

Exhibit F-1

Public Involvement and Outreach Summary: 2017

This exhibit summarizes the public involvement and outreach activities carried out during 2017 in two specific categories: 1) SEWRPC-sponsored public informational workshops, meetings, and hearings; and 2) public involvement and outreach efforts directed to targeted population groups.

SEWRPC Public Involvement and Outreach staffing

In 2017, the Public Involvement and Outreach division included two full-time staff and one part-time staff. During that time, staff engaged in many hours of direct and recurring contact as reflected in the table below.

Table 1
Listing of Staff Outreach Hours for the Southeastern Wisconsin Regional Planning Commission: 2017

| Month | Hours Spent in Each County | | | | | | |
|--------------|----------------------------|-----------|---------|--------|----------|------------|----------|
| | Kenosha | Milwaukee | Ozaukee | Racine | Walworth | Washington | Waukesha |
| January | 21.5 | 45.0 | -- | 4.0 | -- | -- | -- |
| February | 17.5 | 41.5 | 2.0 | 4.5 | -- | -- | 6.0 |
| March | 16.5 | 45.5 | 3.0 | -- | 2.0 | 4.0 | -- |
| April | 21.5 | 52.5 | 9.0 | 13.0 | 5.0 | -- | 2.0 |
| May | 14.5 | 46.0 | 5.0 | 31.5 | -- | 3.0 | 2.0 |
| June | -- | 35.0 | 5.5 | -- | -- | -- | 4.0 |
| July | 1.0 | 35.0 | 38.5 | 1.0 | -- | -- | -- |
| August | 21.5 | 33.0 | 7.5 | 17.0 | 4.5 | 2.0 | 15.5 |
| September | 12.0 | 38.5 | 2.5 | 8.5 | -- | -- | -- |
| October | 9.5 | 67.5 | 2.5 | 22.5 | 1.0 | -- | -- |
| November | 28.0 | 24.5 | 8.0 | 8.5 | 4.0 | -- | -- |
| December | 3.0 | 35.0 | 2.5 | 6.0 | -- | -- | -- |
| Annual Total | 166.5 | 499.0 | 86.0 | 116.5 | 16.5 | 9.0 | 29.5 |

Note: 2017 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.

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, as specified in the Public Participation Plan, 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. The SEWRPC-sponsored events include the following:

- Two SEWRPC *Regional Planning News*, in January and June, one email announcement, two print versions of a brochure on SEWRPC *Public Participation in Regional Planning in Southeastern Wisconsin News* and VISION 2050 articles were distributed to the general public relative to the progress being made in the planning process. These publications, emails, and articles included links to the VISION 2050 website (www.vision2050sewis.org). The *VISION 2050 Summary* report, presenting the final plan, was also completed in December 2016 and has been distributed across the Region.

- Personalized annual letters were distributed to the leaders of 75+ 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 if there were questions about 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.

- The SEWRPC Environmental Justice Task Force met twice, in June and November, to review VISION 2050 efforts, materials and other SEWRPC initiatives.
- SEWRPC staff met with regional political officials to gain a better understanding of VISION 2050 and other SEWRPC-related projects.
- Twenty-eight 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-nine 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. A new event SEWRPC participated in was the 2017 National Society of Black Engineers Fall Regional Conference in Milwaukee, which allowed SEWRPC to recruit possible future minority staff.
- Outreach continued to eight 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 the Urban League of Racine and Kenosha. One additional partner nonprofit community organization, Renew Environmental Public Health Associates (REPHA), was added to the Community Organization partner group. REPHA's mission is to improve the quality of life for individuals and families, socially, physically, and economically in targeted neighborhoods by utilizing a triad composed of a community organizer—alderperson—population-health nurse (PHN) as the central operational unit of this initiative.

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 in regional planning activities and events. These efforts by SEWRPC were directed to over 75 specific population subgroups referred to as primary organizations, which are reviewed by the Environmental Justice Task Force, and are reflected in Figure 2. The nine VISION 2050 community partners are also included in the primary organization list and denoted with bold text.

There were 329 direct contacts made with community organizations and leaders in 2017—almost all of which serve low-income populations and minority populations. A portion of the direct contacts serve primarily transportation and environmental interests. The direct contacts include 284 recurring contacts and 45 new contacts. Contacts include meetings and activities that were held with individuals (one-on-one meetings), small group discussions, resource tables at special events, and activities sponsored by formal organizational entities. Recurring contacts are meetings and/or activities with organizations that have multiple activities the Commission is involved with throughout the year.

