

**SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION**  
**PUBLIC INVOLVEMENT AND OUTREACH ACCOMPLISHMENTS: 2014**

The Commission carries out an extensive public involvement and outreach program annually. The year 2014 was marked by a high level of activity, which benefited general audiences as well as populations targeted for protection and advancement under Title VI of the Civil Rights Act and the Executive Order concerning environmental justice.

In part, key efforts were integrated with the production of regional plan elements. These efforts included traditional methods of conveying Commission analytical findings and proposed plan recommendations to the public through a variety of avenues, including website postings and updates, newsletters, presentations to governmental and civic organizations, public informational meetings, and public hearings. Other public participation efforts were directed at specific population subgroups, notably low-income and minority populations, persons with disabilities or other particular needs, and students. All public involvement and outreach work was carried out in accordance with a structured approach set forth in the document *Public Participation Plan for Regional Planning for Southeastern Wisconsin*. This document and a condensed summary brochure are available from the Commission office and can be accessed at [www.sewrpc.org](http://www.sewrpc.org). Figure A lists the major objectives of SEWRPC's Targeted Public Involvement and Outreach Program. Figure F provides an evaluation of the public involvement and outreach efforts in 2014.

All members of the public are encouraged to participate and are offered public information and notifications. In addition, public comment is invited and Commission public meetings are scheduled in residents' respective county seats and convenient central city locations served by public transit.

To address matters of workload and specialization, the Commission maintains a Division of Public Involvement and Outreach. In addition to major objectives, Figure A outlines the key components involved in interacting with the public and securing public participation.

The following summarizes the public involvement and outreach activities carried out during 2014 in three specific categories: 1) SEWRPC-sponsored public informational meetings and hearings; 2) public involvement and outreach efforts directed to targeted population groups; and 3) the work of the SEWRPC Environmental Justice Task Force.

## **SEWRPC-Sponsored Public Informational Meetings and Hearings**

The ongoing technical work of the Commission during 2014 led to a number of important public participation activities. The activities generally involved or were triggered by publications intended to share the Commission's findings or recommendations. In each case, standard Commission procedures for public meetings and hearings were followed, including widely disseminated meeting notifications, opportunities for members of the public to make their views known on the topic at hand, full documentation of all public comments, and consideration of all such comments by the Commission advisory committees concerned as well as the Commission.

- **Regional Housing Plan**

The Regional Housing Plan provided the initial testing ground for more comprehensive public involvement and outreach efforts, particularly as related to Title VI and environmental justice requirements. The final public hearing on the plan and associated activities culminated in Environmental Justice Task Force and Advisory Committee approvals in early 2013 that yielded positive public perception. These Regional Housing Plan activities paved the way for Regional Housing Plan adoption by the Commission and distribution of a plan summary newsletter and a condensed summary brochure in early 2014, as well as website postings. The activities also helped support organizational networking and underscored the need for local consideration and action on the plan during 2013 and 2014.

- **VISION 2050 public participation process begins**

VISION 2050, the Commission's land use and transportation planning effort and plan for the year 2010, also presented a variety of opportunities for public participation in 2014. The Visioning Workshops, publicly generated guiding statements, and associated discussions listed and/or summarized in the 2014 SEWRPC *Annual Report* all point toward heightened interest and participation by the general public and targeted audiences. The VISION 2050 effort provided a new framework for a comprehensive and integrated approach to public involvement and outreach for SEWRPC.

### **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.

- **Broad organizational networking contacts**

The Commission staff regularly consults and meets with central city, minority, neighborhood-based, and/or low-income groups and individuals to share information about the Commission and its work and to learn about the interests and needs of the population. These groups are approached in terms of geography and community related to Commission initiatives as shown in Figure E.

