

## **SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION PUBLIC INVOLVEMENT AND OUTREACH ACCOMPLISHMENTS: 2015**

The Commission carries out an extensive public involvement and outreach program annually. The year 2015 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 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/ppp](http://www.sewrpc.org/ppp). 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 2015.

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 2015 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 2015 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.

- **VISION 2050 public participation process continues**

VISION 2050 efforts in 2015 continued with developing and evaluating detailed alternative land use and transportation system plans designed, in part, based on public input obtained through the presentation and evaluation of five conceptual land use and transportation scenarios during the previous stage of VISION 2050. The VISION 2050 outreach efforts were designed to expand public knowledge of the implications of future land use and transportation development decision-making for the Region and engage the public in the planning process with a view toward developing a

shared vision of future land use and transportation that is widely understood and embraced by the Region's residents. The activities summarized in the 2015 SEWRPC *Annual Report* demonstrate interest and participation by the general public and targeted audiences.

### **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 whose input is 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 of 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 2016. Attachment 1 at the conclusion of this report details the work of the Commission with respect to each of these Primary Organizational Contacts during 2015.

### **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 2015 they included the following:

#### ***Urban Economic Development Association***

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

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 2015 public outreach presentations and exhibits mentioned previously, SEWRPC staffed exhibit tables with VISION 2050 and environmental planning materials at the following events: Interfaith Earth Network Making Waves for Water, the Johnson Foundation Milwaukee Sustainability Summit, and the Southeastern Wisconsin Watershed Trust, Inc. Clean Rivers, Clean Lake Conference.

SEWRPC partnership-building environmental education activities include Commission participation in the interagency consortium, "Testing the Waters," which has educated about 35,000 students and teachers in the Region over many years. During 2015, some 800 to 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 2015, staff again worked with the Washington County Land Conservation Department and Riveredge Nature Center in Ozaukee County to conduct two Village of Newburg area bus tours

for about 70 students and educators from public and private schools within the Region. 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 Manufacturing Diversity Institute, Racine Area Manufactures & Commerce, FUEL Milwaukee, 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 2015, 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 provided substantial input to the analytical work being conducted relative to housing issues and the regional housing plan recommendations. In 2015, the Task Force met three times and focused attention on the VISION 2050 planning process, including the development and evaluation of the alternative plans and the VISION 2050 companion report *A Comparison of the Milwaukee Metropolitan Area to its Peers*. The Task Force also discussed the 2015 Comprehensive Economic Development Strategy for the Region, received an update on the SEWRPC public involvement and outreach organizational contacts, and received a briefing on the Wisconsin State Freight Plan by the Wisconsin Department of Transportation.

**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>• Association for the Rights of Citizens with handicaps</li> <li>• Casa Guadalupe Education Center</li> <li>• Coalition for Community Health Care Inc.             <ul style="list-style-type: none"> <li>Community Health Systems of Racine</li> <li>Gerald L. Ignace Indian Health Center</li> <li>Health Care for the Homeless</li> <li>Kenosha Community Health</li> <li>Milwaukee Health Services</li> <li>Progressive Community Health Centers</li> <li>Sixteenth Street Community Health Centers</li> </ul> </li> <li>• Common Ground</li> <li>• Community Action Inc.</li> <li>• Congregations United to Serve Humanity</li> <li>• Ethnically Diverse Business Coalition             <ul style="list-style-type: none"> <li>African American Chamber of Commerce</li> <li>American Indian Chamber of Commerce of Wisconsin</li> <li>The Business Council</li> <li>Hispanic Chamber of Commerce</li> <li>Hmong Wisconsin Chamber of Commerce</li> <li>Multicultural Entrepreneurial Institute</li> <li>Milwaukee Inner City Congregations Allied for Hope</li> <li>The Milwaukee Urban League</li> <li>National Association of Minority Contractors</li> <li>Pan African Community Association</li> <li>Wisconsin Black Chamber of Commerce</li> <li>Wisconsin LGBT Chamber of Commerce</li> </ul> </li> <li>• Family Sharing of Ozaukee County</li> <li>• Harambee Great Neighborhood Initiative / Riverwest Neighborhood Association / Riverworks Development Corporation</li> <li>• Hispanic Business and Professional Association / Hispanic Roundtable</li> <li>• Hmong American Friendship Association</li> <li>• HOPES Center</li> <li>• Independence<i>First</i></li> <li>• Interfaith Older Adult Programs / Caregivers</li> <li>• Kenosha Achievement Center</li> </ul>	<ul style="list-style-type: none"> <li>• Kenosha Area Family and Aging Services</li> <li>• La Casa de Esperanza</li> <li>• Layton Boulevard West Neighbors</li> <li>• Lindsay Heights</li> <li>• Local Initiatives Support Organization             <ul style="list-style-type: none"> <li>Clarke Square</li> <li>Harambee</li> <li>Layton Boulevard</li> <li>Lindsay Heights</li> <li>Washington Park</li> </ul> </li> <li>• Milwaukee Inner City Congregations Allied for HOPE</li> <li>• Milwaukee Urban League</li> <li>• National Association for the Advancement of Colored People</li> <li>• Networking groups for aging populations             <ul style="list-style-type: none"> <li>Aging and Disability Resource Center of Racine County and the Commission on Aging</li> <li>Elderly Services Network</li> <li>Core Team</li> </ul> </li> <li>• Ozaukee Family Services</li> <li>• Racine County Family Resource Network</li> <li>• Racine Interfaith Coalition</li> <li>• Racine-Kenosha Community Action Agency</li> <li>• Salvation Army</li> <li>• Society's Assets</li> <li>• SOPHIA</li> <li>• Southside Organizing Committee</li> <li>• 30th Street Corridor</li> <li>• The Threshold, Inc.</li> <li>• United Migrant Opportunity Services</li> <li>• United Way</li> <li>• Urban Ecology Center             <ul style="list-style-type: none"> <li>Menomonee Valley</li> <li>Riverside Park</li> <li>Washington Park</li> </ul> </li> <li>• Urban Economic Development Association of Wisconsin</li> <li>• Urban League of Racine and Kenosha</li> <li>• Walworth County Literacy Council</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 minority populations, low-income populations, and people with disabilities 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 minority populations, low-income populations, and people with disabilities.

