

Exhibit F-2

Public Involvement and Outreach Summary: 2018

This exhibit summarizes the public involvement and outreach activities carried out during 2018 with respect to 1) SEWRPC-sponsored public informational workshops, meetings, and hearings and 2) public involvement efforts directed to targeted population groups.

SEWRPC Public Involvement and Outreach staffing

In 2018, the Public Involvement and Outreach division operated with one full-time staff and one part-time staff from January through April. During that time, staff engaged in many hours of direct and recurring contact, as reflected in the chart below.

Chart 1

Listing of Staff Outreach Hours for the Southeastern Wisconsin Regional Planning Commission: 2018

Month	Hours Spent in Each County						
	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
January	32	3	2	--	--	--	--
February	15	10	3	10	--	--	3
March	7	10	6.5	--	--	--	--
April	22	19.5	5	15	--	2	17
May	10.5	41.5	6.5	11	--	5	10
June	14.5	19	12	--	--	0.5	10
July	--	26	3	--	--	--	--
August	15	39.5	11	4	--	--	--
September	12	44.5	6	25.5	--	--	0.5
October	24	51	--	22.5	--	--	--
November	4.5	14	9	--	--	--	--
December	10	56	--	9.5	2	--	--
Annual Total	165.5	334	64	97.5	2	7.5	40.5

Note: 2018 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. In September, six public meetings to approve an amendment to VISION 2050 to incorporate related land use changes and transportation improvements serving the Foxconn campus were conducted. The second and third amendment include an updated analysis of costs and revenues associated with the transportation system initially recommended in VISION 2050. 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:

- Three issues of the *Regional Planning News*, in March, September and December, were published and an active Facebook and Twitter accounts were maintained to keep followers up-to-date on its planning efforts and on other ongoing efforts being undertaken by the Commission's various partners across the Region. Staff also distributed numerous summary publications across the Region in 2018.
- Two personalized letters, in February and September, were distributed to each of the leaders of approximately 75+ community organizations representing minority and low-income 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.
- VISION 2050 public meeting flyers for Racine, Kenosha, Milwaukee and Waukesha counties, two email announcements, SEWRPC social media updates, a personalized letter, one print brochure (in English and Spanish), and VISION 2050 articles in the SEWRPC *Regional Planning News* were distributed to the general public relative to inform the public of in the amendment process related to the Foxconn manufacturing campus in the Village of Mount Pleasant and the new federal transportation performance measurements. 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>.
- Fourteen paid advertisements were published to newspapers of record to announce the VISION 2050 public workshops.
- The SEWRPC Environmental Justice Task Force met four times, in February, June, September and December, to review VISION 2050 efforts, materials and other initiatives. The Public Involvement and Outreach division committed to and provided a quarterly update report at each meeting.
- SEWRPC staff met with regional political officials to gain a better understanding of VISION 2050 and other SEWRPC-related projects.
- 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.
- Outreach continued to our 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, Inc (REPHA). Each of these organizations continued to

assist SEWRPC in its outreach to minority and low-income communities as the amendments to VISION 2050 were introduced.

The annual community partner meeting was held to bring the community partners together to share an update on SEWRPC projects with them, for the partners to share what projects they were working on, and to explore how our partnerships could grow. The pictures below are from the annual community partner meeting.



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 394 direct contacts made with community organizations and leaders in 2018—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 99 direct contacts with the primary organizations and 260 recurring and 35 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

In carrying out its targeted outreach efforts, the Commission engages in extensive partnership-building activities. In addition to the targeted activities noted above, 2018 activities included the following:

- **Urban Economic Development Association**

For the ninth 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 Emerging Topics series, which provided three sessions in which attendees connected and learned new best practices in economic and community development. The three topics were: 1) Building Wealth & Community Through Economic Development, 2) Financial Empowerment for People with Disabilities and 3) Social Enterprises: Advancing Mission, Extending Impact, Strengthening Sustainability. There were nearly 180 participants between the three sessions offered between May and October. SEWRPC provided a staffed exhibit table at the Emerging Topics series. 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, 2nd annual summit;
- IndependenceFirst Housing for all workshop;
- Visioning a Greater Racine – Transportation WAVE team;
- 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 the importance of transit, transportation, and housing planning as those matters relate to the local economy and regional economic development.



2018 MKE
Promise
Zone



2018 Mount
Pleasant
(Racine) Day



Vision 2050 presentation to the Visioning a Greater Racine WAVE Transportation group

• 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 2018 VISION 2050 public outreach presentations and exhibits mentioned previously, SEWRPC staffed exhibit tables with VISION 2050 and environmental planning materials at the following events:

- Southeastern Wisconsin Watersheds Trust, Inc.
- Clean Rivers, Clean Lake Conference;
- Fox River Summit;
- Root River Festival;
- Kenosha County Public/Private Partnership for Emergency Preparedness.
- STEM/Technology Day at Riveredge Nature Center (presentation by SEWRPC staff);
- Nature Homeschool Day at Riveredge Nature Center (presentation by SEWRPC staff);
- Building Blocks for Sustainable Communities Workshop at Riveredge Nature Center

2018 Root River Expo



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



SEWRPC partnership-building science education activities included Commission participation in the Kenosha School of Technology Enhanced Curriculum (KTEC) Science Fair, the 2nd annual Racine EcoFest and the University of Wisconsin Milwaukee School of Freshwater Science Career Day.

During 2018, 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.

• 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);
- Lakeside Curative Services – assisting Racine and Kenosha area citizens with disabilities;
- Workforce Development Centers within the Southeastern Wisconsin Region.