Commission contacts with these groups and individuals are intentionally long-term, so as to generate lasting working relationships and familiarity with the Commission's work efforts. The contacts are arranged to fit the convenience of the organizations involved and often include events of importance to the organizations and their members. Commission updates and involvement opportunities regarding regional planning are designed to be useful to, and appear to be well-received by, the organizations. Outreach includes opportunities for feedback, personalized letters and e-mails, and follow-up as appropriate. Relationship building with these groups and individuals provides the Commission with a larger and more diverse population base for public participation in regional planning, and is an important strategy for reaching non-traditional groups and individuals who are vital to present and future planning outcomes. These efforts include groups, organizations, and local populations which in the past may have been under-represented in regional planning efforts despite past efforts to gain involvement.

In sum, the number of organizational contacts during any given year is intended to be impactful. The Commission strives to reach this objective through ongoing relationship building, the distribution of summary materials, and continuing, open discussions about important issues.

As provided in Figure F, outreach with minority, low-income, and neighborhood contacts is characterized by the following:

- Regularity of contacts;
- Variety and number of organizations participating;
- Multiple, ongoing opportunities;
- Comprehensive subject matter for feedback;
- Timely distribution of relevant materials;
- Variety of contact modes (printed materials, U.S. mail and e-mail);
- Participation in targeted events;
- Direct contacts with person(s) or group(s);
- Convenience for contacted groups and individuals;
- Coordination with targeted groups' meetings and special events.

- **Primary Organizational Contacts**

The effort outlined above has led to the establishment of a contact list containing over 90 organizations that serve as a formal distribution network for information about Commission planning activities. The organizations on the contact list serve low-income areas, areas predominantly consisting of communities of color and targeted ethnicities, individuals with disabilities, and/or communities or neighborhoods where issues related to employment, transportation, land use and environmental deterioration relate directly to the Commission's planning efforts. Figure B provides a list of the organizations that have become a focus of the Commission and its targeted outreach efforts. This list of Primary Organizational Contacts was reviewed and augmented by the Commission's Environmental Justice Task Force. The list will be reviewed and revised, as needed, in 2015. Attachment 1 at the conclusion of this report details the work of the Commission with respect to each of these Primary Organizational Contacts during 2014.

### **Partnership Building Activities**

In carrying out its targeted outreach efforts to better serve and involve populations protected under Title VI of the Civil Rights Act and the Executive Order addressing Environmental Justice, the Commission has become engaged in a number of extensive partnership-building activities. These activities include a strong Commission emphasis on participation in VISION 2050. During 2014 they 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 office headquartered 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 established its Milwaukee satellite office at the UEDA building location. Similar Commission efforts regarding other organizations are listed in Attachment 1.

#### ***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 Social Determinants of Health efforts. Entities the Commission worked with include the Health and Wellness Commons Initiative, Aurora Health Care Social

Responsibility Committee, the Lindsay Heights Neighborhood Health Alliance, the Southeastern Wisconsin Blood Center Community Advisory Committee, Froedtert Health System, and the 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. Participating schools are listed in Figure D.

### ***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 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 they relate to the local economy and regional economic development.

### ***Workforce Development and Employment***

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

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 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***

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: 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.

### **Environmental Justice Task Force**

Under Federal law, SEWRPC has a responsibility to help ensure the full and fair participation throughout the regional planning process of low-income and minority populations and persons 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 Task Force consists of 13 representatives from throughout the Region who meet regularly to gain an understanding of the Commission's technical work program and to provide input to that program through the lens of environmental justice. The purposes of the SEWRPC Environmental Justice Task Force are summarized in Figure C.

In prior years, the Task Force gave substantial input to the analytical work being conducted relative to housing issues and the regional housing plan recommendations. In 2014, the Task Force met three times and focused attention on the VISION 2050 planning process. The Task Force reviewed and discussed materials in development for the VISION 2050 Guiding Statements, sketch scenarios and criteria, and the VISION 2050 plan chapters to date. Members also reviewed and discussed drafts of SEWRPC Memorandum Report 215: *Review and Update of the Year 2015 Regional Transportation Plan and the Transportation Improvement Program for Southeastern Wisconsin: 2015-2018*.