- **Identify Benefits and Effects**

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

- **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 populations, low-income populations, and people with disabilities.

- **Enhance Planning Awareness**

To enhance awareness, understanding, appreciation, support, and implementation of planning recommendations and benefits, with emphasis on the needs of minority populations, low-income populations, and people with disabilities.

## **Figure D**

### **Testing the Waters (TTW) Participating Schools: 2014-2015**

Teachers and students from the following high schools and associated school districts attended the September 2015 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  
Nicolet, Glendale  
Slinger  
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. Some 800 to 1,000 students and educators participated during 2015.

**Figure E**

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

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

NOTE: The above values for 2015 reflect the meetings and activities sponsored by formal organizational entities. In addition, the values may differ significantly from 2014 because the values also reflect meetings with individuals (one-on-one meetings) and small group discussions, in addition to meetings and activities sponsored by formal organizational entities.

SPA/XNR

Figure F

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION  
FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2015**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2015	Relationship to Target
<b><i>Goal Part 1: Ensure Early and Continuous Public Notification</i></b>				
* <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)	Two letters with personalized, handwritten notes were distributed to 76 community organizations, and two emails were distributed to 200 community-organization recipients throughout Southeastern Wisconsin. The first letter provided information about the Comprehensive Economic Development Strategy. The second letter and two emails invited recipient organizations to attend VISION 2050 workshops, meet with the Commission about VISION 2050, 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 2015 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.  Four news releases were sent to about 40 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 2015	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 2015 included 95,397 hits on the main site and 8,743 hits on the VISION 2050 website, bringing the total number of hits for both sites to 104,140.</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 2015, as website hits were more than double that of 2010; however website hits were 9% lower than 2014. This is attributed to the discontinued hosting of the Racine County GIS mapping website.</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 2015	Relationship to Target
<p><b><i>Goal Part 2: Provide Meaningful Information</i></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>More than 470 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 380 recurring contacts, more than 80 new contacts, and more than 140 contacts with SEWRPC’s designated 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 Diverse Business Coalition,</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 existing-staff hours assigned to outreach in 2015.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2015	Relationship to Target
			<p>Among American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association, Urban League of Racine and Kenosha, and Common Ground, 24 presentations were provided by public outreach staff and other SEWRPC staff to:</p> <ol style="list-style-type: none"> <li>1. Aging and Disability Resource Center of Racine County</li> <li>2. American Planning Association Wisconsin Chapter</li> <li>3. Future Milwaukee</li> <li>4. Kettle Moraine Technical College</li> <li>5. MetroGO Regional Transit Leadership Council</li> <li>6. Racine County Family Resource Network</li> <li>7. Racine Hispanic Roundtable</li> <li>8. University of Wisconsin-Milwaukee School of Architecture and Urban Planning</li> <li>9. Eastern Racine County Networking</li> <li>10. Gateway Business Department</li> <li>11. Granville's Chamber of Commerce</li> <li>12. La Causa School</li> <li>13. Lifecourse Initiative for Healthy Families</li> <li>14. Lutheran Family Services</li> <li>15. Migrant Farm Workers of Wisconsin</li> <li>16. Milwaukee Professionals Association LLC</li> <li>17. Multicultural Student Union</li> <li>18. Racine Interfaith Council</li> <li>19. Racine Workforce Development</li> <li>20. SE WI Recruiters Network</li> <li>21. United Way</li> <li>22. Walworth County Literacy Council</li> <li>23. Western Racine County Networking</li> <li>24. Wisconsin Farmers Union</li> <li>25. YMCA of Racine</li> </ol>	

