td>
<td>0.1</td>
</tr>
<tr>
<td>Russian</td>
<td>3,222</td>
<td>1,837</td>
<td>0.1</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>2,546</td>
<td>1,448</td>
<td>0.1</td>
</tr>
<tr>
<td>Serbo-Croatian</td>
<td>3,697</td>
<td>1,382</td>
<td>0.1</td>
</tr>
</tbody>
</table>

NOTE: Includes individual languages spoken by at least 1,000 LEP persons.

\(^a\) Persons age five and older having identified an ability to speak English at a level less than very well.

\(^b\) The total used for percent calculations is the number of persons in the Region age five and older.

Source: U.S. Bureau of the Census American Community Survey and SEWRPC.

wd #238401 from #238371
7/21/2017
Table 3
NUMBER OF LIMITED ENGLISH PROFICIENCY (LEP) PERSONS BY THEIR LANGUAGE SPOKEN IN MILWAUKEE COUNTY: 2011-2015

<table>
<thead>
<tr>
<th>Language</th>
<th>Total Speaking Language</th>
<th>LEP Persons</th>
<th>Percent of Total Population of Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>89,799</td>
<td>39,241</td>
<td>4.4</td>
</tr>
<tr>
<td>Hmong</td>
<td>10,734</td>
<td>4,269</td>
<td>0.5</td>
</tr>
<tr>
<td>Chinese</td>
<td>3,193</td>
<td>1,919</td>
<td>0.2</td>
</tr>
<tr>
<td>Arabic</td>
<td>4,755</td>
<td>1,960</td>
<td>0.2</td>
</tr>
<tr>
<td>German</td>
<td>4,489</td>
<td>722</td>
<td>0.1</td>
</tr>
<tr>
<td>Russian</td>
<td>1,891</td>
<td>1,238</td>
<td>0.1</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>1,678</td>
<td>907</td>
<td>0.1</td>
</tr>
<tr>
<td>Serbo-Croatian</td>
<td>2,558</td>
<td>948</td>
<td>0.1</td>
</tr>
</tbody>
</table>

a Persons age five and older having identified an ability to speak English at a level less than very well.

b The total used for percent calculations is the number of persons in the Region age five and older.

Source: U.S. Bureau of the Census American Community Survey and SEWRPC.

wd #238401 from #238371
7/21/2017
CONCENTRATIONS OF LEP PERSONS SPEAKING SPANISH WITHIN SOUTHEASTERN WISCONSIN: 2011-2015

CENSUS TRACTS WHEREIN THE PERCENTAGE OF LEP PERSONS SPEAKING SPANISH EXCEEDS THE AVERAGE REGIONAL PERCENTAGE OF 2.9 PERCENT.

NOTE:
AREAS IN WHITE ARE COMPRISED OF CENSUS TRACTS WHEREIN THE PERCENTAGE OF LEP PERSONS IS LESS THAN OR EQUAL TO THE REGIONAL PERCENTAGE OF 2.9 PERCENT.

Source: U.S. Bureau of the Census American Community Survey, and SEWRPC.
Map 3

CONCENTRATIONS OF LEP PERSONS SPEAKING ASIAN AND PACIFIC ISLANDER LANGUAGES WITHIN SOUTHEASTERN WISCONSIN: 2011-2015

CENSUS TRACTS WHEREIN THE PERCENTAGE OF LEP PERSONS SPEAKING ASIAN AND PACIFIC ISLANDER LANGUAGES EXCEEDS THE AVERAGE REGIONAL PERCENTAGE OF 0.7 PERCENT

- FEWER THAN 100 LEP PERSONS
- 100-199 LEP PERSONS
- 200-299 LEP PERSONS
- 300 OR MORE LEP PERSONS

NOTE:
AREAS IN WHITE ARE COMPRISED OF CENSUS TRACTS WHEREIN THE PERCENTAGE OF LEP PERSONS IS LESS THAN OR EQUAL TO THE REGIONAL PERCENTAGE OF 0.7 PERCENT.

Source: U.S. Bureau of the Census American Community Survey, and SEWRPC.
# Table 4

HOUSEHOLD LINGUISTIC ISOLATION IN SOUTHEASTERN WISCONSIN
BY COUNTY AND LANGUAGE GROUP: 2011-2015

<table>
<thead>
<tr>
<th>County</th>
<th>Total Households</th>
<th>Linguistically Isolated Households</th>
<th>Households Isolated by Non-English Language Group</th>
</tr>
</thead>
<tbody>
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<td>18,702</td>
<td>11,506</td>
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</table>

Source: U.S. Bureau of the Census American Community Survey and SEWRPC.

*A household in which all members 14 years old and over speak a non-English language and also speak English less than very well (have difficulty with English) is linguistically isolated.*

wd #238401 from #238371
7/21/2017
Map 4
LINGUISTICALLY ISOLATED HOUSEHOLDS WITHIN SOUTHEASTERN WISCONSIN: 2011-2015

1 DOT REPRESENTS 5 HOUSEHOLDS

- HOUSEHOLDS SPEAKING SPANISH
- HOUSEHOLDS SPEAKING INDO-EUROPEAN LANGUAGES
- HOUSEHOLDS SPEAKING ASIAN AND PACIFIC ISLAND LANGUAGES
- HOUSEHOLDS SPEAKING OTHER NON-ENGLISH LANGUAGES

Source: U.S. Bureau of the Census American Community Survey, and SEWRPC.
Map 5

CONCENTRATIONS OF LINGUISTICALLY ISOLATED HOUSEHOLDS SPEAKING SPANISH WITHIN SOUTHEASTERN WISCONSIN: 2011-2015

CENSUS TRACTS WHEREIN PERCENTAGE OF THE LINGUISTICALLY ISOLATED HOUSEHOLDS SPEAKING SPANISH EXCEEDS THE AVERAGE REGIONAL PERCENTAGE OF 1.4 PERCENT

- FEWER THAN 100 LINGUISTICALLY ISOLATED HOUSEHOLDS
- 100-199 LINGUISTICALLY ISOLATED HOUSEHOLDS
- 200-299 LINGUISTICALLY ISOLATED HOUSEHOLDS
- 300 OR MORE LINGUISTICALLY ISOLATED HOUSEHOLDS

NOTE:
AREAS IN WHITE ARE COMPRISED OF CENSUS TRACTS WHEREIN THE PERCENTAGE OF LINGUISTICALLY ISOLATED HOUSEHOLDS IS LESS THAN OR EQUAL TO THE REGIONAL PERCENTAGE OF 1.4 PERCENT.

Source: U.S. Bureau of the Census American Community Survey, and SEWRPC.
Evaluation of Recent and Past Interaction with LEP Persons

A principal concern of the Commission regarding measures of public participation relates to the size and location of LEP populations, as well as the level of interest. It is unquestionable that all communities within the Region (including LEP “communities”) are affected by Commission programs and activities. Except perhaps for Community Assistance Planning and other localized efforts, however, regional planning tends to lack immediacy or is seldom “close enough to the scene” to generate widespread public interest. The Commission has thus worked extensively with local officials, broadly representative advisory committees, interest groups, and public agency staff. It has also attempted to inform and involve potentially interested citizens.

To increase interest and participation in regional planning within Southeastern Wisconsin’s LEP communities, the Commission staff has incorporated the language, goals, and approaches from the LEP plan as part of its local, county, and regional transportation planning efforts, including VISION 2050.

The following sections include a discussion of recent efforts by the Commission to ensure reasonable access to regional planning processes by persons with limited English proficiency. The specific examples described below include the Household Travel Survey and the workshops partnering with eight community organizations, including those that represent LEP persons, throughout the VISION 2050 process. Overall, the feedback from these workshops was positive.

Interaction with the LEP Hispanic Community

Household Travel Survey

Several Commission surveys during 2011 and 2012 designed to determine travel origin and destination patterns within the Region can be described as proactive regarding LEP persons and linguistically isolated household participation. These comprehensive travel surveys provide essential information for the development of a travel demand model, which is used to help determine existing and future transportation needs and for the development and evaluation of alternative long-range regional land use and transportation plans, such as VISION 2050.

The Household Travel Survey began with a telephone or on-line prequalification (households willing to complete the survey). These were selected on the basis of random selection of a household address from a set of household addresses for the Region to ensure a statistically valid, and therefore representative, sample group. This set of address information for the Region also included known phone numbers for some but not all, of the addresses. If a randomly selected household had a phone number associated with it, an initial contact would be attempted using the phone. After satisfactory connection, survey staff online would transfer the call to available survey staff fluent in Spanish or if Spanish speaking staff were not available, survey staff online would “flag” the number just dialed for callback by survey staff fluent in Spanish if the answering party (or others in the household) did not speak English well enough to proceed, and the language spoken appeared to be Spanish. This allowed for prequalification to occur, and a Spanish language version of the survey could then be completed via phone, e-mail, or U.S. mail. For those addresses without a valid phone number, a letter was mailed to the address that directed the household located at the address, in both English and Spanish, to indicate their willingness to participate in the survey either by phone or through the survey website, which had both English and Spanish versions.

For the Commission’s Onboard Bus Survey, both English and Spanish language versions of the survey were available. Survey administrators were trained to hand riders the Spanish language version if that was the apparent language being spoken and English was not effective.
For the Commission’s External Travel Survey, both English and Spanish language versions of the survey were available. Survey administrators were trained to hand motorists the Spanish language version if that was the apparent language being spoken and English was not effective.

The broader applications as related to meeting LEP person needs are as follows:

- Travel surveys are important to the Commission in determining peoples’ behavior, which is one of the most reliable means of defining trends and helping to forecast future transportation needs. Research also correlates behavioral practice with underlying values and attitudes, i.e., preferences. Thus, properly designed surveys may be expected to accurately and objectively provide public participation in the planning process. That step is extremely valuable in terms of defining the best set of recommendations based upon representative needs and desires, including LEP persons.

- The telephone prequalification and Spanish language follow-up in the 2011 Household Travel Survey marked an improvement in LEP person and linguistically isolated household participation compared to a similar survey in 2001. These steps in broadening access helped address changing demographics in the Region and emerging LEP guidance by DOT. As such, this approach will be continued in the future, despite some unavoidable difficulties discussed below.

- Within the LEP and linguistically isolated Hispanic community, there is some apprehension regarding contact with a governmental agency. This, in part, is tied to concerns about immigration status, as well as some general distrust. These observations correlate directly with the findings of a study involving immigrant agricultural workers in Manitowoc County conducted by UW-Extension in 2000 (The Latino Focus: An Assessment Process, 2002). That study used an Hispanic female as a non-threatening means of contact. Apprehensions likely will depress LEP participation rates; and it is unrealistic to expect that these households would routinely call back a government agency on their own.

- Though continuing or expanding the above outreach is imperfect, it performs better and more accurately than reliance upon simple feedback, whether the latter is generated by solicitation for public meeting-type events or via inquiry by an individual. Commission preparations for meeting individual LEP needs or requests will still occur, but there is little evidence to conclude that it can be representative.

Public Involvement and Outreach
The Commission conducted a visioning and scenario planning process emphasizing public involvement and outreach, including to LEP populations, for the development of VISION 2050—the year 2050 regional land use and transportation plan for the Southeastern Wisconsin Region. The public involvement and outreach activities conducted in developing VISION 2050 were designed to establish a shared long-range vision for future land use and transportation development that is understood and embraced by the Region’s residents. It involved extensive public outreach to obtain residents’ input—including input from the LEP populations—at each step of the process, as well as expanding public knowledge on the implications of existing and future land use and transportation development in the Region. Specifically, the outreach included a regularly distributed VISION 2050 e-newsletter, periodic brochures (translated into Spanish), media contacts and news releases (including to Spanish-language newspapers), and extensive outreach to minority and low-income groups and organizations (including those representing LEP populations), business groups, service groups, community and neighborhood groups, environmental groups, and others.
The outreach to the public also included five rounds of interactive workshops held in each of the seven counties at key stages of the process to provide information on, and obtain input into, the development of VISION 2050. The workshops were designed to be interactive and engage participants to obtain their feedback in nontraditional ways. The materials prepared for the meetings were designed to be more understandable to the general public by using more direct and understandable language, avoiding technical words, and using more graphics and illustrations to assist in visualization of the data and concepts presented. Feedback from the participants was facilitated through various techniques, such as round-table discussions, SWOT (Strengths, Weaknesses, Opportunities, and Threats) exercises, and interactive polls.

In addition to the seven county-wide workshops, the Commission partnered with eight community organizations that serve and represent minority populations, low-income populations, and people with disabilities to host five workshops for their constituents. One of the eight organization partners—the Southside Organizing Committee—represents near south side City of Milwaukee residents, including a large concentration of Hispanic residents, many of which have LEP. Specifically, the partner organizations were responsible for holding each of the five workshops, promoting attendance and encouraging participation at each workshop, and provide reports on the process and results of each workshop.

With respect to the workshops conducted with the Southside Organizing Committee, many of the workshop materials were available in Spanish and interpreters were available to assist Spanish-speaking LEP persons for materials available in English and workshop activities conducted in English. Participation at these workshops ranged from 10 to 30 residents. The feedback received at these workshops was positive and constructive, and was used to refine the engagement activities in subsequent workshops. The experiences gained and feedback received at these workshops will be considered during the development of public outreach and LEP activities for the Spanish-speaking population in Milwaukee County, and the Region, as part of future planning efforts, as appropriate. The following are excerpts of comments received from the Southside Organizing Committee regarding the workshops:

- **From Workshop #1:** “SEWRPC’s effort to involve local groups in the planning process is brilliant as it will certainly bring new voices and previously unheard perspectives into the regional planning process. This can only be good for the Region as a whole. At our session, there were at least six individuals with limited English capacity who were able to fully participate in the process in their native language. . . . Just as important were the other Near South Side residents who offered their comments in English. Without SOC’s involvement, none of these individuals would have participated; and the planning process would be missing a key perspective from this the most densely populated area of the region.” (VISION 2050 – Volume II: Appendix D-4, page 109)

- **From Workshop #2:** “In the small group discussion portion of the event, the SOC facilitated discussions at on English table and one Spanish language table highlighted the inadequacy of current public transit...”(VISION 2050 – Volume II: Appendix D-9, page 176)

- **From Workshop #3:** “Residents appreciate being part of the process and having an opportunity to provide input, and we believe residents are genuinely interested in the discussion about land use and transportation based on our discussions with them afterwards.” (VISION 2050 – Volume II: Appendix E-1, page 226)

- **From Workshop #5:** “There was positive feedback with the open house style of the workshop because it accommodated our participants work and personal schedules.” (VISION 2050 – Volume II: Appendix J-1, page 347)
In addition, Commission staff worked with numerous other organizations and groups and individuals throughout the VISION 2050 planning process, including a number of organizations that represent LEP populations. These organizations were given regular updates on the VISION 2050 planning effort, and were requested to encourage constituents to participate in the planning process. While there was some success in getting greater representation of certain populations, such as the African-American population, in participating in the seven-countywide workshops, particularly those in Milwaukee County, it did not appear that there was a noticeable increase in LEP person participation in the workshops beyond those participating in the workshop held by the Southside Organizing Committee.

Interaction with the LEP Hmong Community
The Commission has worked to overcome a perceived foreign language and cultural barrier for at least a decade preceding the first LEP guidance prepared by U.S. DOT published in 2001. The principles of application are as follows:

- Language groups of Southeast Asian origin should be further pursued; but this will need to surmount additional challenges. The technique of employing non-threatening survey interviewers of the same culture and language as the beneficiary group (interviewees) worked with moderate success in the Hispanic community. But it did not perform nearly so well among those of Hmong descent. The subtle variations of primarily Latin American Spanish do not appear comparable to the differences in dialects originally created by the isolated mountain ranges of Laos and adjoining Southeast Asian countries.

- Demographically, the pattern of linguistic isolation among those of Asian and Pacific Island origin was changing during the 1990s and 2000s in Southeastern Wisconsin. Though individual LEP requests will be considered important regardless of trends, the number of households of Asian and Pacific Island heritages that were not linguistically isolated nearly doubled between 1990 and 2000—while the number experiencing linguistic isolation grew by 50 percent. A comparison of 2000 census data to 2011-2015 five year ACS data indicates a 65 percent growth in households of Asian and Pacific Island heritages not linguistically isolated and 21 percent growth in households of Asian and Pacific Island heritages experiencing linguistic isolation. This signals, at least in part, an acculturation process and community infrastructure that should be proportionately better today at meeting internal translation needs. (By contrast, a similar comparison of 2000 census data to 2011-2015 five year ACS data shows a 40 percent growth in linguistic isolation among Spanish-speaking households while those households speaking Spanish and not linguistically isolated grew by 25 percent.)

As previously discussed, VISION 2050 included extensive public outreach to ultimately shape a final year 2050 land use and transportation plan. This outreach included five rounds of interactive workshops held in each of the seven counties at key stages of the process, and included partnering with eight community organizations that serve and represent minority populations, low-income populations, and people with disabilities to host five similar workshops for their constituents. The constituents of one of the eight organization partners included LEP-persons from the Hmong populations in Milwaukee County and Southeastern Wisconsin—the Hmong American Friendship Association. Specifically, the partner organizations were responsible for holding each of the five workshops, promoting attendance and encouraging participation at each workshop, and providing reports on the process and results of each workshop.
With respect to the workshops conducted with the Hmong American Friendship Association, some of the workshop materials were available in Hmong and, while Hmong interpreters were not available, some of the participants assisted Hmong-speaking LEP persons in understanding the materials available and workshop activities conducted in English. Participants at the workshops ranged from 21 to 56 residents. The feedback from these workshops was positive and constructive, and was used to refine the engagement activities in subsequent workshops. Some of the challenges experienced at the workshops included participants having difficulty following materials presented by native English-speaking presenters, visualizing some of the concepts presented, and staying engaged in the earlier workshops. In addition, it was noted that it was difficult to communicate with participants having Laotian ethnicity. The experiences gained and feedback received at these workshops will be considered during the development of public outreach and LEP activities for the Hmong population in Milwaukee County, and the Region, as part of future planning efforts, as appropriate. The following are excerpts of comments received from the Hmong American Friendship Association regarding the workshops:

- From Workshop #1 “The presenters, the images on the screen, the iClicker keypad, and participants all interact to create a great learning environment. This exercise helps bridge any cultural and language barriers. Many of the Hmong participants really enjoyed it.” (VISION 2050 – Volume II: Appendix D-4, page 108)

- From Workshop #2, “It would help to have a picture detailing the characteristic of what is a “small town character.” Many of the attendees have never lived in a small town setting before; therefore it is hard for them to understand this concept.” (VISION 2050 – Volume II: Appendix D-9, page 175)

- From Workshop #4, “Many of the participants expressed positive thoughts regarding to the Hmong postcard. “It’s good to see Hmong writing in the post-card… this makes us feel like we made a difference in the process.” (VISION 2050 – Volume II: Appendix G-1, page 386)

- From Workshop #5, “Working with the SEWRPC team has been a great experience. They are very organized and always willing to help our people understand the process and finding creative ways to get everyone to participate, whether it is a push of a button or intense discussion in groups. They help shape this ‘incredibly hard process’ into a fund educational learning process for everyone.” (VISION 2050 – Volume II: Appendix J-1, page 346)

**Key Conclusions**

The Spanish speaking LEP population throughout the Region and its counties, including census tracts where the LEP population is greater than the average, remains the predominant language group numerically in terms of potential LEP needs. The concentration of Spanish speakers is highest in Milwaukee County, for example, at 4.4 percent of the population age five and over. Other Indo-European languages, comprising the next largest LEP grouping in the Region and the third-largest LEP grouping in Milwaukee County, are quite fragmented in terms of discrete languages spoken. Thus, a very small percent of the population regionally or by county would be speaking any particular LEP Indo-European language. For example, the largest such sub-grouping in Milwaukee County is Russian LEP speakers which in the County comprised 0.1 percent of the County’s population age five and over. The third largest LEP grouping is Asian and Pacific Islander languages, of which the Hmong subgroup is the largest. Milwaukee County reflects a particular concentration of Hmong speakers, for example, which comprised 0.5 percent of the County population age five and over—more than three times that of Russian speakers—and potentially meriting attention for LEP needs. Demographically, the pattern of linguistic isolation among those of Asian and
Pacific Island origin was changing during the 2000s in Southeastern Wisconsin. Though individual LEP requests will be considered important regardless of trends, the number of households not linguistically isolated despite displaying Asian and Pacific Island heritages grew 65 percent between the 2000 census and the 2011-2015 five year ACS—while the number experiencing linguistic isolation grew by 21 percent. This signals, at least in part, an acculturation process and community infrastructure that should be proportionately better today at meeting internal translation needs. By contrast, there continues to be greater linguistic isolation among Spanish-speaking households as most of the growth in households, 40 percent, occurred in the linguistically isolated category while those households not experiencing linguistic isolation grew by 25 percent. The rate of increase in both the non-linguistically isolated and linguistically isolated categories decreased significantly between the 1990s and 2000s. These trends are expected to continue as new population data are obtained and analyzed.