Partnership-Building Activities beyond the Primary Organizations

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**

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 16th Annual Community Development Summit, with the theme, "Building Economic and Social Inclusion with the Disability Community." It was attended by more than 100 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 and Iclicker polling devices, so the audience was able to give an immediate response to questions posted at the summit. Finally, Commission public outreach staff participated on a number of UEDA working committees, including the UEDA Board of Directors.

• **Neighborhood and Community Economic Development**

The Commission networks with organizations and engages in activities that address neighborhood and community economic development issues. This effort includes ongoing interaction with:

- Local Initiatives Support Corporation (LISC-Milwaukee);
- Commercial Corridors Consortium in Milwaukee;
- Business Improvement Districts (BIDS) throughout the Region;
- 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), and Racine Area Manufacturers and Commerce (RAMAC);
- United Neighborhood Centers of Milwaukee, 1st annual summit;
- Doors Open Milwaukee is a public celebration of Milwaukee's art, architecture, neighborhoods, community gardens, and more. SEWRPC participated in two ways for this two-day event – 1) staffed space at our Global Water Center satellite office and 2) staffed an exhibit table at the University of Wisconsin Milwaukee School of Urban Planning.

The goal with each organization is sharing the regional plan recommendations and importance of transit, transportation, and housing planning as those matters relate to the local economy and regional economic development.

• **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:

- Johnson Foundation;
- Milwaukee Sustainability Summit;
- Southeastern Wisconsin Watersheds Trust, Inc.
- Clean Rivers, Clean Lake Conference;
- Eco-Justice Center Fall Festival sponsored by the Racine Dominicans;
- Midwest Water Analyst Conference (first time – with presentation from Commission staff);
- Root River Festival;
- County Public/Private Partnership for Emergency Preparedness.

SEWRPC partnership-building science education activities include Commission participation in the Kenosha School of Technology Enhanced Curriculum (KTEC) Science Fair, the 1st annual Racine EcoFest and the University of Wisconsin Milwaukee Freshwater Sciences school.

During 2017, about 400 students and educators from Kenosha Unified School District public benefitted from Commission expertise related to environmental science, with one of the Commission staff serving as the science fair judge.



Racine EcoFest, which was facilitated by Greening a Greater Racine and Gateway Technical College. The purpose of the events is for attendees to learn about being "green," and then apply what they've learned in their everyday life.

UWM School of Freshwater conducted its first ever Career Fair. SEWRPC was able to participate with an informational booth and possible SEWRPC employee candidate recruitment, whether for an internship or full-time position



• Economic and Workforce Development and Employment

In 2015, all seven counties approved the Comprehensive Economic Development Strategy (CEDS) developed by the Regional Economic Partnership (REP), Milwaukee7, Wisconsin Economic Development Corporation (WEDC), and SEWRPC. CEDS is designed to bring together the public and private sectors to develop a strategic plan to diversify and strengthen the Region's economy. Adoption of the CEDS by a County Board makes county and local governments in the county with economically distressed areas eligible to apply for grants under EDA Public Works and Economic Adjustment programs, provided the grant project would benefit the distressed area. The Commission networks with organizations and engages in activities that address economic development for distressed areas. This effort includes:

- Business Improvement Districts (BIDS) throughout the Region;
- 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), and Racine Area Manufacturers and Commerce (RAMAC);

The Commission networks with organizations and engages in activities that address workforce development and employment issues. This effort includes:

- Workforce Regional Training Partnership,
- African American Male Forum on Employment;
- Milwaukee and Racine-Kenosha Labor Development Committees;
- Southeast Wisconsin Migrant and Seasonal Workers Committee;
- Social Development Commission (SDC);
- Workforce Development Centers within the Southeastern Wisconsin Region,
- Milwaukee Careers Cooperative.

• Education and Career Development for Communities of Color

The Commission networks with organizations and engages in activities focusing on building community leadership and developing organizational capacity for communities of color. This effort includes the following entities:

- Community Brainstorming Forum;
- Manufacturing Diversity Institute;
- African American Leadership Group;
- Ethnically Diverse Business Coalition;
- Community Action Agencies of Milwaukee-Racine-Kenosha;
- Urban Leagues of Milwaukee and Racine-Kenosha,
- National Association for the Advancement of Colored People (NAACP) Chapters (in 6 counties);
- Southeast Wisconsin Mentoring Program (in partnership with Gateway Technical College),
- Local colleges and universities - UW-Parkside, Carthage College, Gateway Technical College, Marquette University and UW Milwaukee,
- Boys & Girls Club of Walworth County;
- Big Brothers/Big Sisters of Kenosha & Racine;
- Regional K-12 school systems - Kenosha Unified School District, Racine Unified School District, Milwaukee Public Schools);
- United Way (each regional offices)
- Latino Enterprise Network of Southeastern Wisconsin, Inc. (LEN),
- National Black MBA Association (NMBAA),
- Migrant and Seasonal Farm Workers (MSFW)/United Migrant Opportunity Services (UMOS);
- MARKETPLACE 2017 – Wisconsin Governor’s Conference on Minority Business Development.