**Figure A**

**MAJOR OBJECTIVES OF SEWRPC TARGETED PUBLIC INVOLVEMENT AND OUTREACH PROGRAM**

<p><b>Outreach</b></p> <ul style="list-style-type: none"><li>• Build awareness and inform residents regarding SEWRPC purpose, activities, resources, and participation opportunities</li><li>• Achieved through media, mass distributions, and large public event exhibits</li></ul>
<p><b>Public Involvement</b></p> <ul style="list-style-type: none"><li>• Targeted at key populations and organizations</li><li>• Encourage participation in SEWRPC planning efforts</li><li>• Promote understanding of SEWRPC advisory plan recommendations</li><li>• Collaboratively achieved through such group activities as organizations, committees, and task forces</li></ul>
<p><b>Education</b></p> <ul style="list-style-type: none"><li>• Targeted at ages youth through adults</li><li>• 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</li></ul>
<p><b>Environmental Justice</b></p> <ul style="list-style-type: none"><li>• Promote the consideration and integration of environmental justice principles throughout the SEWRPC planning process</li><li>• Achieved through the evaluation of plan recommendations, public involvement and outreach program, and work of an Environmental Justice Task Force</li></ul>



**Figure B**

**SEWRPC PRIMARY ORGANIZATIONAL CONTACTS  
FOR PUBLIC INVOLVEMENT AND OUTREACH EFFORTS\***

<ul style="list-style-type: none"> <li>• African American Chamber of Commerce</li> <li>• Aurora Family Service</li> <li>• Clark Square – Layton Boulevard Neighborhoods Revitalization Initiative</li> <li>• Community Brainstorming Forum</li> <li>• Goodwill Industries of Southeastern Wisconsin</li> <li>• Granville Brown Deer Chamber</li> <li>• Groundwork Milwaukee</li> <li>• Hispanic Chamber of Commerce</li> <li>• Hispanic Roundtable of Racine</li> <li>• Hmong American Friendship Association</li> <li>• Independence<i>First</i></li> <li>• La Casa de Esperanza</li> <li>• League of United Latin American Citizens</li> <li>• Lindsay Heights Area—City of Milwaukee</li> </ul>	<ul style="list-style-type: none"> <li>• Milwaukee Urban League</li> <li>• National Association for the Advancement of Colored People</li> <li>• Northeast Milwaukee communities area</li> <li>• Racine/Kenosha Community Action Agency</li> <li>• Repairers of the Breach, Milwaukee</li> <li>• Social Development Commission</li> <li>• Southeastern Wisconsin Tribal Entities</li> <li>• The 30<sup>th</sup> Street Industrial Corridor revitalization area</li> <li>• The Salvation Army of Greater Milwaukee</li> <li>• United Migrant Opportunity Services</li> <li>• United Way Affiliated Entities within the Southeastern Wisconsin Region</li> <li>• Urban Economic Development Association of Wisconsin</li> <li>• Urban League of Racine and Kenosha</li> </ul>
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\*As identified for multiple meeting contacts per year given positive past feedback, and prospectively to be considered for deeper involvement including possible partnerships; this organizational listing was reviewed and augmented by SEWRPC’s Environmental Justice Task Force.

**Figure C**

**PURPOSES OF THE SEWRPC  
ENVIRONMENTAL JUSTICE TASK FORCE**

- **Involvement and Participation**

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.

- **Address Relevant Issues**

To make recommendations on, and help monitor, issues and analyses potentially relevant to the needs and circumstances of low-income, minority, and disabled communities.

- **Identify Benefits and Effects**

To help identify potential benefits and adverse effects of regional planning programs and activities with respect to minority, low-income, and disabled populations.

- **Advise and Recommend**

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.

- **Enhance Planning Awareness**

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.