With respect to recent intersections with the LEP population as part of the Commission’s planning activities, improvements to the accommodations to the LEP persons as part of the 2011 Household travel survey—such as telephone prequalification and Spanish-language follow-up—resulted in an improvement in participation of LEP person and linguistically isolated households compared to a similar survey conducted in 2001. As part of the development of VISION 2050—the year 2050 regional land use and transportation plan—the Commission partnered with eight community organizations in holding five rounds of interaction workshops throughout the VISION 2050 development process. The eight partner organizations included two organizations that, in part, serve LEP populations—the Southside Organizing Committee and the Hmong American Friendship Association. The feedback from the participants of these meetings were positive and constructive. In addition, Commission staff worked with numerous other organizations and groups and individuals throughout the VISION 2050 planning process, including a number of organizations that represent LEP populations. While there was some success in getting greater representation of certain populations, such as the African-American population, at the seven-countywide workshops, particularly the ones in Milwaukee County, it did not appear that there was a noticeable increase in LEP person participation in the workshops beyond those participating in the workshops held by the Southside Organizing Committee and the Hmong American Friendship Association.

Factor 2: The Frequency with Which LEP Individuals Come into Contact with Your Programs, Activities, and Services

As the LEP population is a small proportion of the total population of the Region (4.6 percent based on the 2011-2015 five year ACS data), the level of contact from persons of limited English Proficiency is relatively limited. That is, few would personally experience a need for regional planning or seek out the Commission for assistance on a matter perceived as important for their lives. But Commission policy has been, and will remain, to meet any requests in a courteous and effective manner. In addition, as indicated later in this section, the VISION 2050 process, particularly the five workshops offered by each of the eight community partners, presented an opportunity for enhanced interactions with members of the LEP population. Those opportunities will continue as the Commission maintains the community partner relationships going forward.

Obviously, long-range regional planning relates to and helps guide the provision of future transportation services. Commission planning for specific transportation facilities and local transit services, as examples, are thus closer at hand to relieving LEP vulnerabilities. Nevertheless, obtaining and benefitting from direct transportation access via driver licensure, safe and effective navigation of a motor vehicle on highways, or understanding and use of interconnecting bus routes and other transportation alternatives, are the primary concerns for persons in Southeastern Wisconsin who do not speak or understand English. This assessment is supported in the U.S. DOT guidance where it discusses potential disparate impact based on national
origin with inability to drive a car adversely affecting individuals in the form of lost economic opportunities, social services, and other quality of life pursuits and inability to access public transportation adversely affecting ability to obtain health care, education, and jobs.

Thus the frequency of Commission contacts with LEP individuals or groups is largely governed by its proactive efforts to establish and cultivate participation via representatives of key populations. Recent contacts with LEP individuals or groups include the following:

- As stated above, there was extensive public outreach for VISION 2050, which included partnering with eight community organizations serving and representing minority and low-income populations and people with disabilities. The eight partner organizations included: Common Ground, Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, the Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association of Wisconsin, and the Urban League of Racine and Kenosha. These partner organizations hosted five of their own workshops, which corresponded with the five sets of workshops open to the general public. In addition to the visioning and scenario planning activities done as part of public workshops, the participants of the workshops sponsored by the partner organizations were specifically asked to identify their transportation needs. Input at these workshops, including the identification of transportation needs, was documented in VISION 2050. The more-targeted outreach by the Commission through its partnerships with the eight community organizations improved minority participation in the VISION 2050 planning process. Specifically, two of the Community organizations, the Hmong American Friendship Association and Southside Organizing Committee, provided translators for individuals speaking Hmong and Spanish respectively, at the community workshops. Both sets of workshops had participation by LEP individuals who utilized these services. The community workshops were well attended, indicating a general interest in regional issues related to transportation and land use. The comments related to how information was being conveyed focused on reducing the amount of text and using more graphics and photos to convey information.

- In 2011 and 2012, the Commission conducted a comprehensive travel survey to assist in the reevaluation of the existing regional transportation system plan and to aid in the design of a sixth-generation transportation plan to serve travel needs through the year 2050. The information obtained from the survey was used to estimate the current travel habits and patterns of the population of the Region, identify trends in those travel habits and patterns, and assist in the development of mathematical models to forecast future travel behavior in the Region. The travel survey consisted of five elements—a household travel survey, a group quartered travel survey, an external travel survey, a public transit travel survey, and a commercial truck survey. Based on the Commission’s LEP plan, language accommodations for Spanish speaking persons were provided on the household, public transit, and external travel surveys. In addition, a card written in Hmong was developed for the external travel survey, explaining that language assistance would be provided upon request. The Spanish survey instruments and Spanish speaking staff were not heavily used. There was no interaction with Hmong individuals needing language assistance and no cards were distributed.

- The Commission staff continued its efforts to network within the Hmong community in 2010 by serving on a steering committee to plan an annual conference coordinated by the University of Wisconsin-Extension entitled, “Working Together: Understanding Hmong Culture,” held for the first time in Milwaukee County. The Commission suggested from its area of planning responsibilities three subjects for consideration as session topics: Transportation, notably public
transit; housing needs; and natural resource utilization and conflicts. The leadership from and/or working within the Hmong community chose use of natural resources to complement other break-out topics of youth and families, agriculture, and health. The Commission accordingly prepared a natural resources case study for the associated discussion of cultural influences in decision making. Other agenda topics included personal experiences in becoming Hmong-American, decision making in the Hmong culture, and generational and gender differences in Hmong families. The conference topics chosen by the Hmong community support conclusions reached in the LEP plan, and cited focus group research from areas including Milwaukee County, regarding the lack of prominence of transportation among the most pressing Hmong issues. Rather, the other topics noted above, many hinging on respect and cultural disconnects, have been repeated as being important in contacts with the Hmong, as well as in the literature.

- Multiple targeted meetings and regular mailings have occurred, and continue to occur, with leadership from the Hmong American Friendship Association located within Milwaukee’s central city. These meetings and mailings are intended to maintain a channel of communication and inform this organization of possible comment opportunities related to Commission planning activities. As previously indicated, the Commission partnered with the Hmong American Friendship Association, as one of eight community partners, that held five workshops as part of the development of VISION 2050. The workshops were relatively well attended by members of the Hmong community, including Hmong LEP persons, with attendance ranging from 21 to 56 participants per workshop. The feedback received at these workshops were positive and constructive, and was used to refine the engagement activities in subsequent workshops.

- Multiple targeted meetings with and regular mailings have occurred, and continue to occur, regarding the Hispanic Roundtable in Racine’s central city and with the Southside Organizing Committee in Milwaukee’s central city, as well as additional recent coordination with the Hispanic Chamber of Commerce, and United Migrant Opportunity Services in Milwaukee; the Hispanic Business and Professionals Association and League of United Latin American Citizens in Racine; and La Casa de Esperanza in Waukesha. Commission outreach materials were routinely available and/or distributed. Discussion with the Hispanic Roundtable, particularly, has been regular, and interest and support have been shown for the KRM Commuter Link rail service, as well as for improved local public transit. As previously indicated, the Commission partnered with the Southside Organizing Committee, as one of eight community partners, that held five workshops as part of the development of VISION 2050. The workshops were relatively well attended by members of the Spanish-speaking community, including Spanish-speaking LEP persons, with attendance ranging from 10 to 30 participants per workshop. As with the workshops held by the Hmong American Friendship Association, the feedback received at these workshops were positive and constructive, and was used to refine the engagement activities in subsequent workshops.

- The Commission’s Environmental Justice Task Force contains in its geographic coverage of the Region representatives of both the Hispanic/Latino and Southeast Asian populations. Specifically, leaders of the League of United Latin American Citizens and the Hispanic Business and Professionals Association, representatives of Southeast Asian descent working for the Greater Milwaukee Foundation and the Hmong Chamber of Commerce, and a representative of Asian descent who founded Wisconsin Green Muslims, served as Task Force members between 2014 and 2017. Since mid-2007 the Task Force has reviewed and commented upon Commission planning and programming efforts, significantly including transportation. In this capacity, members have also reviewed and commented upon Commission public involvement and outreach efforts. Members have received draft copies of brochures and newspaper advertisements for various
Commission efforts, both of which have been translated into Spanish. Their suggestions have included identification of particular Spanish language newspapers for placement of public meeting notices, which have been pursued and utilized, and recommendations of environmental justice-related groups to add to the Commission’s primary organizational contacts. Recently, the Task Force has advocated a simpler and shorter approach to outreach publications, and provided input into the development of VISION 2050, including the extensive public outreach efforts to LEP communities. All of these considerations and suggestions are in concert with the Commission’s LEP analyses and plan.

- For recent short-range transit development planning conducted by the Commission, a number of concerted efforts were undertaken regarding possible LEP needs. As noted under the separate Inclusive Public Participation narrative, advisory committee efforts for the Commission-assisted Kenosha, Milwaukee, and Racine County transit planning each specifically invited committee or work group participation from Hispanic organization representatives. The Commission’s Environmental Justice Task Force helped with some of the recommendations for this process. A separate webpage in Spanish was prepared for the Milwaukee County Transit Development Plan (TDP), in addition to the Commission’s customary translation of summary materials (newsletter and brochure in this case) and the availability of the online translation offered on the website.

Recent discussions with leaders and/or representatives of LEP populations confirm the following, which should be noted regarding frequency and nature of contacts:

- Within the LEP and linguistically isolated Hispanic community, there is some apprehension regarding contact with a governmental agency. This, in part, is tied to concerns about immigration status, as well as some general distrust. These observations correlate directly with research findings, thus, apprehensions will likely depress LEP participation rates; and it is unrealistic to expect that these households would routinely contact or call back a government agency on their own. This condition extends well beyond the Commission’s capacity to effect change; however, efforts will continue with Hispanic organization leadership toward maintaining connections and building trust.

- The Hmong written language has not been prominently mentioned or discussed by Hmong representatives as a solution to needs. However, some Hmong participants in the VISION 2050 planning process expressed appreciation to Commission staff when materials were provided in written Hmong at the workshops held by the Hmong American Friendship Association, as it demonstrated the Commission’s commitment to include the Hmong-speaking populations in the planning process. Therefore, except possibly for limited applications (such as public meetings involving Hmong organizations or community groups) or language referral sheets (indicating that there are not interpreter present who speak Hmong and seeking information for follow-up), the use of written Hmong does not appear expedient related to Commission programs. The Hmong language referral sheet thus seems to reflect a reasonable and cost-efficient step in providing LEP access opportunities, especially for county-wide and region-wide public meetings.

- Commission summary materials in Spanish continue to be accepted periodically by a number of persons at events who seem to be genuinely appreciative. Partly due to this receptivity, such materials will continue to be prepared at key junctures of appropriate planning programs. Changing demographics with increasing numbers of Spanish-speaking immigrants further strengthen this potential need.
Factor 3: The Importance to LEP Persons of Your Program, Activities, and Services

The Commission is pleased and understandably proud that its work improves the quality of life in the Region. But while that work ultimately can touch daily lives, the connection to a person’s perception of need—and actual immediate needs—may be far removed.

The following help characterize the Commission’s planning work relative to public involvement challenges, including with respect to the LEP population:

- Subject matter is relatively diverse and often requires technical analyses;
- Focus is ultimately not local, but on a multi-county Region;
- Context emphasizes functioning systems before specific facilities or projects;
- Horizon is typically 20 years or more (long term), rather than immediate; and
- Decisions are forged by coordinated agreement, often from complex interrelationships.

Long-range regional planning relates to and helps guide the provision of eventual transportation services. Commission planning for specific transportation facilities and local transit services, as examples, are thus closer at hand to relieving LEP vulnerabilities. Nevertheless, obtaining and benefiting from direct transportation access via driver licensure, safe and effective navigation of a motor vehicle on highways, or understanding and use of interconnecting bus routes and other transportation alternatives, are of more concern for persons in Southeastern Wisconsin who do not speak or understand English.

Many of the Commission’s publications are relatively long and are, necessarily, written in a technical style. However, they do provide citizens, elected officials, and technicians with all of the data and information needed to comprehend fully the scope and complexity of the areawide developmental and environmental problems and of the Commission’s recommendations for the resolution of those problems. To reach a more diverse audience and gather input, the Commission has produced and translated summary fact sheets and brochures, typically translating into Spanish (but also, as appropriate, into Hmong). Examples of Spanish- and Hmong-translated materials can be found in Attachment 1 of this Exhibit.

The Federal guidance defers to individualized determinations of LEP need(s) and response(s) by numerous references regarding “reasonable steps or effort to assure meaningful access.” However, the DOT examples largely underpin the necessity of LEP populations achieving independence and security:

- Driver licensing;
- Navigation and safety on the road;
- Actual use of public transportation;
- Access to jobs;
- Receipt of health care; and
- General pursuit of local civic life.

These needs are not the crux of regional planning, yet are generally related to land use and transportation planning.

The Commission shares the concern that anyone in the Region who is linguistically isolated or of limited English proficiency should not societally be left behind. Therefore, the Commission will continue to reach out to LEP persons in an effort to meet their information needs relative to Commission planning programs.
**Key Conclusion**

The Commission will strive to be receptive and appropriately responsive to both the guidelines and the LEP individuals who may need assistance. As the Commission anticipates the level of need, prepares to meet any LEP requests expeditiously, and examines policies and procedures to guide agency reactions to LEP scenarios, those steps are viewed as opportunities for furthering agency ideals and Civil Rights Act compliance. And, as the Commission submits its plan for meeting the needs of those LEP individuals in Southeastern Wisconsin, it does so with an eye toward changing demographics and a desire to serve all who may have an interest in regional planning activities and may be directly affected by those activities.

Examples such as the extensive public outreach for VISION 2050, prior Household Travel Surveys, and the translation of materials demonstrate the Commission’s commitment to its policy to engage LEP individuals and meet any requests in a courteous and effective manner.

**Factor 4: The Resources Available to the Recipient and Costs**

*Context of Approach and Application of Resources*

As indicated in the three previous factors of this analysis, efforts have been made to engage and provide meaningful access to LEP Communities in Southeastern Wisconsin. However, a very encompassing or detailed LEP plan would not seem fiscally responsible for the Commission as it conducts its regional planning and programming effort. Based on recent efforts, a targeted approach utilizing the networks and expertise of local groups has proven effective in gathering input from LEP persons in the Region.

The results documented in the LEP plan and informed by recent experiences reflect small, but important, adjustments in the way that the Commission approaches its business. If interest is expressed, staff will certainly react in a responsive way toward meeting that need.

Given this context, the costs to implement the Commission’s LEP plan and associated activities may be described as small to modest. Part of the reason is that the substantial efforts to engage minority populations and low-income populations will often, as a matter of course, involve organizational contacts representing Hispanic/Latino and Hmong populations. These respective contacts are the same ones which would be approached regarding LEP-focused efforts. Thus, the LEP costs outlined below may be considered the incremental difference estimated for LEP compliance alone, importantly including out-of-pocket costs for translation of publications and/or website materials, Spanish language advertisements, and providing an outside interpreter at public meetings, as appropriate.

*Annual Estimated Costs*

Estimated incremental staff costs for LEP activities are approximately $5,000 on an annual basis, or approximately 5 percent of a professional full time employee. Included are two principal staff members dedicating an estimated annual average of two percent of their time, plus other staff contributions.

Outside translation assistance will need to be secured for public information meetings, particularly when held in central city locations or a Hispanic neighborhood center. Past experience with outside translators yields an expense estimate of approximately $2,000 annually.

Based upon recent experience, advertising in local minority newspapers (including Spanish translations) has cost an average of approximately $4,000 annually. This does not include the advertising costs involving other minority newspapers, notably African-American owned or directed, which may be reaching selective LEP populations or the parties which assist them particularly in central city locations.
Based upon recent experience, the outside costs to translate materials for publication in print and/or on the Commission’s website is estimated to be approximately $3,000 annually. During the process of contracting with translators, important lessons have been learned regarding the selection of individuals who understand the “language” of regional planning, use appropriate dialect for the Region’s LEP populations, and have adequate attention to detail.

Although the past several years have exhibited what may be a heavier pattern than normal of LEP publications translated into Spanish, notably brochures, the estimated annual cost of internal production including format needs, layout, paper, and printing is estimated to be approximately $2,000 annually. Distribution costs are not considered here, because the Commission’s website may be used as well as U.S. mail containing other materials (e.g., transmittal letters in English).

The total estimated in the above calculations is an approximate annual cost of $16,000 to meet discrete LEP needs.