• **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;
- League of United Latin American Citizen (LULAC) – Commission Staff serves a co-chair for Environmental/Economic Empowerment/Health committee for Local #320)
- Community Action Agencies of Milwaukee-Racine-Kenosha;
- Urban League of Milwaukee and Urban League of Racine and Kenosha,
- National Association for the Advancement of Colored People (NAACP) Chapters throughout the Region;
- 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 (SEWRPC staff serving KUSD Board sub-committee), Racine Unified School District at their Family Empowerment Day event and Milwaukee Public Schools;
- United Way (each regional offices)
- Latino Enterprise Network of Southeastern Wisconsin, Inc. (LEN),
- National Black MBA Association (NBMBAA),
- Migrant and Seasonal Farm Workers (MSFW)/United Migrant Opportunity Services (UMOS);
- MARKETPLACE 2018 – Wisconsin Governor's Conference on Minority Business Development.

During 2018, information was provided on housing, transportation, land use, and environmental issues, as well as the VISION 2050 amendments and the Regional Chloride study.



2018 LULAC State conference

• **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:

- 16th Street Health Center – Health Equity Summit ZNA versus DNA;
- SDC Poverty Summit;
- Kenosha Community Health Center;
- Lindsay Heights Neighborhood Health Alliance;
- Health and Wellness Commons Initiative;
- Racine County Family Resource Network (a newly formed group);
- Lifecourse Initiatives for Healthy Families (LIHF) through the United Way of Milwaukee and Waukesha
- Lifecourse Initiatives for Healthy Families (LIHF) through Racine Kenosha Community Action, which sponsored the 1st annual Baby Expo due to the high infant mortality rate in Racine;
- United Way (in all seven counties);
- United Way Racine Health Investment Committee;
- YWCA of Southeast Wisconsin.



16th Street Health Equity Summit

• **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:

- Aging and Disability Resource Center (ADRC) Board (for all seven counties);
- Wisconsin Veteran’s Legislator event in Ozaukee,
- Walnut Way Conservation Corporation;
- Urban Ecology Center;

- Fondy Food Center;
- Greening a Greater Racine;
- Tosa Sustainability Summit;
- WISDOM - Racine Interfaith Council (RIC), Citizens United to Serve Humanity (CUSH), Milwaukee Inner City Congregations Allied for Hope (MICAH) and SOPHIA
Root-Pike Watershed Initiative Network



Kenosha-Racine
Smart City
Sustainability
Summit



2018 Kenosha
Transportation
Expo



Common Ground 10th anniversary

Figure 2

2018 SEWRPC Primary Organizations Contact List

Approved by the Environmental Justice Task Force

Bold text denotes SEWRPC Community Partner

(M) signifies operations in multiple counties within Southeastern Wisconsin

1. 30th Street Industrial Corridor (Milwaukee)
2. Association for the Rights of Citizens with handicaps (ARCh) **(M)**
3. Casa Guadalupe Education Center (Waukesha)
4. Coalition for Community Health Care Inc. **(M)**
Member organizations:
 - 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
5. **Common Ground (M)**
6. Community Action Agencies
 - Community Action, Inc. (Walworth, Kenosha & Racine)
 - Racine Kenosha Community Action Agency (Racine & Kenosha)
 - Social Development Commission (Milwaukee)
7. **Ethnically Diverse Business Coalition (M)**
Member organizations:
 - African American Chamber of Commerce
 - American Indian Chamber of Commerce of Wisconsin
 - The Business Council
 - Hispanic Chamber of Commerce
 - Hmong Wisconsin Chamber of Commerce
 - 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
8. Family Sharing of Ozaukee County (Grafton)

9. Harambee Great Neighborhood Initiative / Riverwest Neighborhood Association / Riverworks Development Corporation

10. Hispanic Business and Professional Association / Hispanic Roundtable (Racine)

11. Hmong American Friendship Association (HAFA) (M)

12. HOPES Center (Milwaukee, Racine, and Waukesha)

13. IndependenceFirst (M)

14. Kenosha Achievement Center

15. La Casa de Esperanza (Waukesha)

16. Local Initiatives Support Corporation (LISC)

Member organizations:

Clarke Square

Harambee

Layton Boulevard

Lindsay Heights

Washington Park

17. League of United Latin American Citizens (LULAC)

18. Milwaukee Urban League

19. National Association for the Advancement of Colored People (NAACP) (M)

20. Networking groups for aging populations

Aging and Disability Resource Center - ADRC (M)

Interfaith Older Adult Programs / Caregivers (Milwaukee and Waukesha)

Kenosha Area Family and Aging Services (KAFASI)

21. Ozaukee Family Services

22. Racine County Family Resource Network

23. Renew Environmental Public Health Advocates, Inc. (Milwaukee)

24. Salvation Army (M)

25. Society's Assets (M)

26. Southside Organizing Center (SOC) (Milwaukee)

27. The Threshold, Inc. (Washington)

28. United Migrant Opportunity Services (UMOS) (M)

29. United Way (M)

30. Urban Ecology Center

Milwaukee locations:

Menomonee Valley
Riverside Park
Washington Park

31. **Urban Economic Development Association of Wisconsin (UEDA) (M)**

32. Urban League of Racine and Kenosha

33. Southeastern Wisconsin Veterans' Affairs **(M)**

34. Visioning a Greater Racine

35. Walworth County Literacy Council

36. Wisconsin Green Muslims

37. **WISDOM (M)**

Member organizations:

Congregations United to Serve Humanity (CUSH) (Kenosha)

Milwaukee Inner City Congregations Allied for HOPE (MICAH) (Milwaukee)

Racine Interfaith Coalition (Racine)

SOPHIA (Waukesha)

38. **YWCA (M)**

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