## Figure D

### Testing the Waters (TTW) Participating Schools: 2013 – 2014

Teachers and students from the following high schools and associated school districts attended the September 2014 TTW Fall Training watershed tours conducted by SEWRPC staff in collaboration with the Washington County Land Conservation Department:

Cedarburg  
Divine Savior Holy Angels, Milwaukee  
Germantown  
Grafton  
Homestead, Mequon  
Marquette University High School  
Menomonee Falls  
Nicolet, Glendale  
Port Washington  
Rufus King, Milwaukee Public Schools  
Slinger  
South Division, Milwaukee Public Schools  
University School of Milwaukee, Mequon  
Wauwatosa West  
West Allis Central  
West Bend West

NOTE: As part of Testing the Waters, student representatives return to their respective high schools possessing knowledge that they can share with others in their environmental clubs and/or classes. Subjects include biology, earth science, chemistry, ecology, social studies, geography, politics, government, civics, water resources, and planning. Nearly 1,000 students and educators participated during 2014.

**Figure E**

**LISTING OF ACTIVITIES FOR OUTREACH FOR THE SOUTHEASTERN WISCONSIN REGIONAL  
PLANNING COMMISSION FOR 2014**

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Month	Recurring Contacts	New Contacts	Number Handouts	Hours Spent in Each County						
				Milwaukee	Waukesha	Racine	Kenosha	Walworth	Ozaukee	Washington
January	4	13	320	32	0	0	0	0	0	0
February	19	11	757	54.5	1	0	0	0	0	0
March	18	19	953	70.5	0	0	7	5	0	0
April	20	13	795	62.5	1.5	0	0	0	0	2
May	27	17	1,082	64.5	5	0	2	1.5	3.5	0
June	22	18	1,139	73.5	1	0	0	0	0	0
July	13	5	436	33	0	3	0	0	0	0
August	23	8	763	48	5.5	0	3	0	1	0
September	43	67	1,693	91.5	3.5	8	1	2	3	0
October	19	12	1,099	98	1.5	1	3.5	0	0	0
November	36	13	527	56	7.5	7	12.5	2	2	0
December	18	15	647	48	0	0	17	2	0	0
Annual Total	262	211	10,211	732	26.5	19	46	12.5	9.5	2

NOTE: The above values for 2014 only reflect the meetings and activities sponsored by formal organizational entities. The values will differ significantly from 2013 due to the fact, in 2013, the values reflected meetings with individuals (one-on-one meetings) and small group discussions, in addition to meetings and activities sponsored by formal organizational entities.

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Figure F

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION  
FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2014**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
<i>Goal Part 1: Ensure Early and Continuous Public Notification</i>				
* <b>Central city, minority, and low-income group updates</b> via personal letter, often with informational materials, and emails, and follow-up as appropriate	Such letters and emails correspond to all major stages in relevant planning programs, notably transportation. Additionally, routine updates are provided as part of organizational networking	At least two updates per year to as many as 90 organizational contacts (the number of organizations and recipients varies over time due to organizational and leadership changes)	Three letters with personalized, handwritten notes were distributed to 77 community organizations, and one email was distributed to 200 community-organization recipients throughout Southeastern Wisconsin. The letters and email provided updates about VISION 2050 and offered opportunities to meet with the Commission and/or participate in the VISION 2050 process. Letter enclosures and email links provided recipients with VISION 2050 materials.	The target/measure was exceeded.
* <b>Paid advertisements</b> 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)	Publication in newspapers of record for counties as appropriate, and minority-owned papers	Approximately 10 advertisements per year in multiple publications	Sixteen paid ads were published in fall 2014 for the newspapers of record for the seven counties of Southeastern Wisconsin including <i>The Milwaukee Journal Sentinel</i> , and the minority newspapers <i>The Milwaukee Community Journal</i> , <i>Milwaukee Courier Star</i> , <i>Milwaukee Times</i> , and <i>El Conquistador</i> (Spanish and English), pertaining to the seven VISION 2050 public workshops on land use and transportation system planning.  Two news releases were sent to more than 35 reporters and editors announcing the public workshops and inviting people to attend.	The target/measure was exceeded. Newspaper ads helped to provide continuing notification of Commission activities and also complemented and reinforced additional means of communication outlined in this summary report.