**LIMITED ENGLISH PROFICIENCY PLAN FOR MEETING LEP NEEDS ASSOCIATED WITH COMMISSION PROGRAMS**

**LEP Plan Framework**

The Commission is committed to optimizing both the prospects and its performance related to serving persons of limited English proficiency in the Region. Indeed, the previous examples included in the “Four-Factor Analysis” highlight how the Commission has provided as part of its various planning activities some meaningful opportunities for LEP information and involvement. These have increased over time. Also, the examination of lessons learned and synthesis toward broader application in the context of DOT guidance should help ensure opportunities in the future.

The guidance specifically requires reasonable steps to ensure meaningful access, with the key word for this discussion being “access.” Among the factors to be considered in taking steps to ensure access, per DOT guidance, are the following (items in italics reflect SEWRPC refinement or identified emphasis):

1. **Number and proportion of LEP persons in the Region, and the variety of languages spoken.**
   *Locations of LEP concentration where need may be greatest and agency efforts most fruitful or cost-effective, highlighted by the ongoing analysis of key geographic areas.*

2. **Frequency with which LEP individuals come in contact with the program or activity.**
   *Or, which reasonably might be expected to come into contact via targeted outreach efforts, given that infrequent contact is the norm.*

3. **Importance of service provided by the program or activity.**
   *Specifically, the likely level of importance to an LEP individual, or the relative importance in their life—which has generally been determined to be low.*

4. **Resources available to the Commission.**
   *Ways in which the Commission plans to allocate staff and resources for the provision of needed language services, including coordination by the Public Involvement and Outreach Coordinator and contracting for translation services.*

It may be noted that the refinements to Factors 1 and 2 above will result in a prospectively greater effort to serve LEP persons than might otherwise be conveyed, while the proposed refinement to factor No. 3 raises the question of how relevant an LEP individual might ordinarily find long-range, areawide planning. The
latter is essentially the same question/challenge which exists with respect to involving many English speaking citizens in the Region. Thus, to the extent possible, efforts to reach certain LEP individuals will also be applied to help better reach certain English speaking citizens of limited understanding/interest. Conversely, as required by law, efforts to reach the citizenry in general will include evaluation of the potential need for LEP focused programs and/or products.

**Goals**
In attempting to determine what is reasonable, and, in fact, realizable for the busy lives of LEP persons in Southeastern Wisconsin, the following goals comprise an optimistic view of what can be undertaken and accomplished.

- Strive to be receptive and responsive to LEP comments or requests, so that such contacts can be handled in a courteous, effective, and expeditious manner.
- Seek to understand LEP populations in the Region, focusing on their characteristics and preferences with respect to Commission involvement, so that relevant information is provided.
- Be concerted and directed in efforts to approach LEP populations whenever and wherever most appropriate and productive.
- Explore simple and straight-forward ways to reach residents of Southeastern Wisconsin, and concomitantly evaluate the potential for LEP-focused products and activities.
- Affirm that Commission staff are generally aware of LEP needs and requirements, so that the agency is prepared to appropriately act either directly or by referral.
- Approach all audiences in an honest and forthright manner, using legitimate needs as impetus for generating LEP involvement.

**General Steps or Approaches**
Various means of public involvement should ideally be employed, including public meetings, summary publications, and survey-type needs assessments, among others. These range from open and subjective to closely orchestrated and objective in their ability to generate input for regional planning. Each is useful, but for different purposes, and not all involve personal contact or appearances for interests to be adequately addressed.

Below are the LEP steps that the Commission will generally apply during the planning process. Many relate to the initiation of, or preparedness for, project-specific actions.

- Examine past procedures with respect to public participation in comparable Commission planning studies to guide similarities and differences in strategies that may be useful to employ under LEP scenarios.
- Cultivate the network of LEP community contacts in key areas of the Region to enhance preparedness for meeting relevant needs. Similarly, maintain and expand the network of utilized and recommended translators.
• Contact LEP community leaders at the outset of relevant planning studies to complement prior needs assessments in identifying subject matter or planning stages that may be of interest to their constituents.

• Identify the most important agency messages and outreach opportunities concerning the public, and evaluate these in light of both potential LEP person needs and options for meeting those needs.

• Prepare summary materials translated into Spanish at key junctures of major or regional studies and locally relevant planning efforts: inception, findings or preliminary recommendations, and completed plan(s). Make these available to local community sources.

• Target LEP populations discretely, by means of messages, media, and meetings tailored to their neighborhoods and/or communities. Explore local sites for events, unless travel to a common location is customary for the audiences involved.

• Provide parallel English versions of all translated materials to respect the objectives of LEP communities who advocate mainstreaming, and to further local understanding via bilingual community leaders who may be aware of and accustomed to addressing differences in dialects.

• Use translator availability notices in news releases and paid advertisements submitted to the Hispanic media for certain local planning efforts and regional studies with events conducted in Spanish speaking neighborhoods. Provide translation services upon request, or occasionally automatically when advisable.

• Have available translation referral notices in Spanish and Hmong which explain the option for subsequent follow-up services, particularly when conducting surveys, meetings for certain local planning efforts, or regional hearings in LEP neighborhoods.

• Investigate additional ways in which the “language” of regional planning materials shared with the public can be made colloquial and user-friendly (English included), with the prospect that fewer, clearer message points will concomitantly benefit LEP populations.

• Staff orientation or training materials that outline LEP needs and requirements to enhance staff understanding of this issue will be distributed to new staff at the time of their initiating work at the Commission and to current staff annually; and protocols like the above will be observed to help ensure appropriate LEP services, though the expected number of recipients may be small.

• Attempt to meet any LEP requests for information or participation in a manner satisfactory to the recipient(s)—regardless of particular study demographics or level of LEP involvement anticipated—and evaluate the implications of multiple requests and trends in activity success, with the objective of improving the effectiveness of providing information during as well as after the planning effort.

Simplification and distilled messages will be investigated and used wherever appropriate. However, for detailed and involved subject matter like the Commission’s, simplification entails the risk of misunderstanding while attempting to facilitate more widespread understanding among the populace.

Shortening, sometimes attempted as a surrogate for simplifying, risks deleting important elements or content—which may be needed to help establish context. Thus, shortening of messages will be avoided as
a sole objective. On the other hand, the complexity of regional planning matters may require “bite-size” pieces if the information is to be “consumed” and “digested” by LEP persons. It has already been established that long and technical materials are not appropriate. If, however, shorter and simpler messages become too numerous to hold attention for complete disclosure over time, then they also will be inappropriate.

Surveys
While remaining receptive to all forms of contact, an emphasis upon surveys will continue to be important to Commission LEP involvement. Both behavioral and attitudinal survey findings have a relationship to underlying values and preferences. And, in aggregate form, the data indicate perhaps the most accurate and reliable trends upon which to base planning decisions. Identifying travel habits and patterns may not be considered public involvement by some, but the Commission has recognized the importance of obtaining such “statements” of preference. Regardless of one’s perspective on how to regard survey responses, the data perform a crucial function in hearing from people in an equitable and representative way. That is a reason for the frequent mention of surveys herein, and for the Commission’s corresponding outreach to LEP populations during, and even preceding, the assemblage of this LEP plan.

Large Scale Surveys, Random Sampling
Generally, for household-type, return-by-mail, random sample surveys that are regional in scope:

- Include a referral notice in Spanish for LEP assistance (or a translated survey copy) and evaluate the same for the Hmong population.

- Indicate in English that alternative accommodations may be available for other languages by contacting the Commission offices--in the event that an English speaker assisting the LEP household(s) can direct recipients appropriately.

- Produce in advance a Spanish language survey translation to have available.

- Consider interviews with Hmong community leaders and/or resident focus groups as alternative information gathering techniques.

- Recognize that a survey notice in Hmong might be more a courtesy than a practical solution (lesser probability of being sampled, less understanding or use of written Hmong compared to Spanish, and variability in dialects such that not all persons reading Hmong may comprehend the selected translation). Further, regional planning may be outside of the immediate interest or needs of many LEP populations, and suspicions may exist regarding a government agency inquiring about behavioral practices or preferences.

On-board Bus Surveys
- Continue the use of both English and Spanish language versions of surveys, along with training of survey administrators to detect when the Spanish version may be expedient.

- Particularly for Milwaukee County Transit routes, have available a language referral sheet in Hmong. Train administering staff to identify when this aid may be useful, how to avoid cultural stereotyping, and why differences in dialect may inherently limit the practicality.

- In general, evaluate means of survey design or administration contexts that would not be viewed as threatening to LEP or linguistically isolated persons (given that a government agency is
attempting to gain information). Even so, certain cultural differences or immigration issues transcend, and are not expected to be resolved by, an exposure to regional planning inventories.

**Small Scale Community Surveys**
- Evaluate LEP implications on a case-by-case basis considering the community demographics. Because of the characteristic property or business owner sampling criteria, explore alternative means of input where the number of LEP or linguistically isolated households warrant.

- Pursue translation accommodations for those communities (or neighborhoods) in which the LEP population is five percent or larger, or exceeds 1,000 residents. The relative concentration of subject households will help determine whether targeted translated surveys or notices of availability in non-English language(s) are preferable.

- Avoid introducing inequities or invalidating survey techniques while broadening LEP outreach. Obtain input by other means if an enabling survey criterion, like property ownership, voting registration, or utility payment, is not met at an adequate threshold by otherwise prevalent LEP households.

**Planning Program Emphases**
Below, distinguished very generally, are three basic levels of planning in which the Commission is engaged and may expect to conduct the indicated LEP activities. Some fluidity would be expected among the categories noted.

**Regional Plans**
This level of planning is distinguished by the following characteristics:

- Broad geography and subject matter functionality;
- Long-term or distant planning horizon;
- Succeeding steps or refinement necessary before implementation; and
- Likely always moderate LEP involvement potential.

Regional planning efforts are distinguished by the following LEP responses:

- Contact LEP community leaders to inform them of the initiation of the planning program, its scope, timing, and implications. Seek to identify the potential relevance to constituents and obtain suggestions regarding public involvement.

- Update the network of local contacts if there have been changes.

- Prepare to produce summary materials in Spanish at at least three prospective junctures: study or planning program inception, inventory findings or preliminary recommendations, and final recommendations or completed plans.

- Hold at least one public meeting in each regional open house/information/hearing series at a facility serving LEP community(ies), such as the Southside Organizing Committee, the United Community Center, or United Migrant Opportunity Services for Spanish-speaking LEP populations in
Milwaukee County and the Hmong American Friendship Association for Hmong-speaking LEP populations in Milwaukee County.

- Work with LEP community leaders to explore neighborhood meeting alternatives that may offer a comfortable or productive setting, or identify other means of hearing views on the subject matter, that would be conducive to discussion.

- Provide copies of summary materials in English and Spanish during public meetings, and to relevant media outlets and community centers.

- Advertise public events and/or the planning program in Hispanic cultural newspapers, including Milwaukee’s El Conquistador, Spanish Journal, and/or Spanish Times.

- Monitor and assess the audience(s), planning program coverage, and distribution patterns of the above publications, and supplement news releases with follow-up contacts with newsletter/publication sources and/or radio stations serving the Hmong or other ethnic communities.

**County Plans**

Planning level characteristics:

- Narrower geography and often narrower subject matter functionality than regional plans (e.g., single modality characteristic for transportation system planning);

- Characteristically medium range or intermediate planning horizon and implementation schedule; and

- Variable and sometimes limited LEP involvement, depending upon county and subject matter focus.

County planning efforts are distinguished by the following LEP efforts:

- Prepare a brief assessment or evaluation of LEP needs and prospects for the particular planning program.

- For Milwaukee County—generally anticipate that LEP involvement may have to be more aggressive than for a comparable regional study as described above, given that the relative proportion of need is greater than regionally. The relevance to LEP persons may also be greater, depending upon subject matter, since the geography is more limited and localized.

- For Kenosha, Racine, and Waukesha Counties— anticipate that the level of LEP involvement may be roughly parallel to the regional level described above. (Waukesha County may pertain based not on the proportion, but on the total number of LEP households and the concentration of Spanish speaking households in the City of Waukesha.)

- For Ozaukee, Walworth, and Washington Counties—which are less populous and/or proportionately less diverse in terms of LEP households, anticipate that a lower level of LEP involvement may be suitable. (With subject matter dependency, Walworth County may warrant
more in representative needs assessment, based on the cumulative percent of dispersed Spanish speaking households.)

- Regardless of demographic composition, anticipate that county plans, which are shorter in range or which attend to needs more characteristic of LEP households than the majority of households regionally, will require more LEP involvement. Transit system development plans, which are service-oriented, would thus take precedence over jurisdictional highway system plans, which affect administration and management, but not functionality.

**Community Assistance Plans**

Planning level characteristics:

- Focused or limited geographic area and sometimes subject matter, the latter especially for transportation facility planning;

- Often implementable immediately upon adoption, or with little refinement (but also may be distant, as in a community long-range plan); and

- Highly variable LEP involvement, between intensive and little to none, depending upon location and subject matter (there may or may not be an LEP presence and relevance).

- Prepare a brief assessment or evaluation of LEP needs and prospects for the particular planning program.

- For the Cities of Milwaukee, Kenosha, Racine, and Waukesha—which would also be focal points for their respective Counties noted above, examine demographics with particular care relative to LEP needs in neighborhood or community planning.

- For all communities—anticipate that greater need for LEP involvement may be expected on subjects such as comprehensive planning or transit service planning, but not necessarily so for sewer service area planning. Though the latter could be relevant because of broader implications, it is questionable whether LEP persons would perceive the access as meaningful. Plan accordingly for summary materials, community and neighborhood meetings, newsletters and other direct mailings, culturally targeted radio coverage, and postings, if advisable.

- For neighborhood planning—which could have high subject matter relevance, structure the level of LEP involvement based upon demographic composition. Plan accordingly for summary materials, neighborhood meetings, newsletter mailings or door-to-door distribution, and postings.

The most meaningful LEP involvement, and the most rewarding for participants, would likely be in the arena of local community assistance planning. This could, for example, include local transit service plans or neighborhood plans where there are substantial LEP households.

**LEP Plan Evaluation and Updates**

Evaluation of the effectiveness of the Commission’s LEP plan will be ongoing through the normal monitoring and evaluation of the effectiveness of the public outreach efforts it conducts. During the proactive interaction with LEP individuals and community organizations, improvements or enhancements to the LEP plan may be made through careful consideration of comments received during that interaction. In addition, changes in Federal or State law or guidance may necessitate changes to the LEP plan. As such
the Commission anticipates that updates to the LEP plan will be made as necessary, while the evaluation of the effectiveness of the LEP plan is ongoing.

* * *

MJH/KJM/RWH/JBS
#238391v3

G-31
ES TIEMPO DE REVISAR LOS ESCENARIOS ESQUEMÁTICOS DE VISIÓN 2050!
TERCERA SERIE DE TALLERES PROGRAMADOS PARA EXPLORAR LOS POSIBLES FUTUROS PARA EL USO DE LA TIERRA Y EL TRANSPORTE EN EL SURESTE DE WISCONSIN

Después de una extensa participación del público durante las actividades visionarias iniciales, la Comisión Regional de Planeación del Sureste de Wisconsin está entrando a la siguiente fase del proceso de VISIÓN 2050. Una tercera ronda de talleres para el público han sido programados para revisar una serie de escenarios esquemáticos del uso de la tierra y el transporte. Su participación en estos talleres será de suma importancia para lograr una visión final para el uso de la tierra y el transporte en los siete condados de la Región. Esta visión describirá el como los residentes quieren que sus comunidades y la Región se desarrollen, y como quieren estar conectados a los lugares importantes para ellos. Por favor venga a un taller interactivo durante el mes de Septiembre!

GUIANDO LA VISIÓN HA SIDO PUBLICADO

Los numerosos comentarios que fueron recibidos durante las varias actividades visionarias iniciales visionarias en el otoño del 2013 y el invierno del 2013/2014 fueron usados para crear el documento “Guiando la Visión”, el cual presenta una visión preliminar para el futuro desarrollo de la tierra y el sistema de transporte en nuestra Región. Esta visión inicial, expresada a través de una serie de 15 Declaraciones Rectoras, guiarán el proceso de VISIÓN 2050. Usted puede encontrar el documento Guiando la Visión en el sitio web de VISIÓN 2050 en www.vision2050sewis.org.

ESCENARIOS ESQUEMÁTICOS PARA EL USO DE LA TIERRA Y EL TRANSPORTE

Con el documento Guiando la Visión ofreciendo una dirección general para el futuro desarrollo de la tierra y el transporte, los escenarios tratan de mostrar varias imágenes conceptuales de como la Región se vería y funcionaría en el futuro. Estos escenarios esquemáticos representan una gama de posibles futuros para el uso de la tierra y el transporte que podrían realizar la visión inicial. Lea más en este folleto acerca de los escenarios y como usted pudiera explorarlos.

NECESITAMOS SUS COMENTARIOS!

Usted podrá explorar y ofrecer sus comentarios sobre una serie de escenarios “esquemáticos” durante la tercera ronda de talleres de VISIÓN 2050. Aún cuando usted no haya participado en los talleres anteriores, nos gustaría verlo ahí!

LOS DETALLES SE ENCUENTRAN EN ESTE FOLLETO

CALENDARIO DEL PROYECTO Y OPORTUNIDADES PARA RECIBIR COMENTARIOS DEL PÚBLICO

<table>
<thead>
<tr>
<th>Actividades Visionarias</th>
<th>Escenarios Esquemáticos</th>
<th>Planes Alternativos</th>
<th>Plan Preliminar y Visión Preferida</th>
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VISIÓN 2050
Programa del Taller #3:

- **Lunes 9/8/14 @ 6PM**
  Waukesha County Tech. College, Pewaukee
- **Martes 9/9/14 @ 6PM**
  Matheson Memorial Library and Community Center, Elkhorn
- **Miércoles 9/10/14 @ 6PM**
  Racine Civic Centre, Racine
- **Lunes 9/15/14 @ 6PM**
  Ozaukee County Pavilion, Cedarburg
- **Martes 9/16/14 @ 5PM**
  Kenosha Civil War Museum, Kenosha
- **Miércoles 9/17/14 @ 6PM**
  Washington County Public Agency Center, West Bend
- **Jueves 9/18/14 @ 5PM**
  Milwaukee County War Memorial Center, Milwaukee

LOS DETALLES SE ENCUENTRAN EN ESTE FOLLETO

Dec. 2015
TALLERES VISIONARIOS #3 - SEPTIEMBRE 2014

La tercera serie de talleres interactivos comenzará el 8 de Septiembre (puede ver las fechas y la información de inscripción en la siguiente página). Cada taller durará aproximadamente 1.5 horas, y los siete talleres están abiertos al público en general. Se les invita a quienes asistieron a las dos primeras series de talleres a asistir a esta tercera serie también; así mismo, nuevos participantes al proceso VISIÓN 2050 son bienvenidos también.

QUE DEBE ESPERAR EN UN TALLER
Usted será guiado a través de la exploración de varios diferentes escenarios esquemáticos del uso de la tierra y el transporte. El propósito es permitirle a usted decidir por sí mismo hacia que tipo de futuro usted piensa que la Región debería de dirigirse. Usted podrá también explorar y ofrecer comentarios sobre los escenarios en el sitio web de VISIÓN 2050.