Racine Unified School District Family Empowerment Fair

- SEWRPC staff was able to take career development one step further in 2017 by staffing a booth at the National Society of Black Engineers Fall Regional Conference in Milwaukee, allowing SEWRPC to recruit possible future minority staff.



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• Public Health (Children and Family)

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:

- Aurora Health Care Social Responsibility Committee;
- SDC Poverty Summit;
- Kenosha Community Health Center;
- Lindsay Heights Neighborhood Health Alliance;
- Racine County Family Resource Network (a newly formed group);
- Lifecourse Initiatives For Healthy Families (LIHF) through the United Way of Milwaukee and Waukesha,
- United Way (in all seven counties);
- United Way Racine Health Investment Committee;

- o YWCA of Southeast Wisconsin.

In 2017, the Renew Environmental Public Health Advocates (REPHA) was added as one of SEWRPC’s community partners in their VISION 2050 efforts.

• Sustainable Communities and Quality of Life Enhancement for Seniors, Veterans and Women & Children

The Commission networks with organizations and engages in activities that address efforts relative to building sustainable communities and enhancing the quality of community life. This effort involves with:

- o AARP
- o Racine Aging and Disability Resource Center (ADRC) Board & The Commission on Aging Groundwork Milwaukee;
- o City of Milwaukee Green Team Sustainability Effort;
- o Walnut Way Conservation Corporation;
- o Urban Ecology Center;
- o Fondy Food Center;
- o Food Summit Leadership Group;
- o Milwaukee HomeGrown Initiative;
- o Greening a Greater Racine;
- o WISDOM - Racine Interfaith Council (RIC), Citizens United to Serve Humanity (CUSH), Milwaukee Inner City Congregations Allied or Hope (MICAH) and SOPHIA.

SEWRPC participation with the LULAC, AARP and Urban League of Racine and Kenosha



Figure 2

**2017 SEWRPC Primary Organizations Contact List
Approved by the Environmental Justice Task Force**

***Bold text** denotes SEWRPC Community Partner*

- Association for the Rights of Citizens with Handicaps (ARCh)
- Casa Guadalupe Education Center

- Coalition for Community Health Care Inc.
- **Common Ground**
- Community Action, Inc.
- Congregations United to Serve Humanity (CUSH)
- **Ethnically Diverse Business Coalition**
- Family Sharing of Ozaukee County
- Harambee Great Neighborhood Initiative/Riverwest Neighborhood Association/Riverworks Development Corporation
- Hispanic Business and Professional Association/Hispanic Roundtable
- **Hmong American Friendship Association**
- HOPES Center
- **IndependenceFirst**
- Interfaith Older Adult Programs/Caregivers
- Kenosha Achievement Center
- Kenosha Areas Family and Aging Services (KAFASI)
- La Casa de Esperanza
- Layton Boulevard West Neighbors
- Lindsay Heights Area, City of Milwaukee
- Local Initiatives Support Corporation (LISC)
- Milwaukee Inner City Congregations Allied for Hope (MICAH)
- **Milwaukee Urban League**
- National Association for the Advancement of Colored People (NAACP)
- Networking Groups for Aging Population
- Ozaukee Family Services
- Racine County Family Resource Network
- Racine Interfaith Coalition (RIC)
- Racine Kenosha Community Action Agency
- Society's Assets
- SOPHIA
- Social Development Commission
- **Southside Organizing Committee**
- The 30th Street Industrial Corridor Revitalization Area
- The Salvation Army of Greater Milwaukee
- The Threshold, Inc.
- United Migrant Opportunity Services (UMOS)
- United Way Affiliated Entities Within the Southeastern Wisconsin Region
- Urban Ecology Center
- **Urban Economic Development Association of Wisconsin (UEDA)**
- **Urban League of Racine and Kenosha**
- Walworth County Literacy Council