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
<p>* <b>Website hits</b> to be monitored numerically and for trends; website comments also monitored for content and any trends</p>	<p>Researched recent SEWRPC website use patterns and monitored changes for recent years</p>	<p>Increase <a href="http://www.sewrpc.org">www.sewrpc.org</a> hits by 5 percent (the 2010 base was approximately 50,000)</p>	<p>SEWRPC website hits for 2014 included 109,279 hits on the main site and 5,487 hits on the VISION 2050 website, bringing the total number of hits for both sites to 114,766.</p> <p>VISION 2050 website comments were included in VISION 2050 public comments. Other comments were distributed to the appropriate Commission division for inclusion in the comments regarding specific plans or for other follow-up.</p>	<p>The target/measure was met for 2014, as website hits were significantly above the base level. 2014 website hits were essentially equal to 2013 hits.</p> <p>All website comments needing or requesting responses were answered by the appropriate Commission staff.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
<p><b>Goal Part 2: Provide Meaningful Information</b></p>				
<p>* <b>Briefings, presentations, or other meetings</b> with groups representing environmental justice and non-traditional groups and interests</p> <p>Activities include individual meetings, small group discussions, and events sponsored by the contact organization, such as annual dinners, conferences, and other specific initiatives.</p>	<p>Direct, in-person contacts with group directors, boards, clientele, members, or other parties</p>	<p>Reach at least 100 groups, totaling at least 200 meetings annually (includes primary contacts and key partners)</p> <p><i>Note: The reporting method for these activities was updated in 2014. Therefore, the metrics for 2014 cannot be precisely correlated with previous Public Participation Process Quantitative Evaluation data from previous years.</i></p>	<p>More than 600 direct contacts were made with community organizations – 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, more than 200 new contacts, and nearly 130 contacts with SEWRPC’s designated 2011-2014 Primary Organizations. (These contacts do not reflect SEWRPC public meeting contacts).</p> <p>In addition to the official eight VISION 2050 Visioning Workshops with community partners the Ethnically</p>	<p>The target/measures were greatly exceeded, helping to provide meaningful and continuing notification and dialog and build long-term connections.</p> <p>The increase in direct contacts can be attributed to the addition of a public involvement and outreach staff member plus other additional existing-staff hours</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
			<p>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, 17 presentations were provided by public outreach staff and other SEWRPC staff to:</p> <ol style="list-style-type: none"> <li>1. Avenues West Association</li> <li>2. Five Points Neighborhood Association</li> <li>3. Islamic Environmental Group of Wisconsin</li> <li>4. Lincoln Park Friends</li> <li>5. MetroGO transportation advocacy group</li> <li>6. Milwaukee Area Refugee Consortium</li> <li>7. Milwaukee Area Technical College Sustainability Committee</li> <li>8. Milwaukee Downtown Business Improvement District</li> <li>9. Milwaukee Professionals Association</li> <li>10. National Black MBA Association Milwaukee Chapter</li> <li>11. Racine Interfaith Council</li> <li>12. Riverwest Neighborhood Association</li> <li>13. Riverworks Development Corporation</li> <li>14. Sherman Park Neighborhood Association</li> <li>15. Southeast Wisconsin Division of Employment &amp; Training-UMOS Migrant Seasonal Farm Workers Quarterly Meeting</li> </ol>	<p>assigned to outreach in 2014.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
			16. Southeastern Wisconsin Domestic Violence Agency Directors 17. TEMPO Waukesha women's organization	
* <b>SEWRPC publication</b> development and distribution, intended to share information and maintain continuity. This includes newsletters and plan summary publications and brochures that summarize plan and report content, and other planning material, or introduce programs or basic concepts	Publications are developed and distributed according to audience needs and the publication of Commission reports and plans and public outreach efforts	At least five publications per year	<p>Twelve VISION 2050 electronic newsletter issues were published, distributed, and linked on the VISION 2015 website throughout the year. One print VISION 2050 brochure was distributed and posted, in English and Spanish, in the fall. In addition, about 3,500 copies of the special publication <i>Guiding the Vision</i>—which describes the 15 VISION 2050 Guiding Statements—were distributed at Visioning Workshops, VISION 2050 task force meetings, and public outreach activities in the last four months of the year. 2,800 copies of <i>Guiding the Vision</i> were mailed to the SEWRPC mailing list, including environmental justice contacts.</p> <p>Two issues of the new print and electronic SEWRPC <i>Regional Planning News</i> newsletter were distributed in summer and fall and posted on the SEWRPC website. They included articles about VISION 2050 as well as information about current planning efforts and publications.</p> <p>Six summary publications were developed and distributed in 2014:</p> <ol style="list-style-type: none"> <li>1. <i>The Economy and Population of the Southeastern Wisconsin Region</i></li> <li>2. <i>Interim Review and Update of the</i></li> </ol>	The target/measure was greatly exceeded. Publications for different audiences and needs also fulfilled a recommendation of the Commission's Environmental Justice Task Force.



Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
			<p><i>Year 2035 Regional Transportation System Plan</i></p> <p>3. <i>Regional Natural Areas Plan, Environmental Corridors, and Biodiversity Case Study</i></p> <p>4. <i>Root River Watershed Restoration Plan Executive Summary</i></p> <p>5. <i>Village of Mount Pleasant Park and Open Space Plan: 2035 Plan Summary</i></p> <p>6. <i>Year 2035 Regional Housing Plan for Southeastern Wisconsin Summary Brochure</i></p>	
<p><b>Formal meetings with representatives</b> from the Primary Organization contacts identified by SEWRPC and its Environmental Justice Task Force.</p> <p>The list of Primary Organizations from the years 2011-2013 will be reviewed for updates in 2015.</p>	<p>Written summary of key concerns and suggestions; follow-up contacts; and involvement in joint activities</p>	<p>At least two direct contacts with each of some 28 Primary Organizations per year, totaling at least 60 meetings</p> <p><i>Note: The reporting method for these activities was updated in 2014. Therefore, the metrics for 2014 cannot be precisely correlated with Public Participation Process Quantitative Evaluation data from previous years.</i></p>	<p>An average of 4.5 direct, personal contacts were made with the Primary Organizations during 2014 to engage in direct dialog about VISION 2050, transportation, housing, and other issues, including:</p> <ul style="list-style-type: none"> <li>- 128 total individual efforts with Primary Organizations</li> <li>- 104 total recurring contacts with eight Primary Organizations (a minimum of five contacts were made with each of these eight organizations)</li> <li>- 15 total contacts with seven Primary Organizations (a minimum of two contacts were made with each of these seven organizations)</li> </ul>	<p>The target/measure was greatly exceeded, with primary organizations directly receiving VISION 2050 and other Commission information on a regular basis in a variety of situations and formats.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
<b>Goal Part 3: Obtain Participation and Input</b>				
* <b>Public informational meetings</b> held at each major stage of planning efforts	Numbers and locations of meetings are appropriate to the planning study/program; meetings are held in each appropriate county, including central cities	One or more meetings or series of meetings each year, regardless of planning activity	<p>Eighteen noteworthy region-wide public meetings and presentations—one series of 16 VISION 2050 Visioning Workshops and two different public meetings on transportation programs—were held throughout the Region to provide information about the Commission’s current major regional initiatives, in addition to numerous other efforts conducted by individual divisions and Commission staff.</p> <p>VISION 2050 Visioning Workshops included:</p> <ul style="list-style-type: none"> <li>– Seven workshops with the general public (one in each county)*</li> <li>– Eight workshops with community partners representing minority, low-income, and community-interest audiences</li> <li>– One workshop with the City of Wauwatosa.</li> </ul> <p>New in 2014 was the addition of 10 VISION 2050 taskforces. The task forces included previous and new SEWRPC contacts with specific expertise and/or insight into land use and transportation issues in the Region. Three task forces—Human Services, Public Transit, and Women’s Land Use and Transportation Issues—were convened to gather feedback about issues of concern to the general public; minority and low-income populations; persons with disabilities; and women</p>	The target/measure was exceeded, as VISION 2050, in addition to other efforts that were not conducted across the entire Region, created multiple meaningful opportunities for outreach.