Cada escenario esquemático incluirá diferentes hipótesis acerca de patrones de desarrollo de la tierra y el sistema de transporte de la Región. Por ejemplo, un escenario base ilustrará como la región pudiese verse en el año 2050 si las tendencias actuales de disminución de densidad en zonas urbanas y reducción del servicio de transporte continúan fuerte reinversión en. Otro escenario asumirá futuro desarrollo de alta densidad, con fuerte reinverson en comunidades e infraestructuras existentes, es decir, lo opuesto a las tendencias actuales. Algunos escenarios variarán en como el servicio de transporte es ofrecido; si la Región se enfoca en mejorar los servicios de transporte por autobuses existentes o desarrolla también un sistema de transporte ferroviario de carril exclusivo-por ejemplo, trenes ligeros, transportes por autobuses rápidos, ó trenes para viajes diarios-con desarrollo relacionado altamente compacto alrededor de sus estaciones.

Empleados de la Comisión, también le preguntarán que es lo que usted cree son los factores más importantes a considerar cuando se comparan los escenarios. Tendremos información disponible acerca de como cada escenario se comportaría con respecto a un número de diferentes factores. Usted podrá usar esta información y sus preferencias personales para comparar los escenarios y decimos que le gusta o que preferiría ver que se cambiase en alguno de o en todos los escenarios. Sus comentarios pudiesen relacionarse a ciertos conceptos o ideas presentadas en un escenario, o pudiese ser acerca de ubicaciones específicas donde usted piensa que un cierto concepto o idea sería apropiado o inapropiado.

PASOS FUTUROS
Después de este ejercicio de escenarios esquemáticos, los empleados de la Comisión considerarán sus comentarios y usarán los escenarios esquemáticos como una base para desarrollar planes alternativos más detallados del uso de la tierra y el transporte. Cada plan alternativo incluirá un patrón de desarrollo del uso de la tierra y el sistema de transporte específicos, representando diferentes visiones para la Región. Los planes serán evaluados minuciosamente-más a fondo que los escenarios esquemáticos-y serán presentados para revisión pública en el 2015. Una vez que los residentes hayan tenido la oportunidad de comentar sobre los planes alternativos, un plan recomendado preliminar será desarrollado, evaluado, y revisado en una ronda subsecuente de comentarios del público. Por último, un plan recomendado final será completado a finales del 2015.

Sitio web: www.vision2050sewis.org
Twitter: @Vision2050SEWis
Email: vision2050@sewrpc.org
Teléfono: 262.547.6721

¿NECESIDAD ESPECIAL ALOJAMIENTO?
Los lugares de las juntas son accesibles para sillas de ruedas. A las personas que necesiten adaptaciones relacionadas a discapacidades se les pide que contacten las oficinas de SEWRPC al (262) 547-6721 con un mínimo de tres días hábiles antes de la fecha de la junta para que los arreglos apropiados se puedan hacer con respecto a acceso ó mobiliad, revisión ó interpretación de los materiales, participación activa, ó entrega de comentarios.
Si usted desea participar en un taller en particular, por favor registrese con anticipación en www.vision2050sewis.org. Todos los talleres durarán 1.5 horas. Se ofrecerán bocadillos y refrescos durante cada taller. ¡Por favor, únense a nosotros!

**WAUKESHA**

**DATE/TIME:** LUNES, SEPTIEMBRE 8 @ 6PM

**UBICACIÓN:** WAUKESHA COUNTY TECH. COLLEGE RICHARD T. ANDERSON CENTER 800 MAIN ST. PEWAUKEE, WI 53072

[Transit Access via Waukesha Metro Transit Route No. 9]

**WALWORTH**

**FECHA/HORA:** MARTES, SEPTIEMBRE 9 @ 6PM

**UBICACIÓN:** MATHESON MEMORIAL LIBRARY AND COMMUNITY CENTER 101 N. WISCONSIN ST. ELKHORN, WI 53121

**RACINE**

**FECHA/HORA:** MIÉRCOLES, SEPTIEMBRE 10 @ 6PM

**UBICACIÓN:** RACINE CIVIC CENTRE FESTIVAL HALL 5 FIFTH ST. RACINE, WI 53403

[Transit Access via Belle Urban System Route Nos. 1, 3, & 7]

**OZAUKEE**

**FECHA/HORA:** LUNES, SEPTIEMBRE 15 @ 6PM

**UBICACIÓN:** OZAUKEE COUNTY PAVILION W67 N890 WASHINGTON AVE. CEDARBURG, WI 53012

[Transit Access via Ozaukee County Shared-RideTaxi]

**KENOSHA**

**FECHA/HORA:** MARTES, SEPTIEMBRE 16 @ 5PM

**UBICACIÓN:** KENOSHA CIVIL WAR MUSEUM FREEDOM HALL 5400 FIRST AVE. KENOSHA, WI 53140

[Transit Access via Kenosha Area Transit Route Nos. 1, 3, 4, & 6]

**WASHINGTON**

**FECHA/HORA:** MIÉRCOLES, SEPTIEMBRE 17 @ 6PM

**UBICACIÓN:** WASHINGTON COUNTY PUBLIC AGENCY CENTER 333 E. WASHINGTON ST. WEST BEND, WI 53095

[Transit Access via Washington County Shared-RideTaxi]

**MILWAUKEE**

**FECHA/HORA:** JUEVES, SEPTIEMBRE 18 @ 5PM

**UBICACIÓN:** MILWAUKEE COUNTY WAR MEMORIAL CENTER 750 N. LINCOLN MEMORIAL DR. MILWAUKEE, WI 53202

[Transit Access via Milwaukee County Transit System Route Nos. 10, 12, 14, 31, & 33]
DRAFT VISION 2050 GUIDING STATEMENTS

The following 15 draft VISION 2050 Guiding Statements express a preliminary vision for land use and transportation in the Region based on the key values and priorities expressed through initial visioning activities. These statements are intended to serve as a guide for how the Region should move forward and for developing “sketch” future land use and transportation scenarios. Note: no priority is implied by the order of these draft Guiding Statements.

1. Rov tshuaj xyuas tej uas twb xub muaj hauv zej zos lawm

Txheeb xyuas yam zoo uas twb muaj nyob hauv zej zos los lawm, xws li tej ntuj tsim teb raug, tej uas yog keeb-kwm thaum ub, thiab tej uas tib neeg tsim tseg raws li lawv lub neej, yam twg yuav tsum muab kho dua thiab khaws cia ua puavpheej tseg lawm tom ntej. Txoj num tshiab uas yuav tau tsim kho yav tom ntej no yog tsim ntxiv rau tej av khoom, kho tej qub lawm thiab tsim kom muaj ntau ntxiv lawm tom ntej.

2. Ceev tej qub zos me tseg

Cov zos me me yog peb lub homphiaj yuav tshuaj xyuas ntag. Cov zos me uas pejxeem nyob sab ntug raud los peb yuav tshuaj xyuas tej uas yuav fwm tseg cia, tej uas ib txwm muaj nyob, peb yuav ua zoo khaws tseg tsis pub puas tsuaj.

3. Tsim vaj tse thiab haujlwm kom muaj sib npaug

Haujlwm rau neeg ua thiab tsev nyob rau txhua tus yog yam uas peb yuav luj kom siujuag, yuav tsum muaj num ntau rau hauv thaj tsam muaj tsev ntau, thiab tsim muaj kev mus los kom yoojyim rau hauv tej zos ntawd.

4. Yuav tsum tsemb tek hoi chaw raws li tiam neeg no

Kev xav tiam neeg no yog tsim zej zos kom phim lub neej uas neeg yuav siv tau zoo thiab muaj txaus nkaus li neeg lub siab, xws li tsim vaj tsev, tsim kev lagluam, tsev kawm ntawv thiab chaw tawm mus uasi lajsiab. Kev loj hlob yam ntej no yuav tshwmsism xub muaj rau tej chaw ua num uas yog tseem fvw tug, kho tej tsev qub kom phim lub neej tshiab, thiab tsim vaj tsev tshiab rau tej av seem mus ntxiv.

5. Yuav ceev yam ib txwm muaj thiai tseg chaw kom dav

Tej havzoov nujtxeeg uas ib txwm muaj yog lub chaw laj siab rau txhua leej neeg, yog li peb yuav tsis muab hloov los muaj rhuav tawm mus kom tas yog tias yam ntawd tsis tsum muaj tseev-meem. Nqis peev tsim zej zos kom loj ntxiv thiab ua kev tseb kom dav ntxiv tseem-ceeb, tiamsis peb yeej yuav tsum ua zoo xyuas tsis pub rhuav yam ntuj tsim teb raug uas muaj nuj nqis rau neeg txhua tus, xws li tej pas dej loj, tej dej loj dej me, tej hav iav, hav zoov hav tsuag ib txwm muaj rau me tsiaj txhu thiab ntse nyob, peb yuav tsis pub rhuav tseem mus.

6. Yuav hwm tej av ua liaj uab teb tseg cia

Tej av laug ua liaj ua teb yog tej av uas ua tau qoonloo ntau rau pejxeem muaj noj muaj haus thiab nyob taut rau thaj tsam ntawd. Kev tsim vaj tsev ua zej zos thiab ua kev tshiab tom ntej no peb yuav hwm tej teb qoobloo thiab tej liaj dav dav uas laug ua noj ua haus no tseg tsis pub kov hlo li.

7. Ceev txoj kev nyob kaj siab lug tseg cia

Tej av uas peb yuav muab nrau ua vaj ua tsev rau, rau ua kev tseb dav rau kom txhua tus siv tau, tiamsis yuav ua zoo ua kom tsis pub tsum muaj tseev-meem rau tej neeg uas nyob hauv lub zos ntawd, lub xeev ntawd thiab hauv lub ntiaj teb no, xws li dej thiab huab-cua zoo.
8. Tsim tej kev tsheb tshiab raws lub tsawvyim tshiab tiam no
Luag muaj lub tsawvyim tshiab yuav tсим kom muaj cov kev tsheb zoo tshaj, siv tau yoojyim mus los sib cuag, thiab pheejyig tiamsis siv tsis muaj xwm sib tsow lawm. Lub tsvawyim ua kev tshiab no yuav pab kom kev mus los sib cuag thaj tsam no zoo mus ntxiv, thiaib siv tau yoojyim rau txhua leej, tiamsis siv av tsawg.

9. Muaj kev rau neeg taug thiab muaj kev rau cov siv lauv tees yoojyim
Tom ntej no luag pub neug taug kev thaj lauv tees kom coob ntxiv, tiamsis tsi pub siv tsvaj kev uas luag tsav tsheb lawm. Yog li cov kev tshiab tom ntej no yuav muaj kev rau cov caj lauv tees thiab muaj rau cov mus ko-taw kom tsi pub muaj xwm sib tsow tiamsis yoojyim siv.

10. Tsim cov tsheb loj thauj neeg mus los hauv nroog kom zoo tshaj
Tseen fww npaj tsiim cov tsheb uas txhua leej yuav siv tau yoojyim, xws li yuav mus ib qho rau ib qho chaw ua num, mus sab qam tek rau qab teb hauv nroog kom muaj tshij txhua. Cov tsheb loj no khiav tau ceev yoojyim siv, pheejyig dua li nyias siv nyias lub tsheb tsav mus los.

11. Cov teeb tshiab los caij tej kev tshuam loj kev me kom zoo tshaj
Hauv lub nroog tej kev loj kev me, luag yuav siv cov teeb caij tej kev tshuam tshiab uas zoo tshaj caij kev tsav tsheb loj me khiav mus los kom yoojyim. Thaum luag tsiim tej kev ntawd luag xub teeb cov teeb liab teeb ntsuab rau lawm, hom tsheb loj me nyias muaj nyais kev, cov neeg taug kev thaj caj lauv tees nyias muaj nyias txoj taug, yuav tsiim muaj los sib cuam tshuam ntxiv lawm.

12. Kev loj rau cov tsheb xa koom lagluam
Cov tsheb xa koom ua lagluam loj me, thiab tej tuam tshuab tsiim twi tshaj txhua hom yuav tsiim muaj kev zoo yoojyim rau laww xa koom thaj no yuav rau tej tej lub nroog loj. Yog li ntawd, tej kev yuav siv rau cpv tsheb uas lagluam loj me no yog yam uas yuav rau muab los tham kom meej thiab npaj rau lub sijhawm no lawm.

13. Npaj hloov thiab siv Technology tshiab hauv tej kev tshiab no
Nyob rau tiam no luag ua tau ntau hom Technology tshiab yuav coj los siv rau tej kev loj kev me kom kev tsav tsheb mus los sib cuag zoo tshaj. Yog li ntawd peb tabtom sib tham txog lub tsvawyim thiab tej Technology no nroog rau kev tsim teb kho chaw yav tom ntej no.

14. Yuav nqis peev ua yuav tsum xub muaj lub tsawvyim zoo tshaj
Ib tsoom pejxem nyob thaj tsam no yuav tau txais kev tshaj yuav zo yoc sawv daws los sib pab lub saib yol luag nqis peev ua jez tshaj thiab no yuav tsum ua kom zoo npaum li cas. Yog li cov peev uas luag yuav yuav siv los nhiai tsoj kev tsiim teb kho chaw no luag thiaw tsiim ntsuab siv txawg, Peb yuav tsum tau ua tib zoo siv kom muaj nuj nqis rau txhua pab huvi.

15. Tuaj ua ke mus ua ke mus ua num kom tiaj
Kev koom tes koom tsvawyim hauv jez zos, hauv nroog, hauv lub xeev thiab thoob plaws lub teb chaws no yog thawj yam uas peb yuav tsum xub muaj los ua txoj hau-kev tsiim teb kho chaw uas yav tom ntej no tej kev mus los sib cuag yuav zoo rau txhua tus nyob thaj tsam no tibs.
MEMBERSHIP AND RACIAL CHARACTERISTICS
OF THE COMMISSION AND TRANSPORTATION ADVISORY COMMITTEES

Since the Southeastern Wisconsin Regional Planning Commission (SEWRPC) was created in 1960, its governing structure has been mandated by State law and remains unchanged to this day. That structure provides equal representation on the governing board from seven counties, a total of 21 members, three selected to represent each of the counties. One of the three members from each County is appointed by the County Executive/County Board Chair and is, by custom, a County Board Supervisor or County Executive. The other two members from each county are appointed by the Governor, with one of the gubernatorial appointments coming from a list provided by the county. Each of the 21 members has a six-year term.

For more than 55 years this board membership has officially sponsored a comprehensive regional planning process that by law produces plans that are advisory to the constituent county and local governments. In carrying out its metropolitan planning organization (MPO) responsibilities, SEWRPC relies very heavily upon a system of advisory committees for carrying out its regional transportation planning efforts and for programming of transportation projects for the five urbanized areas in Southeastern Wisconsin. While the Commission board itself is responsible for the formal adoption of regional plans as required by State law, that board has accepted the recommendations of its advisory committees that deal with the MPO function as the preparation and adoption of transportation plans and programs is pursued. In addition, the Commission has established an Environmental Justice Task Force (EJTF) which reviews regional transportation plans, programs, and public outreach with respect to civil rights and environmental justice concerns. Copies of the current rosters of these transportation advisory committees are enclosed in Figure 1 of this exhibit.

Membership on the SEWRPC MPO, or transportation, Advisory Committees is highly intergovernmental in nature, since these committees have primary responsibilities for overseeing the Commission’s MPO-related work programs and since State agencies and county and local governments are responsible for ultimately implementing the array of recommendations that are included in SEWRPC regional transportation plans. With respect to voting membership on these MPO committees, two committees have county and local membership structures that approximate population proportionality (One committee dealing with regional transportation system planning and the other dealing with programming of transportation projects in the Milwaukee urbanized area where SEWRPC, as the MPO, has responsibilities to allocate Federal transit and highway funds made available to that area--currently about $25 million of Federal Highway Administration Surface Transportation Program – Milwaukee Urbanized Area funds and about $20 million annually of Federal Transit Administration Section 5307 – Milwaukee Urbanized Area funds).

The Commission’s Advisory Committee on Regional Transportation Planning—structured on a population-proportional basis—provides guidance and direction to the Commission staff in the preparation of the regional transportation plan, and provides to the Commission a recommended regional transportation plan for the Commission to consider adopting. The 33 members of the Committee include local technical staff and elected officials typically appointed by the community/county’s chief elected official, along with representatives from State and Federal transportation and natural resource agencies. In addition, a member of the Commission’s Environmental Justice Task Force serves as a liaison on the Committee. The structure of the county/community members of the Committee reflects the population proportionality of each County and municipality within Southeastern Wisconsin. This Committee includes four members representing Milwaukee County (with three members appointed by the County Executive and one member appointed by the County Board Chairman) and five members representing the City of Milwaukee (with four members appointed by the mayor and one member appointed by the Common Council President.) As small portions of the Milwaukee and West Bend urbanized areas are located in counties outside of the seven-county Region
Exhibit H (continued)

(Jefferson County and Dodge County, respectively), the Committee also includes a liaison from Jefferson County to represent the portion of that county in the Milwaukee urbanized area and a liaison from Dodge County to represent the portion of that county in the West Bend urbanized area.

The Commission’s Advisory Committee for Transportation System Planning and Programming in the Milwaukee urbanized area (Milwaukee Area TIP Committee) is also established on a population-proportional basis reflecting the population proportionality of each County and municipality within the Milwaukee urbanized area. This Committee guides preparation of the Milwaukee urbanized area transportation improvement program; guides the development of the procedures to evaluate, prioritize, and recommend projects for Federal Surface Transportation Program funding allocated to the Milwaukee urbanized area; reviews and approves the allocation of FTA Section 5307 Milwaukee urbanized area funds to the area’s five public transit operators; and, along with the TIP Committees for the Region’s other urbanized areas, guides development of the procedures to evaluate, prioritize, and recommend projects for Federal Highway Administration Congestion Management and Air-Quality Improvement Program (CMAQ) funding. The 22 members of the Milwaukee TIP Committee include local technical staff and elected officials typically appointed by the community/county’s chief elected official, and include five members representing Milwaukee County (with four members appointed by the County Executive and one member appointed by the County Board Chairman) and six members representing the City of Milwaukee (with five members appointed by the Mayor and one member appointed by the Common Council President). The Milwaukee TIP Committee also includes representation from each of the five public transit operators within the Milwaukee urbanized area—Milwaukee County, Waukesha County, City of Waukesha, Washington County, and Ozaukee County. As a small portion of the Milwaukee Urbanized Area is located outside of the seven County Region in Jefferson County, the Committee includes a liaison from Jefferson County to represent the portion of the Milwaukee Urbanized Area in that county.