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2015	Relationship to Target
<p>* <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</p>	<p>Publications are developed and distributed according to audience needs and the publication of Commission reports and plans and public outreach efforts</p>	<p>At least five publications per year</p>	<p>Eight VISION 2050 electronic newsletter issues were published, distributed, and linked on the VISION 2050 website throughout the year. One print VISION 2050 brochure was distributed and posted, in English and Spanish, in the fall. Two VISION 2050 flyers were posted and distributed. In addition, a total of more than 10,000 location-specific postcards were distributed for 1) all seven public workshops, 2) each one of the seven public workshops, 3) each one of the eight community partner workshops, and 4) the website.</p> <p>Seven issues of the print and electronic SEWRPC <i>Regional Planning News</i> newsletter were distributed and posted on the SEWRPC website. They included articles about VISION 2050 as well as information about current planning efforts and publications.</p> <p>Two summary publications were developed and distributed in 2015:</p> <ol style="list-style-type: none"> <li>1. <i>VISION 2050 Alternatives Summary Booklet</i></li> <li>2. <i>Comprehensive Economic Development Strategy for Southeastern Wisconsin: 2015-2020</i></li> </ol>	<p>The target/measure was greatly exceeded. Publications for different audiences and needs also fulfilled a recommendation of the Commission's Environmental Justice Task Force.</p>
<p><b>Formal meetings with representatives</b> from the Primary Organization contacts identified by SEWRPC and its Environmental Justice Task Force.</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 2015. Therefore, the metrics for 2015</i></p>	<p>The list of primary organizations was expanded to include 40 organizations in 2015. The expanded list and a document providing background information about the organizations and public involvement objectives were reviewed by the Environmental Justice Task Force in December 2015.</p> <p>An average of 3.6 direct, personal contacts were made with the Primary Organizations during 2015 to engage in direct dialog about VISION 2050, transportation, housing, and</p>	<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 2015	Relationship to Target
		<p><i>cannot be precisely correlated with Public Participation Process Quantitative Evaluation data from previous years.</i></p>	<p>other issues, including:</p> <ul style="list-style-type: none"> <li>- 145 total individual efforts with Primary Organizations</li> <li>- 117 total recurring contacts with eleven Primary Organizations (a minimum of five contacts were made with each of these eight organizations)</li> <li>- 19 total contacts with eight Primary Organizations (a minimum of two contacts were made with each of these seven organizations)</li> </ul>	