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
			<p>and families.</p> <p>Other regional public meetings were held for:</p> <ul style="list-style-type: none"> <li>- 2035 Regional Transportation Program</li> <li>- Regional Transportation Improvement Program: 2015-2018</li> </ul> <p>*All major public meetings were accessible by public transit and ADA-compliant, with the exception of a location in Walworth County.</p>	
<p>* <b>Non-traditional public outreach techniques</b> used in addition to the more traditional efforts noted above</p>	<p>SEWRPC exhibits at festivals, fairs, neighborhood events and/or similar activities</p>	<p>Approximately 3-4 times per year</p>	<p>SEWRPC-staffed exhibit tables and provided publications and handouts at 18 events in 2014, including:</p> <ol style="list-style-type: none"> <li>1. 2014 Summit on Black Male Youth-Milwaukee</li> <li>2. Avenues West Association</li> <li>3. Fox River Summit</li> <li>4. Governor’s Small Business Summit</li> <li>5. Granville Business Improvement District</li> <li>6. Interfaith Earth Network Making Waves for Water</li> <li>7. Johnson Foundation Root River Watershed Event</li> <li>8. Kenosha Expo</li> <li>9. Kenosha Transit Committee</li> <li>10. Mexican Fiesta</li> <li>11. Milwaukee County Community Business Development Partners Expo</li> <li>12. Milwaukee Inner-city Congregations Allied for Hope (MICAH) Annual Public Meeting</li> <li>13. Pan-African Community Association Resource Fair</li> </ol>	<p>The target/measure was greatly exceeded using non-traditional techniques to provide specific outreach to general, minority, low-income, and special-interest audiences such as ethnic, urban, or environmentally oriented groups.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	Relationship to Target
			14. Relay for Life Kenosha 15. Sustainability Summit and Exhibition 16. United Way of Kenosha County Nonprofit Breakfast 17. Urban Economic Development Association Annual Community Development Summit 18. Zeidler Center Thriving Cities Networking Event	

**2014 Evaluation Conclusion:**

The year 2014 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2014 was the third year for evaluation of targeted measures specified in the Commission’s *Public Participation Plan* documents. In that regard, targets/measures were exceeded. All three parts of the Commission’s Public Participation goal have thereby been addressed: 1) to ensure early and continuing public notification; 2) to provide meaningful information; and, 3) to obtain participation and input. Upon evaluation, the Commission’s goals for public participation were achieved for 2014 and will continue to be a priority.

A complete qualitative evaluation of public participation conducted during the Regional Housing Study provides, in a separate report document, additional insights and detail regarding public participation performance during recent years, including 2013. Additionally, the *Record of Public Comments* for the Regional Housing Study provides complementary quantitative information.

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## **Attachment 1**

### **SEWRPC Primary Organizational Contact Summary:**

#### **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

**IndependenceFirst**

- 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 to become 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 30<sup>th</sup> Street Industrial Corridor**

- Worked with the UWM Children's Center for Environmental Health, the 30<sup>th</sup> 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 30<sup>th</sup> 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