The deference to local authorities for appointing members of these two committees, particularly with respect to Milwaukee County and the City of Milwaukee (the County and City with the highest number and proportion of minorities in Southeastern Wisconsin), provides substantial opportunities for the appointment of members of minority groups to important advisory committees. In addition, as openings occur on existing committees, the Commission seeks diversity as it solicits or makes appointments to its Advisory Committees.

The Commission also has Advisory Committees on Transportation System Planning and Programming for the smaller urbanized areas in the Southeastern Wisconsin Region: Kenosha, Racine, West Bend, and Round Lake Beach (Wisconsin portion). The local government representatives on these committees are appointed by the chief elected official of the communities/counties which are represented on the Committees.

The Commission established in 2007 the Environmental Justice Task Force (EJTF) to enhance the consideration and integration of environmental justice for minority and low-income groups, and the representation of such groups, throughout the regional planning and programming process. The Task Force is made up of a diverse collection of individuals and organizations representing interests of low-income, minority, disabled, and/or transit dependent communities. The Task Force meets as appropriate and necessary, usually on a quarterly basis. The Commission staff has consulted with, and sought recommendations from, this Task Force on appointment of members to new committees, such as the advisory committee that was established to guide the development of the regional housing plan. In addition, a member of the Task Force, as previously noted, serves as a liaison to the Advisory Committee on Regional Transportation Planning.
The racial make-up of the Commission, the two population-proportional advisory committees, the EJTF, and the other urbanized area advisory committees are shown in Table 1. Table 2 provides the racial make-up of the Region and of each urbanized area in the Region.

* * *

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### Table 1

**RACIAL CHARACTERISTICS OF THE COMMISSIONERS OF THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION AND MEMBERS OF SELECT ADVISORY COMMITTEES**

<table>
<thead>
<tr>
<th>Committee</th>
<th>White alone, Non-Hispanic</th>
<th>Black/African American</th>
<th>American Indian and Native American</th>
<th>Asian and Pacific Islander</th>
<th>Hispanic</th>
<th>Total</th>
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<tr>
<td>Southeastern Wisconsin Regional Planning Commission</td>
<td>18 90.0</td>
<td>1 5.0</td>
<td>0 -</td>
<td>0 -</td>
<td>1 5.0</td>
<td>20 100.0</td>
</tr>
<tr>
<td>Advisory Committee on Regional Transportation Planning</td>
<td>24 72.7</td>
<td>7 21.2</td>
<td>0 -</td>
<td>2 6.1</td>
<td>0 -</td>
<td>33 100.0</td>
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<tr>
<td>Advisory Committee on Transportation System Planning for the Milwaukee Urbanized Area</td>
<td>16 76.2</td>
<td>3 14.3</td>
<td>0 -</td>
<td>2 9.5</td>
<td>0 -</td>
<td>21 100.0</td>
</tr>
<tr>
<td>Environmental Justice Task Force</td>
<td>1 7.7</td>
<td>7 53.8</td>
<td>1 7.7</td>
<td>2 15.4</td>
<td>2 15.4</td>
<td>13 100.0</td>
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<tr>
<td>Advisory Committee on Transportation System Planning for the Kenosha Urbanized Area</td>
<td>12 75.0</td>
<td>4 25.0</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>16 100.0</td>
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<tr>
<td>Advisory Committee on Transportation System Planning for the Racine Urbanized Area</td>
<td>16 89.1</td>
<td>2 11.1</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>18 100.0</td>
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<td>Advisory Committee on Transportation System Planning for the West Bend Urbanized Area</td>
<td>15 83.3</td>
<td>3 16.7</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>18 100.0</td>
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<tr>
<td>Advisory Committee on Transportation System Planning for the Round Lake Beach (Wisconsin Portion) Urbanized Area</td>
<td>17 85.0</td>
<td>3 15.0</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>20 100.0</td>
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<table>
<thead>
<tr>
<th>Race</th>
<th>Kenosha</th>
<th>Milwaukee</th>
<th>Racine</th>
<th>Round Lake Beach (part)</th>
<th>West Bend</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
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<tr>
<td>Non-Hispanic</td>
<td>90,318</td>
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<td>903,257</td>
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<td>87,905</td>
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<tr>
<td>White alone</td>
<td>90,318</td>
<td>72.8</td>
<td>903,257</td>
<td>65.6</td>
<td>87,905</td>
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<td>Minority</td>
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<tr>
<td>Black/African American</td>
<td>12,929</td>
<td>10.4</td>
<td>277,060</td>
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<td>23,760</td>
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<td>American Indian and</td>
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<td>16,184</td>
<td>1.2</td>
<td>1,344</td>
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<tr>
<td>Alaska Native</td>
<td>3,107</td>
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<td>53,136</td>
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<td>Islander</td>
<td>8,522</td>
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<tr>
<td>Asian and Pacific</td>
<td>17,852</td>
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<td>142,836</td>
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<td>Hispanic</td>
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<tr>
<td>Total</td>
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<td>1,376,476</td>
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<td>133,700</td>
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**NOTE:** As part of the 2010 Federal census, individuals could be reported as being of more than one race. In addition, persons of Hispanic ethnicity can be of any race or combination of races. The figures on this table indicate the number of persons reported as being white alone and non-Hispanic (non-minority) and those of a given minority race or Hispanic ethnicity (as indicated by the column heading), including those who were reported as that race exclusively and those who were reported as that race and one or more other races. Accordingly, the population figures by race and Hispanic ethnicity sum to more than the total population for each County and the Region.

Source: U.S. Bureau of the Census and SEWRPC.

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9/25/2017  
#238859
### SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION TRANSPORTATION ADVISORY COMMITTEES

#### Advisory Committee on Regional Transportation Planning

<table>
<thead>
<tr>
<th>Members</th>
<th>Position/Title</th>
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<tbody>
<tr>
<td>Brian Dranzik, Chair</td>
<td>Commissioner, Southeastern Wisconsin Regional Planning Commission; Director of Transportation, Department of Transportation, Milwaukee County</td>
</tr>
<tr>
<td>Fred Abadi</td>
<td>Director of Public Works, City of Waukesha</td>
</tr>
<tr>
<td>Clement Abongwa</td>
<td>Director of Highways/Highway Commissioner, Kenosha County</td>
</tr>
<tr>
<td>Julie A. Anderson</td>
<td>Director of Public Works and Development Services, Racine County</td>
</tr>
<tr>
<td>Mitch Batuzich</td>
<td>Community Planner, Federal Highway Administration, U.S. Department of Transportation</td>
</tr>
<tr>
<td>Shelly Billingsley</td>
<td>Acting Director of Public Works/City Engineer, City of Kenosha</td>
</tr>
<tr>
<td>Daniel Boehm</td>
<td>President and Managing Director, Milwaukee County Transit System</td>
</tr>
<tr>
<td>Scott Brandmeier</td>
<td>Director of Public Works/Village Engineer, Village of Fox Point</td>
</tr>
<tr>
<td>Donna Brown-Martin</td>
<td>Director, Bureau of Planning and Economic Development, Division of Transportation Investment Management, Wisconsin Department of Transportation</td>
</tr>
<tr>
<td>Allison M. Bussler</td>
<td>Director of Public Works, Waukesha County</td>
</tr>
<tr>
<td>La Keisha Butler</td>
<td>Legislative Liaison Director, City of Milwaukee</td>
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<tr>
<td>David Cox</td>
<td>Village Administrator, Village of Hartland</td>
</tr>
<tr>
<td>Jon Edgren</td>
<td>Director of Public Works/Highway Commissioner, Ozaukee County</td>
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<tr>
<td>Gary Evans</td>
<td>Highway Engineering Division Manager, Waukesha County Department of Public Works</td>
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<tr>
<td>Gail Good</td>
<td>Director, Air Management Program, Wisconsin Department of Natural Resources</td>
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<tr>
<td>Thomas M. Grisa</td>
<td>Director, Department of Public Works, City of Brookfield</td>
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<tr>
<td>Steven R. Houte</td>
<td>Village Engineer, Village of Mount Pleasant</td>
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<tr>
<td>Robert A. Kaplan</td>
<td>Acting Regional Administrator, Region 5, U.S. Environmental Protection Agency</td>
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<tr>
<td>Ghassan A. Korban</td>
<td>Commissioner of Public Works, City of Milwaukee</td>
</tr>
<tr>
<td>Nik Kovac</td>
<td>Alderman, City of Milwaukee</td>
</tr>
<tr>
<td>Michael G. Lewis</td>
<td>City Engineer/Director of Public Works, City of West Allis</td>
</tr>
<tr>
<td>Name</td>
<td>Position</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>Joseph Liebau, Jr.</td>
<td>Secretary’s Director, Southeast Region,</td>
</tr>
<tr>
<td></td>
<td>Wisconsin Department of Natural Resources</td>
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<tr>
<td>Max Marechal</td>
<td>City Engineer, City of West Bend</td>
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<tr>
<td>Michael Mayo Sr.</td>
<td>7th District Supervisor, Milwaukee County</td>
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<tr>
<td>Eric A. Nitschke</td>
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<tr>
<td>Jeffrey S. Polenske</td>
<td>City Engineer, City of Milwaukee</td>
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<tr>
<td>Scott M. Schmidt</td>
<td>Highway Commissioner, Washington County</td>
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<tr>
<td>Sheri Schmit</td>
<td>Deputy Director, Southeast Region, Wisconsin Department of Transportation</td>
</tr>
<tr>
<td>Andrea Weddle-Henning</td>
<td>Transportation Engineering Manager, Department of Transportation, Milwaukee County</td>
</tr>
<tr>
<td>Bill Wehrley</td>
<td>City Engineer, City of Wauwatosa</td>
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<tr>
<td>William Wheeler</td>
<td>Community Planner, Federal Transit Administration – Region 5, U.S. Department of Transportation</td>
</tr>
<tr>
<td>Dennis Yaccarino</td>
<td>Senior Budget and Policy Manager, Budget and Management Division, Department of Administration, City of Milwaukee</td>
</tr>
<tr>
<td>Mark H. Yehlen</td>
<td>Commissioner of Public Works, City of Racine</td>
</tr>
</tbody>
</table>

Liaison to Environmental Justice Task Force

Willie Wade                      | Vice President, Employ Milwaukee |

Liaison to Jefferson County

Brian Udovich                    | Highway Operations Manager, Jefferson County Highway Department |

Liaison to Dodge County

Brian Field                     | Highway Commissioner, Dodge County |
Advisory Committee on Transportation System Planning and Programming for the Milwaukee Urbanized Area

Voting Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Dranzik, Chair</td>
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</tr>
<tr>
<td>Robert J. Bauman</td>
<td>Alderman, City of Milwaukee</td>
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<tr>
<td>Daniel Boehm</td>
<td>President and Managing Director, Milwaukee County Transit System</td>
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<tr>
<td>Scott Brandmeier</td>
<td>Director of Public Works/Village Engineer, Village of Fox Point</td>
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<td>Allison M. Bussler</td>
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<td>Jon Edgren</td>
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<td>Michael Einweck</td>
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</tr>
<tr>
<td>Gary Evans</td>
<td>Highway Engineering Division Manager, Waukesha County Department of Public Works</td>
</tr>
<tr>
<td>Thomas M. Grisa</td>
<td>Director, Department of Public Works, City of Brookfield</td>
</tr>
<tr>
<td>Ghassan A. Korban</td>
<td>Commissioner of Public Works, City of Milwaukee</td>
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<tr>
<td>Michael G. Lewis</td>
<td>City Engineer/Director of Public Works, City of West Allis</td>
</tr>
<tr>
<td>James Martin</td>
<td>Director of Administration, Milwaukee County Department of Transportation</td>
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<tr>
<td>Michael J. Martin</td>
<td>Director of Public Works, Village of Hales Corners</td>
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<tr>
<td>Michael Mayo Sr.</td>
<td>7th District Supervisor, Milwaukee County</td>
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<tr>
<td>Jeffrey S. Polenske</td>
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<tr>
<td>Scott M. Schmidt</td>
<td>Highway Commissioner, Washington County</td>
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<tr>
<td>Bill Wehrley</td>
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<tr>
<td>Dennis Yaccarino</td>
<td>Senior Budget and Policy Manager, Budget and Management Division, Department of Administration, City of Milwaukee</td>
</tr>
<tr>
<td>Andrea Weddle-Henning</td>
<td>Transportation Engineering Manager, Department of Transportation, Milwaukee County</td>
</tr>
<tr>
<td>Vacant</td>
<td>City of Milwaukee</td>
</tr>
</tbody>
</table>
Figure 1 (continued)

Nonvoting Technical Staff Members

Kevin J. Muhs, Secretary .............................................. Deputy Director, Southeastern Wisconsin Regional Planning Commission
Donna Brown-Martin .................................................... Director, Bureau of Planning and Economic Development, Division of Transportation Investment Management, Wisconsin Department of Transportation
Michael A. Davies ....................................................... Wisconsin Division Administrator, Federal Highway Administration, U.S. Department of Transportation
Tom Dieckelman .......................................................... President, Wisconsin Coach Lines, Inc.
Peter T. McMullen ....................................................... Program and Planning Analyst, Bureau of Air Management, Wisconsin Department of Natural Resources
Brett Wallace ............................................................. Director, Southeast Region, Wisconsin Department of Transportation
William Wheeler ......................................................... Community Planner, Federal Transit Administration - Region 5, U.S. Department of Transportation

Liaison to Jefferson County

Brian Udovich ............................................................ Highway Operations Manager, Jefferson County Highway Department
Advisory Committee on Transportation System Planning and Programming for the Kenosha Urbanized Area

Clement Abongwa, Chair .............................................. Director of Highways/Highway Commissioner, Kenosha County
Kevin J. Muhs, Secretary .............................................. Deputy Director, Southeastern Wisconsin Regional Planning Commission
Shelly Billingsley .......................................................... Director of Public Works/City Engineer, City of Kenosha
Donna Brown-Martin .................................................... Director, Bureau of Planning and Economic Development, Division of Transportation Investment Management, Wisconsin Department of Transportation
Michael A. Davies ......................................................... Wisconsin Division Administrator, Federal Highway Administration, U.S. Department of Transportation
Tom Dieckelman ........................................................... President, Wisconsin Coach Lines, Inc.
Matt Fineour .................................................................. Village Engineer, Village of Pleasant Prairie
Virgil Gentz ................................................................... Chairman, Town of Paris
Nelson Ogbuagu ............................................................ Director, Department of Transportation, City of Kenosha
Randall Kerkman ........................................................... Village Administrator, Village of Bristol
Jeffrey B. Labahn .......................................................... Director, Community Development and Inspections, City of Kenosha
Peter T. McMullen ........................................................ Program and Planning Analyst, Bureau of Air Management, Wisconsin Department of Natural Resources
William Morris ............................................................. Town Administrator, Town of Somers
Cheryl L. Newton .......................................................... Environmental Protection Specialist, U.S. Environmental Protection Agency, Region V
Brett Wallace ................................................................. Director, Southeast Region, Wisconsin Department of Transportation
William Wheeler ........................................................... Community Planner, Federal Transit Administration – Region 5, U.S. Department of Transportation
### Advisory Committee on Transportation System Planning and Programming for the Racine Urbanized Area

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Role</th>
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<tbody>
<tr>
<td>Julie A. Anderson, Chair</td>
<td>Director of Public Works and Development Services, Racine County</td>
</tr>
<tr>
<td>Kevin J. Muhs, Secretary</td>
<td>Deputy Director, Southeastern Wisconsin Regional Planning Commission</td>
</tr>
<tr>
<td>Donna Brown-Martin</td>
<td>Director, Bureau of Planning and Economic Development, Division of Transportation Investment Management, Wisconsin Department of Transportation</td>
</tr>
<tr>
<td>Anthony A. Bunkelman</td>
<td>Village Engineer, Village of Caledonia</td>
</tr>
<tr>
<td>Pete Christensen</td>
<td>President, Village of Wind Point</td>
</tr>
<tr>
<td>Mary Cole</td>
<td>Village Administrator, Village of Sturtevant</td>
</tr>
<tr>
<td>Michael A. Davies</td>
<td>Wisconsin Division Administrator, Federal Highway Administration, U.S. Department of Transportation</td>
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<tr>
<td>Tom Dieckelman</td>
<td>President, Wisconsin Coach Lines, Inc.</td>
</tr>
<tr>
<td>Peter L. Hansen</td>
<td>Chairperson, Town of Yorkville</td>
</tr>
<tr>
<td>Steven R. Houte</td>
<td>Village Engineer, Village of Mount Pleasant</td>
</tr>
<tr>
<td>Michael J. Maierle</td>
<td>Transit and Parking System Manager, City of Racine</td>
</tr>
<tr>
<td>Peter T. McMullen</td>
<td>Program and Planning Analyst, Bureau of Air Management, Wisconsin Department of Natural Resources</td>
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<tr>
<td>Roger Mellem</td>
<td>President, Village of North Bay</td>
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<tr>
<td>Cheryl L. Newton</td>
<td>Environmental Protection Specialist, U.S. Environmental Protection Agency, Region V</td>
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<tr>
<td>Ellis Steiner</td>
<td>Village President, Village of Elmwood Park</td>
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<tr>
<td>Brett Wallace</td>
<td>Director, Southeast Region, Wisconsin Department of Transportation</td>
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<tr>
<td>William Wheeler</td>
<td>Community Planner, Federal Transit Administration – Region 5, U.S. Department of Transportation</td>
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<tr>
<td>Mark H. Yehlen</td>
<td>Commissioner of Public Works, City of Racine</td>
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Advisory Committee on Transportation System Planning and Programming for the West Bend Urbanized Area

<table>
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<th>Name</th>
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<tr>
<td>Scott M. Schmidt, Chair</td>
<td>Highway Commissioner, Washington County</td>
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<tr>
<td>Kevin J. Muhs, Secretary</td>
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<tr>
<td>Jessi Balcom</td>
<td>Village Administrator, Village of Slinger</td>
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<tr>
<td>Richard L. Bertram</td>
<td>Chairman, Town of Barton</td>
</tr>
<tr>
<td>Donna Brown-Martin</td>
<td>Director, Bureau of Planning and Economic Development, Division of Transportation Investment Management, Wisconsin Department of Transportation</td>
</tr>
<tr>
<td>Michael A. Davies</td>
<td>Wisconsin Division Administrator, Federal Highway Administration, U.S. Department of Transportation</td>
</tr>
<tr>
<td>Joseph Gonnering</td>
<td>Chairman, Town of Trenton</td>
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<tr>
<td>Ray Heidtke</td>
<td>Chairman, Town of Jackson</td>
</tr>
<tr>
<td>Matt Heiser</td>
<td>Village Administrator, Village of Kewaskum</td>
</tr>
<tr>
<td>Max Marechal</td>
<td>City Engineer, City of West Bend</td>
</tr>
<tr>
<td>Paul R. Rice</td>
<td>Chairman, Town of West Bend</td>
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<tr>
<td>Jason Schall</td>
<td>City Engineer, Engineering Department, City of Hartford</td>
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<tr>
<td>Albert Schulteis</td>
<td>Chairman, Town of Polk</td>
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<tr>
<td>Maurice Strupp</td>
<td>Chairman, Town of Hartford</td>
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<tr>
<td>Brett Wallace</td>
<td>Director, Southeast Region, Wisconsin Department of Transportation</td>
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<tr>
<td>John Walther</td>
<td>Village Administrator, Village of Jackson</td>
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<tr>
<td>William Wheeler</td>
<td>Community Planner, Federal Transit Administration – Region 5, U.S. Department of Transportation</td>
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<tr>
<td>Scott Wollner</td>
<td>Chairperson, Town of Kewaskum</td>
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<tr>
<td>Brian Field</td>
<td>Highway Commissioner, Dodge County</td>
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</table>
Advisory Committee on Transportation System Planning and Programming
for the Round Lake Beach-McHenry-Grayslake, IL-WI Urbanized Area (Wisconsin Portion)