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2015	Relationship to Target
<b>Goal Part 3: Obtain Participation and Input</b>				
<p>* <b>Public informational meetings</b> held at each major stage of planning efforts</p>	<p>Numbers and locations of meetings are appropriate to the planning study/program; meetings are held in each appropriate county, including central cities</p>	<p>One or more meetings or series of meetings each year, regardless of planning activity</p>	<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>Nine VISION 2050 task force meetings were also held in 2015. Three of the 10 task forces—Human Services, Public Transit, and Women’s Land Use and Transportation Issues—are designed gather feedback about issues of concern to the general public; minority and low-income populations; persons with disabilities; and women and families.</p> <p>*All major public meetings were accessible by public transit and ADA-compliant, with the exception of a location in Walworth County.</p>	<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.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2015	Relationship to Target
<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 38 events in 2015, including:</p> <ol style="list-style-type: none"> <li>1. Big Brothers Big Sisters of Racine and Kenosha</li> <li>2. Clean Rivers, Clean Lake Conference</li> <li>3. Community Health Systems of Racine</li> <li>4. Downtown Kenosha</li> <li>5. Eastern Racine County Networking</li> <li>6. Governor's Small Business Academy</li> <li>7. Granville's Chamber of Commerce</li> <li>8. Kenosha Chamber of Commerce</li> <li>9. Kenosha Community Health Center</li> <li>10. Kenosha NAACP</li> <li>11. Kenosha Non Profit Roundtable</li> <li>12. Kenosha Nonprofit Leadership Conference</li> <li>13. Lake Michigan Stakeholders</li> <li>14. Lutheran Family Services</li> <li>15. Marketplace 2015 -Wisconsin Governor's Conference on Minority Business Development</li> <li>16. Milwaukee Area Health Education Center</li> <li>17. Milwaukee County Trails Council</li> <li>18. Mount Pleasant Day</li> <li>19. Racine Area Manufacturers &amp; Commerce</li> <li>20. Racine Hispanic Roundtable</li> <li>21. Racine Interfaith Coalition</li> <li>22. Relay For Life Kenosha</li> <li>23. Southeast Area Land &amp; Water Conservation Association</li> <li>24. Special Needs Resource Fair</li> <li>25. Sustainability Summit</li> <li>26. Sweet Water</li> <li>27. The Business Council</li> <li>28. United Way</li> <li>29. Urban Economic Development</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 2015	Relationship to Target
			Association 30. Urban League of Racine and Kenosha 31. Walworth County Economic Development Association 32. Waukesha County UW-Extension 33. Wauwatosa Green Summit 34. Wisconsin Women's Business Initiative Corporation 35. Young Leaders in Kenosha	

***2015 Evaluation Conclusion:***

The year 2015 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2015 was the fourth 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 2015 and will continue to be a priority.

## **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

#### **Casa Guadalupe Education Center**

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

#### **Clark Square – Layton Boulevard Neighborhoods Revitalization Initiative**

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

#### **Coalition for Community Health Care**

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

#### **Common Ground**

- Has become one of our Community Partners to ensure SEWRPC informs faith based entities in central city and suburban/rural areas about VISION 2050 and other key SEWRPC efforts
- Held sessions at Common Ground locations for VISION 2050 workshops
- Staff attended membership meetings to distribute information about VISION 2050 and other key SEWRPC efforts

**Community Action, Inc.**

- Attended scheduled membership meetings to present information on transportation and housing planning important to local area small businesses
- Attended the organization's event and provided information at a resource table
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**Family Sharing of Ozaukee County**

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

**Hispanic Chamber of Commerce**

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

**Hispanic Roundtable of Racine**

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

**Hmong American Friendship Association**

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

**HOPES Center**

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

**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

**Interfaith Older Adult Programs/Caregivers**

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

**Kenosha Achievement Center**

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

**Kenosha Area Family and Aging Services (KAFASI)**

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

**La Casa de Esperanza**

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

**League of United Latin American Citizens**

- There was limited contact with this entity during 2015

**Lindsay Heights Area—City of Milwaukee**

- Encouraged area residents and organizations to become involved in VISION 2050

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

#### **Local Initiatives Support Corporation**

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

#### **Milwaukee Inner City Congregations Allied for Hope**

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

#### **Milwaukee Urban League**

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

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

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

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

#### **Networking Groups for Aging Populations**

- Sent written updates on VISION 2050 and other key SEWRPC efforts
- Attended scheduled membership meetings to present and provide information on transportation and housing planning
- Attended the United Auto Worker Health & Information fair to provide information on transportation and housing planning important to local area small businesses at a resource table

#### **Northeast Milwaukee Communities Area**

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

#### **Ozaukee Family Services**

- Provided information to this entity for distribution to each of the social service programs that work at this location

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

#### **Racine County Family Resource Network**

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

#### **Racine Interfaith Coalition**

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

#### **Racine-Kenosha Community Action Agency**

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

#### **Repairers of the Breach**

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

#### **Society's Assets**

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

**SOPHIA**

- Sent written updates on VISION 2050 and other key SEWRPC efforts
- Attended scheduled membership meetings

**Southside Organizing Committee**

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

**The 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

**The Threshold, Inc.**

- Provided information to this entity for distribution to each of the social service programs that work at this location serving the West Bend and Washington County area
- Sent written updates on VISION 2050 and other key SEWRPC efforts

**United Migrant Opportunity Services**

- Distributed information on regional transportation and housing planning and VISION 2050 at selected organizational events

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

#### **United Way Affiliated Entities within the Southeastern Wisconsin Region**

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

#### **Urban Ecology Center**

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

#### **Urban Economic Development Association of Wisconsin**

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

#### **Urban League of Racine and Wisconsin**

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

#### **Walworth County Literacy Council**

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