Clement Abongwa, Chair ............................................. Director of Highways/Highway Commissioner, Kenosha County
Kevin J. Muhs, Secretary .............................................. Deputy Director, Southeastern Wisconsin Regional Planning Commission
Bill Antti ....................................................................... President, Village of Genoa City
Donna Brown-Martin ................................................... Director, Bureau of Planning and Economic Development, Division of Transportation Investment Management, Wisconsin Department of Transportation
Terry Burns.................................................................. President, Village of Paddock Lake
Michael A. Davies ........................................................ Wisconsin Division Administrator, Federal Highway Administration, U.S. Department of Transportation
William M. Glembocki ............................................... Chairman, Town of Wheatland
Randall Kerkman ........................................................ Village Administrator, Village of Bristol
John Kiel ....................................................................... Chairman, Town of Brighton
Peter T. McMullen........................................................ Program and Planning Analyst, Bureau of Air Management, Wisconsin Department of Natural Resources
Kenneth Monroe........................................................... President, Village of Bloomfield
Cheryl L. Newton ......................................................... Environmental Protection Specialist, U.S. Environmental Protection Agency, Region V
Eric A. Nitschke ............................................................ Director of Central Services, Walworth County Public Works Department
Bruce Nopenz ............................................................. President, Village of Silver Lake
Daniel Schoonover ...................................................... Chairman, Town of Bloomfield
Howard K. Skinner ........................................................ President, Village of Twin Lakes
Robert Stoll.................................................................. Chairperson, Town of Randall
Diann Tesar ................................................................. Chairman, Town of Salem
Brett Wallace ............................................................... Director, Southeast Region, Wisconsin Department of Transportation
William Wheeler .......................................................... Community Planner, Federal Transit Administration – Region 5, U.S. Department of Transportation
Adelene Greene, Chair .................................................. Former Commissioner, Southeastern Wisconsin Regional Planning Commission; Former Director of Workforce Development, Kenosha County
Yolanda Adams ............................................................. President and CEO, Urban League of Racine and Kenosha
Huda Alkaff ................................................................... Founder & Director, Wisconsin Green Muslims
Tyrone P. Dumas........................................................... Educational Consultant - SOS Center Garden of Hope after School Program, Milwaukee, WI
Ella Dunbar ................................................................. Program Services Manager, Social Development Commission, Milwaukee
N. Lynnette McNeely .................................................... Legal Redress Chair, Waukesha County NAACP
Rodney Prunty ............................................................... President, United Way of Racine
Guadalupe "Wally" Rendon ............................................ President, Hispanic Business and Professionals Association of Racine
Jackie Schellinger ........................................................ Indian Community Representative, Retired Judge
Theresa Schuerman ...................................................... Walworth County Bilingual Migrant Worker Outreach
May yer Thao ............................................................... Director, Hmong Chamber of Commerce
Willie Wade ................................................................ Vice President, Milwaukee Area Workforce Investment Board
Wallace White............................................................. Principal/CEO, W2EXCEL, LLC
DEMOGRAPHIC PROFILE OF THE SOUTHEASTERN WISCONSIN REGION WITH RESPECT TO MINORITY AND LOW-INCOME POPULATIONS

Estimates of the magnitude and location of the minority populations in the Region were obtained from data available from the most recent year 2010 decennial U.S. Census of population. Based upon the year 2010 Census, the magnitude and location of minority populations in the Region are shown on Maps 1 through 6 and in Table 1. The magnitude and the location of the low-income populations within Southeastern Wisconsin, based upon the 2011-2015 U.S. Census American Community Survey, are shown on Map 7 and summarized in Table 2. The low-income population was defined as families with income below Federally-defined poverty levels.

The minority population utilizes public transit at a higher percentage relative to other modes of travel than the white population of the Region, although the automobile is by far the dominant mode of travel for the minority population. The mode of travel reported in the year 2011-2015 U.S. Census American Community Survey for travel to and from work for minority and white populations of the Region is shown—as such information is available for the categories of race—on Table 3. In Milwaukee County, between 5 and 15 percent of the minority population uses public transit to travel to and from work, with the highest proportion—15 percent—by the African-American population. Only about 3 percent of the white population uses public transit for work travel. However, in Milwaukee County, minority populations use the automobile for 78 to 87 percent of their travel to and from work. This compares to 88 percent of the white population. Data is not available for mode of travel for trips other than work within Southeastern Wisconsin by race and ethnicity. Data for all urban areas in the State of Wisconsin is available from the 2009 National Household travel survey and shows a similar pattern as for work trips in Southeastern Wisconsin. The Wisconsin urban area minority population utilizes public transit for more of its travel across all types of trips—8 percent—compared to the Wisconsin urban area white population—less than one percent. Automobile travel is the dominant mode of travel for all trips by both the Wisconsin urban area minority population—76 percent—and white population—86 percent, as is the case for Southeastern Wisconsin travel for work purposes. The minority population represents a greater proportion of total transit ridership than it does of total population, as shown in Table 4.

* * *

RWH/JBS
9/1/2017
#238868
### Table 1

**POPULATION BY RACE AND HISPANIC ETHNICITY IN THE REGION BY COUNTY: 2010**

<table>
<thead>
<tr>
<th>County</th>
<th>White alone, Non-Hispanic</th>
<th>Black/ African-American</th>
<th>American Indian and Alaska Native</th>
<th>Asian and Pacific Islander</th>
<th>Other Race</th>
<th>Hispanic</th>
<th>Total Population</th>
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<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
</tr>
<tr>
<td>Kenosha</td>
<td>129,892</td>
<td>78.0</td>
<td>13,336</td>
<td>8.0</td>
<td>1,849</td>
<td>1.1</td>
<td>3,549</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>514,958</td>
<td>54.3</td>
<td>269,246</td>
<td>28.4</td>
<td>13,729</td>
<td>1.4</td>
<td>38,642</td>
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<tr>
<td>Ozaukee</td>
<td>80,689</td>
<td>93.4</td>
<td>1,518</td>
<td>1.8</td>
<td>467</td>
<td>0.5</td>
<td>1,957</td>
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<tr>
<td>Racine</td>
<td>145,414</td>
<td>74.4</td>
<td>24,471</td>
<td>12.5</td>
<td>1,806</td>
<td>0.9</td>
<td>2,898</td>
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<tr>
<td>Walworth</td>
<td>88,690</td>
<td>86.8</td>
<td>1,436</td>
<td>1.4</td>
<td>738</td>
<td>0.7</td>
<td>1,215</td>
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<tr>
<td>Washington</td>
<td>124,348</td>
<td>94.3</td>
<td>1,740</td>
<td>1.3</td>
<td>798</td>
<td>0.6</td>
<td>1,889</td>
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<tr>
<td>Waukesha</td>
<td>353,114</td>
<td>90.6</td>
<td>6,528</td>
<td>1.7</td>
<td>2,205</td>
<td>0.6</td>
<td>12,852</td>
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<tr>
<td>Region</td>
<td>1,437,105</td>
<td>71.1</td>
<td>318,275</td>
<td>15.8</td>
<td>21,592</td>
<td>1.1</td>
<td>63,302</td>
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</table>

**NOTE:** As part of the 2010 Federal census, individuals could be reported as being of more than one race. In addition, persons of Hispanic ethnicity can be of any race or combination of races. The figures on this table indicate the number of persons reported as being white alone and non-Hispanic (non-minority) and those of a given minority race or Hispanic ethnicity (as indicated by the column heading), including those who were reported as that race exclusively and those who were reported as that race and one or more other races. Accordingly, the population figures by race and Hispanic ethnicity sum to more than the total population for each County and the Region.

**Source:** U.S. Bureau of the Census and SEWRPC.
Table 2

FAMILIES WITH INCOME BELOW THE POVERTY LEVEL IN THE REGION BY COUNTY: 2011-2015

<table>
<thead>
<tr>
<th>County</th>
<th>Total Families</th>
<th>Families with Income Below the Poverty Level</th>
<th>Percent of Families</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Families</td>
<td></td>
</tr>
<tr>
<td>Kenosha</td>
<td>42,587</td>
<td>4,567</td>
<td>11.0</td>
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<tr>
<td>Milwaukee</td>
<td>217,388</td>
<td>37,291</td>
<td>17.2</td>
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<td>Ozaukee</td>
<td>24,420</td>
<td>772</td>
<td>3.2</td>
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<tr>
<td>Racine</td>
<td>50,245</td>
<td>4,616</td>
<td>9.2</td>
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<td>Walworth</td>
<td>26,009</td>
<td>2,093</td>
<td>8.0</td>
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<tr>
<td>Washington</td>
<td>37,895</td>
<td>1,367</td>
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<tr>
<td>Waukesha</td>
<td>108,506</td>
<td>3,844</td>
<td>3.5</td>
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<tr>
<td>Region</td>
<td>506,050</td>
<td>54,550</td>
<td>10.8</td>
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</table>

Source: U.S. Bureau of the Census American Community Survey, and SEWRPC.

POVERTY THRESHOLDS BY SIZE OF FAMILY AND NUMBER OF CHILDREN UNDER 18 YEARS OF AGE: 2015

<table>
<thead>
<tr>
<th>Size of Family Unit</th>
<th>Related Children Under 18 Years</th>
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<tbody>
<tr>
<td></td>
<td>None</td>
</tr>
<tr>
<td>One person (unrelated Individual)</td>
<td></td>
</tr>
<tr>
<td>Under 65 years</td>
<td>$12,331</td>
</tr>
<tr>
<td>65 years and over</td>
<td>11,367</td>
</tr>
<tr>
<td>Two persons</td>
<td></td>
</tr>
<tr>
<td>Householder under 65 years</td>
<td>15,871</td>
</tr>
<tr>
<td>Householder 65 years and over</td>
<td>14,326</td>
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<tr>
<td>Three persons</td>
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<tr>
<td>Four Persons</td>
<td>24,447</td>
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<tr>
<td>Five Persons</td>
<td>29,482</td>
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<tr>
<td>Six Persons</td>
<td>33,909</td>
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<td>Seven Persons</td>
<td>39,017</td>
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<tr>
<td>Eight Persons</td>
<td>43,637</td>
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<tr>
<td>Nine Persons or more</td>
<td>52,493</td>
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</table>

Source: U.S. Census and SEWRPC.
Table 3

DISTRIBUTION OF EMPLOYED PERSONS BY COUNTY OF RESIDENCE, RACE, AND MODE OF TRAVEL TO WORK: 2011-2015

<table>
<thead>
<tr>
<th>Race</th>
<th>Mode of Travel</th>
<th>Kenosha</th>
<th>Milwaukee</th>
<th>Ozaukee</th>
<th>Racine</th>
<th>Walworth</th>
<th>Washington</th>
<th>Waukesha</th>
</tr>
</thead>
<tbody>
<tr>
<td>White alone, Non-Hispanic</td>
<td>Drive alone</td>
<td>86.3</td>
<td>80.6</td>
<td>85.0</td>
<td>85.5</td>
<td>82.5</td>
<td>85.9</td>
<td>87.3</td>
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<td></td>
<td>Carpool</td>
<td>6.9</td>
<td>7.4</td>
<td>5.6</td>
<td>7.2</td>
<td>7.3</td>
<td>7.5</td>
<td>5.6</td>
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<tr>
<td></td>
<td>Bus</td>
<td>0.7</td>
<td>3.2</td>
<td>0.6</td>
<td>0.9</td>
<td>0.8</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>3.2</td>
<td>5.6</td>
<td>3.1</td>
<td>3.0</td>
<td>5.1</td>
<td>2.8</td>
<td>2.1</td>
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<tr>
<td></td>
<td>Work at Home</td>
<td>2.9</td>
<td>3.2</td>
<td>5.7</td>
<td>3.4</td>
<td>4.3</td>
<td>3.2</td>
<td>4.4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Black or African American</td>
<td>Drive alone</td>
<td>75.1</td>
<td>68.3</td>
<td>88.9</td>
<td>69.8</td>
<td>72.0</td>
<td>76.0</td>
<td>73.9</td>
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<td>American alone</td>
<td>Carpool</td>
<td>12.4</td>
<td>9.4</td>
<td>9.5</td>
<td>11.7</td>
<td>18.7</td>
<td>5.6</td>
<td>16.9</td>
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<td></td>
<td>Bus</td>
<td>5.6</td>
<td>15.2</td>
<td>0.0</td>
<td>9.3</td>
<td>1.0</td>
<td>0.0</td>
<td>3.0</td>
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<tr>
<td></td>
<td>Other</td>
<td>5.2</td>
<td>4.3</td>
<td>1.6</td>
<td>4.4</td>
<td>8.3</td>
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<td>Work at Home</td>
<td>1.7</td>
<td>2.8</td>
<td>0.0</td>
<td>4.8</td>
<td>0.0</td>
<td>5.5</td>
<td>3.1</td>
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<tr>
<td></td>
<td>Total</td>
<td>100.0</td>
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<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
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<tr>
<td>Asian alone</td>
<td>Drive alone</td>
<td>85.0</td>
<td>70.7</td>
<td>76.4</td>
<td>79.2</td>
<td>56.5</td>
<td>72.2</td>
<td>80.5</td>
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<td>1.1</td>
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<td>3.1</td>
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<td>78.1</td>
<td>65.5</td>
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<td>75.3</td>
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<td>18.5</td>
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Source: U.S. Bureau of the Census American Community Survey, and SEWRPC.
Table 4

COMPARISON OF THE PERCENTAGES OF MINORITY POPULATIONS AND MINORITY POPULATION TRANSIT RIDERSHIP IN THE REGION

<table>
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<th>Transit Services</th>
<th>Year 2010 Percent Minority Population</th>
<th>Year 2011 Percent Minority Transit Ridership</th>
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<td>Milwaukee County</td>
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<td>60</td>
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<tr>
<td>Ozaukee County Express</td>
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<td>14</td>
</tr>
<tr>
<td>Ozaukee County Shared Ride-Taxi</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Washington County Commuter Express</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Washington County Shared-Ride Taxi</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Waukesha County</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>City of Kenosha</td>
<td>31</td>
<td>58</td>
</tr>
<tr>
<td>City of Racine</td>
<td>47</td>
<td>61</td>
</tr>
<tr>
<td>City of Waukesha</td>
<td>20</td>
<td>32</td>
</tr>
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<td>Western Kenosha County Transit</td>
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<td>8</td>
</tr>
<tr>
<td>City of Hartford Taxi</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>City of West Bend Taxi</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>City of Whitewater Taxi</td>
<td>17</td>
<td>42</td>
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</tbody>
</table>

Source: U.S. Bureau of the Census and SEWRPC.
Exhibit J
IDENTIFICATION AND CONSIDERATION OF THE MOBILITY NEEDS OF MINORITY POPULATIONS DURING THE REGIONAL TRANSPORTATION PLANNING PROCESS FOR SOUTHEASTERN WISCONSIN

This document summarizes the procedures that have been, and are now being, used by the Southeastern Wisconsin Regional Planning Commission in identifying and considering the transportation needs of minority populations during regional transportation planning efforts. These procedures were used in the development of VISION 2050—the year 2050 regional land use and transportation plan—that was adopted by the Commission in 2006. Information on VISION 2050 can be found on the plan’s website (www.vision2050sewis.org). The development of VISION 2050 used a visioning and scenario planning process to create a vision for land use and transportation system development in Southeastern Wisconsin that reflects how residents—including minorities and low-income persons—want their communities and the Region to develop. The visioning and scenario planning techniques utilized as part of the VISION 2050 effort were designed to obtain greater public input—particularly from minority populations and low-income populations.

PROCEDURES TO IDENTIFY AND CONSIDER TRANSPORTATION NEEDS OF MINORITY POPULATIONS DURING THE REGIONAL TRANSPORTATION PLANNING PROCESS

Plan Development Process
The development of the regional land use and transportation plan includes consideration of likely forecast future change in population, households and employment; planned land use development; and the attendant travel demand generated by those future conditions. Within the transportation planning process prior to the design and evaluation of alternative transportation system plans, the Commission attempts to identify the Region’s transportation needs and deficiencies, including for low-income and minority populations. With respect to streets and highways, the identification of needs or deficiencies includes the identification of existing and potential future traffic congestion, indirect arterial street routing, and inadequate arterial street spacing. Also reviewed is the extent to which the existing street and highway system provides—throughout the Region’s urban areas, including the locations of minority populations and low-income populations—reasonable accessibility to jobs, retail centers, health care facilities (including the Milwaukee Regional Medical Center), parks, public technical colleges and universities, grocery stores, and General Mitchell International Airport. With respect to public transit facilities and service, the same factors are reviewed—including with respect to locations of minority populations and low-income populations—regarding reasonable accessibility via the public transit system. Also reviewed is the directness of transit routes and the extent to which transit route travel times exceed comparable automobile travel times. As part of this assessment of transit service needs, the population likely to be transit-dependent is identified and mapped, including school age children between the ages of 10 and 16, seniors, low-income population (as defined by the poverty level of family income), people with disabilities, and households with no personal vehicle available. As part of the Commission’s short-range transit planning, analyses are made of the location within the urban areas of transit-dependent populations, and of jobs, and of the ability of existing transit services and planned transit services to connect the transit-dependent populations with jobs.

In the development of the regional land use and transportation plan and short-range transit plans, the needs of minority populations and low-income populations are identified, in large part, based upon comments received as part of public outreach to minority populations and low-income populations. With respect to public transit, this includes identification of the magnitude and location of minority populations and low-income populations, and development of transit plans to address the identified transit needs of minority populations and low-income populations. The identified needs have included expanding transit availability and accessibility to the entire metropolitan area (linking to jobs and activity centers) and improving the quality of transit service (frequency of service, speed of service, and the number of transit routes). The location of jobs and activity centers in the
Region are also identified to guide the development of proposed expanded and improved transit services which would address the transit service needs of minority populations and low-income populations. The transit service needs of minority populations and low-income populations are confirmed by public involvement and outreach. The necessary transit improvements to address the needs of minority populations and low-income populations have included expanded days and hours of transit service; increased frequency of service; a rapid transit network for faster service; expanded commuter transit routes with reverse-commute service; and expanded transit service areas. All of these transit service improvements were included in VISION 2050.

A wide range of alternatives are considered to address the forecast travel demand, including travel demand management measures; pedestrian and bicycle facilities; transportation system management measures attempting to achieve more efficient operation of the transportation system; and public transit system improvement and expansion. Residual travel, traffic, and traffic congestion are identified following consideration of the above measures, and potential highway improvement and expansion projects are then considered as a measure of last resort to address the residual traffic volume and congestion. The plan includes recommendations of both long- and short-range strategies for an improved transportation system with respect to travel demand management, systems management, bicycle and pedestrian facilities, public transit, and highway facilities. The plan also addresses the need to maintain and preserve the existing transportation system, including estimation of costs.

The evaluation of alternative plans and the recommended land use and transportation plan includes estimation and assessment of a wide range of impacts including transportation, socio-economic, environmental, and financial impacts of the plan. The regional transportation planning process includes an explicit evaluation and consideration of the impacts of plans on minority populations and low-income populations in Southeastern Wisconsin. The regional land use and transportation plan includes an identification of the location of minority populations and low-income populations and an evaluation of the impacts of the plan on those populations. The analyses identify whether minority populations and low-income populations receive a disproportionate share of the estimated impacts, both costs and benefits of the regional transportation component of the regional land use and transportation plan.

The defined transportation needs are used to assist in the development and the evaluation of alternative transportation plans. With respect to the street and highway element of alternative plans, and the preliminary and final recommended plan, an assessment of the accessibility provided by the highway system is conducted, and documented in tables and maps. Also, areas of residual traffic congestion are identified and mapped, and the location of all proposed highway capacity expansion projects are mapped. All of these are compared to the locations of minority populations and low-income populations to determine the extent to which they receive benefits—such as improved accessibility—from the alternative plans, and preliminary and final recommended plans, and as well, to determine whether they disproportionately incur the costs and impacts from the plan, specifically the location of major highway improvements through their communities. With respect to the public transit element of alternative plans, and preliminary and final recommended plans, an assessment of the accessibility provided by the transit system plan element is conducted to determine whether the transit plan results in improvements, and whether the minority population of the Region benefits from these improvements. A qualitative assessment is also made of the transit system improvements included in the plan to assess those areas of the Region that may be receiving the most benefit from the proposed improvements.

The Commission also conducts outreach to minority populations and low-income populations to obtain input on the plan and planning process, including identification of needs and review of identified plan impacts, as described in the following section. The preliminary and final recommended plans are compared to existing and likely financial resources and assessments are made of whether existing resources are adequate to implement the plan, thus determining fiscal constraint of the plan.
Public Involvement and Outreach
The plan is developed by staff under the guidance of the Commission’s Advisory Committee on Regional Transportation Planning which has been established on a population proportional basis, and includes involvement of the Wisconsin Department of Transportation, the Region’s transit operators, and representatives of other transportation modes including airports and the Port of Milwaukee. All of these parties as well are involved in the Region’s congestion management process as that is integrated as part of the preparation, update, and monitoring of the regional land use and transportation plan. The Commission provides both the long-range and short-range (three to five years) planning for each of the Region’s public transit operators. The regional transportation plan incorporates the short-range, transit development plans for each of the transit operators within the Region.

Another advisory body important to the regional transportation planning process is the Commission’s Environmental Justice Task Force. The members of this advisory body are intended to be broadly representative of minority, low income, and special needs populations from across the Southeastern Wisconsin Region. One member of the Task Force also serves as a committee liaison for the Advisory Committee on Regional Transportation Planning. The Task Force’s primary role is to enhance the consideration and integration of environmental justice for minority and low-income groups on transportation planning and other issues throughout the regional planning process. In this capacity, the Task Force has reviewed and commented upon Commission planning and programming efforts, significantly including transportation, since its creation in 2007. This includes reviewing draft chapters of plan reports, Commission public involvement and outreach efforts for each planning effort, and public participation plan documents, and studies of the impacts of plan benefits and costs on minority populations and low-income populations.

The planning process includes extensive public involvement including a series of newsletters and public meetings conducted as part of developing the plan, task forces to address specific issues under the plan, public outreach conducted to reach minority and low-income communities, and a website. The goal of the public involvement is to achieve public awareness of, and input into, the planning process and final plan. At key steps in the planning process, newsletters are prepared, public meetings are held, and outreach is conducted. All information prepared and provided as part of the planning and programming process is provided on the Commission website, including notices of meetings and meeting materials, such as minutes, draft reports, and final reports. The Commission also attempts to summarize plan documents in newsletters and brochures which are made widely available to obtain public awareness and input throughout the planning process.

With respect to VISION 2050, seven public workshops—one in each county of the Region—were conducted at five key stages in the visioning and scenario planning process to provide information on, and obtain input to, the development of the regional land use and transportation plan. In addition to the public meetings, the public was able to review and provide input at each stage on a website developed for the effort (www.vision2050sewis.org). The first set of workshops were held in September 2013 and utilized public outreach techniques designed to engage members of the public in visioning for the future, encouraging them to better understand land use and transportation development consequences, and promoting discussion and identification of their land use and transportation goals and needs. Input provided at these meetings—along with input collected from similar activities accessed from the VISION 2050 website and a telephone survey—were used to develop a set of Guiding Statements describing the future direction of growth and change in the Region with respect to land development and transportation. These Guiding Statements provided general direction for the development and evaluation of conceptual scenarios and detailed alternative plans. An opportunity to review and comment on a draft set of Guiding Statements was provided during the second set of workshops held in December 2013. The next step in the VISION 2050 process was the development and evaluation of conceptual land use and transportation scenarios, which were reviewed and commented on by the public during the third set of workshops held in the fall of 2014. The public then had an opportunity in the fall of 2015 at the fourth set of workshops to review and comment on detailed alternative plans and on the results.
of an evaluation of those alternative plans, developed based on the public comment received on the conceptual scenarios. Finally, the public had an opportunity at the fifth set of workshops held in the spring of 2016 to review and comment on the preliminary recommended year 2050 regional land use and transportation plan.

Through the Commission’s public involvement process, public meetings are located in areas with minority populations and specific outreach is directed to groups and organizations representing minority populations and low-income populations. As part of this outreach, the Commission attempts to build awareness and obtain input, and in particular, identify the transportation needs of minority populations and low-income populations. For example, as part of the extensive public outreach for VISION 2050, the Commission partnered with eight community organizations specifically targeted at reaching and engaging minority populations, low-income populations, and people with disabilities. The eight partner organizations include: Common Ground, Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, the Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association of Wisconsin, and the Urban League of Racine and Kenosha. Each of these partner organizations hosted five of their own workshops, which correspond to the five sets of workshops open to the general public. In addition to the visioning and scenario planning activities done as part of public workshops, the participants of the workshops sponsored by the partner organizations were specifically asked to identify their transportation needs. Input at these workshops, along with the identification of transportation needs, was documented and considered in developing VISION 2050. The transportation needs identified at the meetings with the eight community organization partners included expanded and integrated public and private transportation modes, better connections by transit to jobs and other activity centers (including better links between urban and suburban areas), expanded bus routes and hours of service, more transit options and services for seniors and people with disabilities, and an expanded transit system to include more streetcar, commuter, and rapid transit service.

Although the predominant mode of travel of minority populations and low-income populations in Southeastern Wisconsin is by automobile, a higher proportion of travel by minority populations and low-income populations, relative to other populations, is by public transit. The Commission, in its transportation planning, has recommended significantly improved and expanded transit service, which is particularly focused on serving, and addressing the needs of, minority populations and low-income populations throughout the Southeastern Wisconsin Region. The improved and expanded transit service included in VISION 2050 would expand the transit service area to the full metropolitan region, significantly increase service hours so service is available throughout the day and on weekends, greatly improve frequency of service so that it is more convenient, and implement express, rapid transit, and commuter services which would increase the speed of transit travel. All of these transit improvements and expansion are principally directed towards serving the transit-dependent populations in the Region, including minority populations and low-income populations.

With respect to outreach to minority and low-income population groups, the Commission’s Public Involvement and Outreach Division staff contacts these groups through letter and phone calls to arrange meetings at the key steps in the regional transportation planning process to provide information, identify transportation needs, and obtain comment and input into the planning process and final plan. The extensive outreach conducted by the Commission’s public involvement and outreach staff over the last three years is documented in Exhibit F of the Commission’s Title VI Program.

**Evaluation of Benefits and Impacts to Minority Populations**

As part of the evaluation of the regional land use and transportation plan, with respect to Title VI and environmental justice requirements, an extensive analysis is conducted with respect to whether minority populations and low-income populations receive disproportionate impacts—costs and benefits—of the transportation component of the plan. The documentation of the benefits and burdens of VISION 2050, including the detailed alternative plans and the preliminary recommended plan developed during the planning process, along with the fiscally constrained transportation plan, on minority populations and low-income populations, included quantitative evaluation of the extent to which plan recommended transit service
improvement and expansion provides service to minority populations and low-income populations. This included mapping of the magnitude and location of minority populations and low-income populations, and an evaluation of the extent to which proposed transit service improvements meet identified minority and low-income population transit service needs. This was accomplished by evaluating the characteristics of the population served by proposed express and rapid transit (bus rapid transit and light rail) systems; evaluating the characteristics of the population in areas recommended to receive improved frequency of transit service; and evaluating the characteristics of population of areas which would be served by new transit service. These evaluations were documented in the VISION 2050 report as part of the evaluation of the more detailed alternative plans (Appendix F-2: www.sewrpc.org/v2050vol2appf.pdf), the preliminary recommended plan (Appendix H-2: www.sewrpc.org/v2050vol2apph.pdf), and the fiscally constrained plan (Appendix N: www.sewrpc.org/v2050vol3appn.pdf).

An evaluation of impacts of the regional transportation improvement program (TIP) on minority populations and low-income populations is conducted as part of the biennial TIP update. The last such evaluation completed as part of the preparation of the 2017-2020 TIP, as adopted by the Commission in 2016, is documented in Appendix G of the 2017-2020 TIP report (www.sewrpc.org/tip). The evaluation includes a mapping of transit improvement and expansion projects and a comparison of project location to the location of minority populations and low-income populations. A similar assessment is made of the location of existing transit systems and funding programmed in the TIP to preserve, or continue operation of, existing transit systems.

*   *   *

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Exhibit K

SUMMARY OF DISTRIBUTION OF STATE AND FEDERAL FUNDING FOR PUBLIC TRANSPORTATION SERVING MINORITY POPULATIONS IN SOUTHEASTERN WISCONSIN

The Southeastern Wisconsin Region, as shown on Map 1, has 15 public transit systems that are owned and operated by 12 local governments. Federal and State funding provide over 80 percent of the total annual public capital and operating funding for transit in the Region. Table 1 provides the number of boarding passengers and the amount of revenue miles in each of the transit systems for the years 2015 and 2016. The largest transit operator in the Region in 2016 by far is the Milwaukee County Transit System (MCTS) with 34.8 million boarding passengers, or about 89 percent of the total transit ridership for the Region, and 16.6 million revenue vehicle miles of service, or about 82 percent of total fixed-route bus revenue vehicle-miles of service in the Region and about 71 percent of the total revenue vehicle-miles of transit service for the Region including shared-ride taxi service. The bus systems for the Cities of Kenosha, Racine, and Waukesha together represent in 2016 another 8 percent of total transit ridership in the Region and another 12 percent of total fixed-route bus revenue vehicle-miles of service in the Region (10 percent of total revenue vehicle-miles of transit service in the Region including shared-ride taxi service). Thus, the transit systems for Milwaukee County and the Cities of Kenosha, Racine, and Waukesha represent in 2016 a combined 97 percent of the transit ridership in the Region, 94 percent of the fixed route bus service, and 81 percent of total transit service (including shared-ride taxi).

Table 2 and Map 2 show the geographic distribution of the minority population of the Region. About 74 percent of the minority population of the Region resides in Milwaukee County. Another 14 percent of the Region’s minority population resides within the Cities of Kenosha, Racine, and Waukesha. As discussed previously, the transit service in Southeastern Wisconsin is primarily provided in Milwaukee County and the Cities of Kenosha, Racine, and Waukesha, which contain 88 percent of the minority population of the Region.

Map 3 shows the year 2015 routes and service areas for the public transit systems in the Region in comparison to concentrations of minority populations. Comparing the existing transit services to the location of minority populations indicates that most of the transit systems—and in particular MCTS—serve the principal concentrations of minority population in the Region. Specifically, about 488,100 members of the minority population (or 84 percent of the Region’s total minority population), compared to about 616,400 non-minority people (or 43 percent of Region’s total non-minority population), were served by fixed-route transit service in 2015.

Map 4 shows the level of transit quality—Excellent, Very Good, Good, and Basic—of the year 2015 fixed-route transit service in the Region based on the amount and speed of transit service. Table 3 shows the numbers of minority population and non-minority population that are served by each of the four levels of fixed-route transit service provided in the Region in 2015. Maps 5 and 6 compare the quality of the existing

---

1 Areas with “Excellent” transit service are typically within walking distance of at least one rapid transit station, and also within walking distance of multiple frequent local or express bus services. A resident living in an area with Excellent transit service has a high likelihood of not needing to own a car.

Areas with “Very Good” transit service typically are within walking distance of a rapid transit or commuter rail station, but may have fewer local or express bus routes nearby than an area with Excellent service. Alternatively, areas with Very Good service may not be within walking distance of a rapid transit or commuter rail station, but may instead be near multiple frequent local and express bus routes.

To have “Good” transit service, an area would be within walking distance of one local or express bus route that provides service at least every 15 minutes all day, or may be near three or more local bus routes that do not provide such frequent, all-day service. An area with Good transit service typically would not have access to a rapid transit line.

If an area is served by “Basic” transit service, it is within walking distance of at least one local bus route, but generally not more than two routes, that are not likely to have service frequency better than 15 minutes all day.
EXISTING PUBLIC TRANSIT SERVICES IN THE SOUTHEASTERN WISCONSIN REGION: 2017

TRANSIT SYSTEMS BY COUNTY
KENOSHA COUNTY
- WESTERN KENOSHA COUNTY TRANSIT ROUTE
- KENOSHA AREA TRANSIT WALK SERVICE AREA
- WESTERN KENOSHA COUNTY TRANSIT WALK SERVICE AREA

MILWAUKEE COUNTY
- MILWAUKEE COUNTY TRANSIT SYSTEM FREEWAY FLYER
- MILWAUKEE COUNTY TRANSIT SYSTEM WALK SERVICE AREA

OZAUKEE COUNTY
- OZAUKEE COUNTY EXPRESS BUS ROUTE
- OZAUKEE COUNTY SHARED-RIDE TAXI SERVICE

RACINE COUNTY
- KENOSHA-RACINE-MILWAUKEE COMMUTER BUS ROUTE
- BELLE URBAN SYSTEM WALK SERVICE AREA

WALWORTH COUNTY
- WHITESTOWN TAXI SERVICE
- WALWORTH COUNTY DIAL-A-RIDE SHARED-RIDE TRANSIT SERVICE

WASHINGTON COUNTY
- WASHINGTON COUNTY COMMUTER EXPRESS BUS ROUTES
- MUNICIPAL SHARED-RIDE TAXI SERVICES
- WASHINGTON COUNTY SHARED-RIDE TAXI SERVICE

WAUKESHA COUNTY
- WAUKESHA COUNTY TRANSIT SYSTEM COMMUTER BUS ROUTES
- CITY OF WAUKESHA METRO TRANSIT WALK SERVICE AREA
- WAUKESHA COUNTY TRANSIT SYSTEM WALK SERVICE AREA

Source: SEWRPC.
## Table 1
PUBLIC TRANSIT REVENUE RIDERSHIP AND SERVICE: 2015 AND 2016

<table>
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<th>Service Type</th>
<th>County</th>
<th>Transit System</th>
<th>Boarding Passengers 2015</th>
<th>Boarding Passengers 2016</th>
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<tr>
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<td>Racine</td>
<td>Racine Belle Urban System (City of Racine) ...................................................</td>
<td>1,300,500</td>
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<td>955,800</td>
<td>957,100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kenosha-Racine-Milwaukee Commuter Bus (City of Racine) ...................................</td>
<td>64,000</td>
<td>57,100</td>
<td>215,300</td>
<td>216,300</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subtotal</td>
<td>1,364,500</td>
<td>1,258,000</td>
<td>1,171,100</td>
<td>1,173,400</td>
</tr>
<tr>
<td></td>
<td>Washington</td>
<td>Washington County Commuter Express (Washington County) ................................</td>
<td>102,200</td>
<td>91,900</td>
<td>248,600</td>
<td>217,300</td>
</tr>
<tr>
<td></td>
<td>Waukesha</td>
<td>Waukesha County Transit System (Waukesha County) ..........................................</td>
<td>523,000</td>
<td>513,000</td>
<td>629,300</td>
<td>631,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Waukesha Metro Transit (City of Waukesha) ....................................................</td>
<td>593,100</td>
<td>549,000</td>
<td>665,000</td>
<td>588,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subtotal</td>
<td>1,116,100</td>
<td>1,062,000</td>
<td>1,294,300</td>
<td>1,219,400</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total Bus Systems</td>
<td>39,009,800</td>
<td>38,704,900</td>
<td>20,186,000</td>
<td>20,228,100</td>
</tr>
<tr>
<td>Taxi</td>
<td>Ozaukee</td>
<td>Ozaukee County Shared-ride Taxi (Ozaukee County) ...........................................</td>
<td>108,500</td>
<td>113,600</td>
<td>1,151,900</td>
<td>1,209,500</td>
</tr>
<tr>
<td></td>
<td>Walworth</td>
<td>Whitewater Taxi Service (City of Whitewater) ..................................................</td>
<td>29,300</td>
<td>29,100</td>
<td>102,400</td>
<td>95,900</td>
</tr>
<tr>
<td></td>
<td>Washington</td>
<td>Washington County Shared-ride Taxi (Washington County) ................................</td>
<td>89,900</td>
<td>86,900</td>
<td>1,304,500</td>
<td>1,287,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hartford City Taxi (City of Hartford) ..................................................................</td>
<td>20,100</td>
<td>19,800</td>
<td>56,700</td>
<td>56,600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>West Bend Taxi Service (City of West Bend) .....................................................</td>
<td>108,600</td>
<td>104,900</td>
<td>381,400</td>
<td>377,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subtotal</td>
<td>218,600</td>
<td>211,600</td>
<td>1,742,600</td>
<td>1,722,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total Taxi Systems</td>
<td>356,400</td>
<td>354,300</td>
<td>2,996,900</td>
<td>3,027,600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Region Total</td>
<td>39,366,200</td>
<td>39,058,300</td>
<td>23,182,900</td>
<td>23,255,700</td>
</tr>
</tbody>
</table>

Source: SEWRPC
Table 2

POPULATION BY RACE AND HISPANIC ETHNICITY IN THE REGION: 2010

<table>
<thead>
<tr>
<th>Location</th>
<th>White alone, Non-Hispanic</th>
<th>Black/ African-American</th>
<th>American Indian and Alaska Native</th>
<th>Asian and Pacific Islander</th>
<th>Other Race</th>
<th>Hispanic</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
</tr>
<tr>
<td>Kenosha County</td>
<td>129,892</td>
<td>78.0</td>
<td>13,336</td>
<td>8.0</td>
<td>1,849</td>
<td>1.1</td>
<td>3,549</td>
</tr>
<tr>
<td>City of Kenosha</td>
<td>68,967</td>
<td>69.0</td>
<td>11,826</td>
<td>11.9</td>
<td>1,353</td>
<td>1.4</td>
<td>2,500</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>514,958</td>
<td>54.3</td>
<td>269,246</td>
<td>28.4</td>
<td>13,729</td>
<td>1.4</td>
<td>38,642</td>
</tr>
<tr>
<td>City of Milwaukee</td>
<td>220,219</td>
<td>37.0</td>
<td>250,003</td>
<td>42.0</td>
<td>9,678</td>
<td>1.6</td>
<td>24,471</td>
</tr>
<tr>
<td>Ozaukee County</td>
<td>80,689</td>
<td>93.4</td>
<td>1,518</td>
<td>1.8</td>
<td>467</td>
<td>0.5</td>
<td>1,957</td>
</tr>
<tr>
<td>Racine County</td>
<td>145,414</td>
<td>74.4</td>
<td>24,471</td>
<td>12.5</td>
<td>1,806</td>
<td>0.9</td>
<td>2,898</td>
</tr>
<tr>
<td>City of Racine</td>
<td>42,189</td>
<td>53.5</td>
<td>19,808</td>
<td>25.1</td>
<td>914</td>
<td>1.2</td>
<td>907</td>
</tr>
<tr>
<td>Walworth County</td>
<td>88,690</td>
<td>86.8</td>
<td>1,436</td>
<td>1.4</td>
<td>738</td>
<td>0.7</td>
<td>1,215</td>
</tr>
<tr>
<td>Washington County</td>
<td>124,348</td>
<td>94.3</td>
<td>1,740</td>
<td>1.3</td>
<td>798</td>
<td>0.6</td>
<td>1,889</td>
</tr>
<tr>
<td>Waukesha County</td>
<td>353,114</td>
<td>90.6</td>
<td>6,528</td>
<td>1.7</td>
<td>2,205</td>
<td>0.6</td>
<td>12,852</td>
</tr>
<tr>
<td>City of Waukesha</td>
<td>56,868</td>
<td>80.4</td>
<td>2,270</td>
<td>3.2</td>
<td>543</td>
<td>0.8</td>
<td>2,916</td>
</tr>
<tr>
<td>Region</td>
<td>1,437,105</td>
<td>71.1</td>
<td>318,275</td>
<td>15.8</td>
<td>21,592</td>
<td>1.1</td>
<td>63,002</td>
</tr>
</tbody>
</table>

NOTE: As part of the 2010 Federal census, individuals could be reported as being of more than one race. In addition, persons of Hispanic ethnicity can be of any race or combination of races. The figures on this table indicate the number of persons reported as being white alone and non-Hispanic (non-minority) and those of a given minority race or Hispanic ethnicity (as indicated by the column heading), including those who were reported as that race exclusively and those who were reported as that race and one or more other races. Accordingly, the population figures by race and Hispanic ethnicity sum to more than the total population for each County and the Region.

Source: U.S. Bureau of the Census and SEWRPC.
Map 2

CONCENTRATION OF MINORITY PERSONS WITHIN SOUTHEASTERN WISCONSIN: 2010

CENSUS BLOCKS WHEREIN MINORITY POPULATION, INCLUDING HISPANIC PERSONS, EXCEEDS THE REGIONAL AVERAGE OF 28.9 PERCENT BASED ON THE 2010 CENSUS

- 28.90 to 50.00 PERCENT
- 50.01 to 60.00 PERCENT
- 60.01 to 70.00 PERCENT
- 70.01 to 80.00 PERCENT
- 80.01 to 90.00 PERCENT
- GREATER THAN 90.00 PERCENT

Note: Areas in white are comprised of census blocks wherein the minority population is less than or equal to the regional average of 29.9 percent.

Source: U.S. Bureau of the Census and SEWRPC
Note: Areas in white are comprised of census blocks wherein the minority population is less than or equal to the regional average of 29.9 percent.

<table>
<thead>
<tr>
<th>Number of Minority Persons</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 or more</td>
<td>Blue</td>
</tr>
<tr>
<td>100 to 199</td>
<td>Green</td>
</tr>
<tr>
<td>50 to 99</td>
<td>Orange</td>
</tr>
<tr>
<td>Fewer than 50</td>
<td>Yellow</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of the Census and SEWRPC
TRANSIT SERVICE QUALITY

EXCELLENT

VERY GOOD

GOOD

BASIC

Note: Areas with “Excellent” transit service are typically within walking distance of at least one rapid transit station, and also within walking distance of multiple frequent local or express bus services. A resident living in an area with Excellent transit service has a high likelihood of not needing to own a car.

Areas with “Very Good” transit service typically are within walking distance of a rapid transit or commuter rail station, but may have fewer local or express bus routes nearby than an area with Excellent service. Alternatively, areas with Very Good service may not be within walking distance of a rapid transit or commuter rail station, but may instead be near multiple frequent local and express bus routes.

To have “Good” transit service, an area would be within walking distance of one local or express bus route that provides service at least every 15 minutes all day, or may be near three or more local bus routes that do not provide such frequent, all-day service. An area with Good transit service typically would not have access to a rapid transit line.

If an area is served by “Basic” transit service, it is within walking distance of at least one local bus route, but generally not more than two routes, that are not likely to have service frequency better than 15 minutes all day.

Source: SEWRPC
Table 3

TRANSIT SERVICE QUALITY OF FIXED-ROUTE TRANSIT SERVICE FOR MINORITY AND NON-MINORITY POPULATIONS IN THE REGION: 2015

<table>
<thead>
<tr>
<th>Population</th>
<th>Excellent Number</th>
<th>Excellent Percent</th>
<th>Very Good Number</th>
<th>Very Good Percent</th>
<th>Good Number</th>
<th>Good Percent</th>
<th>Basic Number</th>
<th>Basic Percent</th>
<th>Total Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minority</td>
<td>700</td>
<td>0.1</td>
<td>50,900</td>
<td>8.7</td>
<td>228,300</td>
<td>39.2</td>
<td>208,200</td>
<td>35.7</td>
<td>582,865</td>
</tr>
<tr>
<td>Non-minority</td>
<td>2,400</td>
<td>0.2</td>
<td>60,300</td>
<td>4.2</td>
<td>150,400</td>
<td>10.5</td>
<td>403,300</td>
<td>28.1</td>
<td>1,437,105</td>
</tr>
</tbody>
</table>

aMinority population and non-minority population are based on the 2010 U.S. Census.

Source: 2010 U.S. Census and SEWRPC
Note: Areas in white are comprised of census blocks wherein the minority population is less than or equal to the regional average of 28.9 percent.

TRANSIT SERVICE QUALITY

QUALITY TRANSIT SERVICE (EXCELLENT, VERY GOOD, AND GOOD TRANSIT SERVICE)
Map 6

COMPARISON OF EXISTING CONCENTRATIONS OF TOTAL MINORITY POPULATION IN MILWAUKEE COUNTY TO TRANSIT SERVICE QUALITY: 2015

CENSUS BLOCKS WHEREIN MINORITY POPULATION, INCLUDING HISPANIC PERSONS, EXCEEDS THE REGIONAL AVERAGE OF 28.9 PERCENT BASED ON THE 2010 CENSUS

- Blue: 200 OR MORE MINORITY PERSONS
- Green: 100 TO 199 MINORITY PERSONS
- Orange: 50 TO 99 MINORITY PERSONS
- Yellow: FEWER THAN 50 MINORITY PERSONS

Note: Areas in white are comprised of census blocks wherein the minority population is less than or equal to the regional average of 28.9 percent.

TRANSIT SERVICE QUALITY

- Yellow vertical lines: QUALITY TRANSIT SERVICE (EXCELLENT, VERY GOOD, AND GOOD TRANSIT SERVICE)

Source: U.S. Bureau of the Census and SEWRPC
year 2015 fixed-route transit service within the Region and within Milwaukee County to concentrations of minority population. As shown in Table 3 and on Maps 5 and 6, the quality fixed-route transit service—Excellent, Very Good, and Good—provided in 2015 principally serves the minority populations in the Region. Specifically, about 279,900 members of the minority population (or 48 percent of the Region’s minority population), as compared to 213,100 members of the non-minority population (or 15 percent of the Region’s non-minority population), are served by quality fixed-route transit service.

As shown in Table 4, about 59 percent of the minority population in the Region has access to 10,000 or more jobs by transit within 30 minutes, as compared to 21 percent of the Region’s non-minority population. Table 5 shows the percentage of the minority population and non-minority population that have reasonable access by fixed-route transit service in 2015 to activities centers, such as retail centers, public technical colleges and universities, major parks, health care facilities (including the Milwaukee Regional Medical Center), grocery stores, and General Mitchell International Airport. The percentage of the minority population that has reasonable access to the various activity centers is generally greater than the percentage of the non-minority population with the same level of access.

With respect to public transit operating assistance, the public transit operators in the Region rely heavily on Federal and State operating assistance, which typically funds about 50 to 60 percent of total annual transit operating expenses and represents about 80 to 90 percent of total annual public operating funding for transit. The transit operators located within the urbanized areas of the Region utilize most of the Federal Transit Administration (FTA) Section 5307 funding they receive to fund their operating costs (through using the funds for capitalized maintenance). In addition to the FTA funding available to the Region, transit operators have used Federal Highway Administration (FHWA) Congestion Mitigation and Air-Quality Improvement Program (CMAQ) funding to fund the operation of new transit routes for a limited period of time and to fund capital transit projects. Table 6 provides the public transit operating assistance for years 2015 and 2016 for the transit systems in the Region. The amount of State and Federal public transit assistance in the Region totaled $107.2 million in 2015 and $113.5 million in 2016, about 80.8 percent and 79.1 percent, respectively, of the total of annual transit operating assistance. State transit operating assistance was $82.0 million in 2015 and $81.0 million in 2016, and Federal transit assistance used for operating was $25.2 million in 2015 and $32.5 million in 2016. The amount of Federal and State operating assistance used by MCTS totaled $88.0 million in 2015 and $94.2 million in 2016, or about 82.1 percent and 83.0 percent, respectively, of the total Federal and State funds available to the Region. The transit systems in the Cities of Kenosha, Racine, and Waukesha received $10.7 million of Federal and State operating funding in 2015 and $10.7 million in 2016, representing 10.0 percent and 9.4 percent of total funding received by the Region.

With respect to State and Federal public transit capital funding, only Federal funds are available to the transit operators in the Region to fund transit capital projects with the amount of Federal funds used for transit capital projects varying from year-to-year. Prior to the enactment of the Moving Ahead to Progress (MAP-21) in 2012, much of the funding used by transit operators in the Region for capital projects was FTA Section 5309 – capital program funding. In recent years, MCTS has also used other Federal funding sources to fund transit capital projects, such as FHWA Interstate Cost Estimate funds and FHWA Surface Transportation Program funds. As shown in Table 7, the Federal capital funding that was used by transit operators totaled $16.6 million in 2014 and $20.2 million in 2015. MCTS utilized $16.3 million in 2014 and $12.0 million in 2015, or about 98.2 percent and 59.4 percent, respectively, of the total Federal capital funds expended in the Region. The transit system in the City of Waukesha received $77,100 of Federal capital funds in 2014 and $2.8 million in 2015, representing 0.5 percent and 13.9 percent of total Federal capital transit funding received by the Region. The City of Milwaukee reported $5.0 million in capital expenditures related to the downtown streetcar line in 2015, which is scheduled to commence service in 2018.

**SUMMARY AND CONCLUSION**

As the vast majority of State and Federal transit funding is used to provide quality transit service to those areas with substantial minority populations, the distribution of State and Federal transit funding does not have a disparate impact on the minority population of the Region. Milwaukee County and the Cities of Kenosha, Racine, and Waukesha together account for 88 percent of the Region’s minority population and received over 90 percent of the State and Federal transit funding provided to the Region. In addition, review
Table 4

ACCESS TO JOBS WITHIN 30 MINUTES BY FIXED-ROUTE TRANSIT SERVICE IN THE REGION: 2015

<table>
<thead>
<tr>
<th>Population¹</th>
<th>100,000 or More Jobs</th>
<th>50,000 or More Jobs</th>
<th>10,000 or More Jobs</th>
<th>Total Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Minority</td>
<td>18,900</td>
<td>3.2</td>
<td>87,300</td>
<td>15.0</td>
</tr>
<tr>
<td>Non-minority</td>
<td>25,900</td>
<td>1.8</td>
<td>50,800</td>
<td>3.5</td>
</tr>
</tbody>
</table>

¹Minority population and non-minority population are based on the 2010 U.S. Census.

Source: 2010 U.S. Census and SEWRPC
Table 5
REASONABLE ACCESS TO ACTIVITY CENTERS BY FIXED-ROUTE TRANSIT SERVICE IN THE REGION: 2015a

<table>
<thead>
<tr>
<th>Activity Center</th>
<th>Minority Populationb</th>
<th>Non-minority Populationb</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>Retail Centers</td>
<td>104,000</td>
<td>17.8</td>
<td>179,400</td>
</tr>
<tr>
<td>Major Parks</td>
<td>46,300</td>
<td>7.9</td>
<td>115,100</td>
</tr>
<tr>
<td>Public Technical Colleges and Universities</td>
<td>157,700</td>
<td>27.1</td>
<td>208,600</td>
</tr>
<tr>
<td>Health Care Facilities</td>
<td>292,700</td>
<td>50.2</td>
<td>360,200</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>455,400</td>
<td>78.1</td>
<td>556,500</td>
</tr>
<tr>
<td>General Mitchell International Airport</td>
<td>72,900</td>
<td>12.5</td>
<td>71,100</td>
</tr>
<tr>
<td>Milwaukee Regional Medical Center</td>
<td>144,800</td>
<td>24.8</td>
<td>198,100</td>
</tr>
<tr>
<td>Region Total</td>
<td>582,865</td>
<td>--</td>
<td>1,437,105</td>
</tr>
</tbody>
</table>

Reasonable access is defined as the ability to travel by transit within 60 minutes to General Mitchell International Airport and the Milwaukee Regional Medical Center and within 30 minutes to all the other activity centers.

Minority population and non-minority population are based on the 2010 U.S. Census.

Source: 2010 U.S. Census and SEWRPC
## Table 6
### PUBLIC TRANSIT OPERATING ASSISTANCE WITHIN THE REGION: 2015-2016

<table>
<thead>
<tr>
<th>Transit Services</th>
<th>Public Transit Operating Assistance (dollars)</th>
<th>2015 Actual/Estimated</th>
<th>2016 Actual/Estimated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Federal</td>
<td>State</td>
<td>Local</td>
</tr>
<tr>
<td><strong>Bus Systems</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intracounty</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Kenosha</td>
<td>2,206,700</td>
<td>1,401,000</td>
<td>1,560,700</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>17,028,600</td>
<td>70,821,900</td>
<td>18,888,000</td>
</tr>
<tr>
<td>City of Racine</td>
<td>2,300,400</td>
<td>1,903,400</td>
<td>1,753,900</td>
</tr>
<tr>
<td>City of Waukesha</td>
<td>496,700</td>
<td>2,396,100</td>
<td>1,063,200</td>
</tr>
<tr>
<td>Subtotal</td>
<td>22,032,400</td>
<td>76,522,400</td>
<td>23,265,800</td>
</tr>
<tr>
<td>Intercounty</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenosha-Racine Milwaukee Counties</td>
<td>328,000</td>
<td>343,200</td>
<td>942,600</td>
</tr>
<tr>
<td>Ozaukee-Milwaukee Counties</td>
<td>515,000</td>
<td>101,200</td>
<td>1,057,500</td>
</tr>
<tr>
<td>Washington-Milwaukee Counties</td>
<td>493,800</td>
<td>74,000</td>
<td>934,900</td>
</tr>
<tr>
<td>Waukesha-Milwaukee Counties</td>
<td>469,500</td>
<td>732,300</td>
<td>3,293,900</td>
</tr>
<tr>
<td>Western Kenosha County</td>
<td>232,600</td>
<td>181,300</td>
<td>465,300</td>
</tr>
<tr>
<td>Subtotal</td>
<td>2,038,900</td>
<td>2,323,300</td>
<td>1,432,000</td>
</tr>
<tr>
<td><strong>Total Bus Systems</strong></td>
<td>24,071,300</td>
<td>79,745,700</td>
<td>24,697,800</td>
</tr>
<tr>
<td><strong>Shared-Ride Taxi Systems</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Hartford</td>
<td>82,500</td>
<td>55,100</td>
<td>26,800</td>
</tr>
<tr>
<td>Ozaukee County</td>
<td>2,100</td>
<td>974,800</td>
<td>298,600</td>
</tr>
<tr>
<td>Washington County</td>
<td>706,300</td>
<td>375,100</td>
<td>1,998,400</td>
</tr>
<tr>
<td>City of West Bend</td>
<td>252,900</td>
<td>37,800</td>
<td>506,900</td>
</tr>
<tr>
<td>City of Whitewater</td>
<td>73,100</td>
<td>6,100</td>
<td>10,300</td>
</tr>
<tr>
<td>Subtotal</td>
<td>1,116,900</td>
<td>744,400</td>
<td>1,348,900</td>
</tr>
<tr>
<td><strong>Region Total</strong></td>
<td>25,188,200</td>
<td>81,968,700</td>
<td>25,442,200</td>
</tr>
</tbody>
</table>
Table 7

<table>
<thead>
<tr>
<th>Transit Services</th>
<th>Public Transit Capital Funds Expended (dollars)</th>
<th>2014 Actual/Estimated</th>
<th>2015 Actual/Estimated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Federal</td>
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<tr>
<td>Fixed-Route Systems</td>
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<tr>
<td>Intracounty</td>
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^aCapital costs associated with the City of Milwaukee downtown streetcar. Service for the downtown streetcar is scheduled to commence in 2018.

^bIn 2015, Ozaukee County utilized capital funds for pavement improvements to the Cedarburg Park and Ride Lot.

Source: National Transit Database
of the service areas of these four transit systems and of the quality of transit service provided by these transit systems indicates that their transit service—which is primarily funded by Federal and State funds—serves their minority populations.

* * *

MGH/KJM/RWH/JBS/jwd
9/5/2017
#238876