

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION PUBLIC INVOLVEMENT AND OUTREACH ACCOMPLISHMENTS: 2016

The Commission carries out an extensive public involvement and outreach program annually. The year 2016 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* which was updated in 2016 to include two plan appendices. This document and a condensed summary brochure are available from the Commission office and can be accessed at www.sewrpc.org/participation. 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 2016.

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 2016 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 2016 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 2016 continued with development of a preliminary recommended plan, following evaluation of and public input on detailed alternative land use and transportation system plans during the previous stage of VISION 2050. 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 2016 SEWRPC *Annual Report* demonstrate heightened 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 containing approximately 100 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. The list will be reviewed and revised, as needed, in 2017. Attachment 1 at the conclusion of this report details the work of the Commission with respect to each of these Primary Organizational Contacts during 2016.

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 2016 they included the following:

Urban Economic Development Association

For the seventh consecutive year, the Commission continued to work with the Urban Economic Development Association of Wisconsin (UEDA), which has its headquarters in Milwaukee's central city. Participation occurred in a number of ways, including planning the Association's 15th Annual Community Development Summit, which was attended by more than 120 community and regional leaders. In preparation for the Summit, Commission staff assistance was provided to the Association through service on the Summit Planning Committee and printing of the program booklet. SEWRPC provided a staffed exhibit table at the Summit. Finally, Commission public outreach staff participated on a number of UEDA working committees, including the UEDA Board of Directors. 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 the Social Determinants of Health effort. In this effort, the Commission worked with the Health and Wellness Commons Initiative, Aurora Health Care Social Responsibility Committee, Kenosha Community Health Center, Lindsay Heights Neighborhood Health Alliance, Racine County Family Resource Network, the Renew Environmental Public Health Advocated (REPHA), the SDC Poverty Summit, United Way of Milwaukee and Waukesha – Lifecourse Initiatives For Healthy Families (LIHF), United Way (in all 7 counties), UW Racine Health Investment Committee, and YWCA of Southeast Wisconsin.

Environmental Education and Outreach

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

SEWRPC partnership-building environmental education activities include Commission participation in the interagency consortium, "Testing the Waters," which has educated more than 35,000 students and teachers in the Region over many years. During 2016, 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 2016, staff again worked with Riveredge Nature Center in Newburg to provide 12-15 teachers and educators an update on SEWRPC's VISION 2050 Plan recommendations as well as Commission work on Making Natural Connections booklets addressing riparian buffer/stream continuity components of water-based environmental corridors and compatible land use including floodplain and natural area protection. Student bus tours, traditionally co-taught, were led in 2016 only by Washington County staff for public and private schools within the Region. 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 region, and other community development organizations such as the Walworth County Economic Development Association (WCEDA), Elkhorn Economic Development Association (EEDA), Kenosha Area Business Alliance (KABA), Racine County Economic Development Corporation (RCEDC), Racine Area Manufacturer and Commerce (RAMAC) and other community development associations, with the goal of sharing the importance of transit, transportation, and housing planning as those matters relate to the local economy and regional economic development.

Workforce Development and Employment

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, the Social Development Commission, the Workforce Development Centers within the Southeastern Wisconsin Region, and the Milwaukee Careers Cooperative.

Sustainable Communities and Quality of Life Enhancement

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, the Milwaukee HomeGrown Initiative, Greening a Greater Racine, Visioning a Greater Racine, Racine Interfaith Council (RIC), Citizens United to Serve Humanity (CUSH), Milwaukee Inner City Congregations Allied for Hope (MICAH), WISDOM, Root-Pike Watershed Initiative Network, Racine Aging and Disability Resource Center (ADRC) Board & The Commission on Aging and Kenosha County Public/Private Partnership for Emergency Preparedness.

The Hazard Mitigation generally focuses on reducing the impacts that result when hazard incidents occur. These impacts include both damages to property and crops and deaths and injuries to people. Each county plan will address the following hazards:

Natural Hazards

- Flooding and stormwater drainage problems
- Thunderstorms, high winds, lightning, and hail
- Tornadoes
- Extreme temperatures
- Winter storms
- Drought

- Fog
- Lake Michigan coastal erosion
- Fires

Human-Induced Hazards

- Electrical system outage
- Hazardous material incidents
- Transportation accidents
- Terrorism incidents
- Contamination or loss of water supply

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

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 2016, the Task Force met two times and focused attention on the VISION 2050 planning process, specifically on the public feedback on the preliminary recommended plan and the discussion of the final recommended plan.

Figure A

MAJOR OBJECTIVES OF SEWRPC TARGETED PUBLIC INVOLVEMENT AND OUTREACH PROGRAM

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

Figure B

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

<ul style="list-style-type: none"> • Association for the Rights of Citizens with handicaps • Casa Guadalupe Education Center • Coalition for Community Health Care Inc. <ul style="list-style-type: none"> Community Health Systems of Racine Gerald L. Ignace Indian Health Center Health Care for the Homeless Kenosha Community Health Milwaukee Health Services Progressive Community Health Centers Sixteenth Street Community Health Centers • Common Ground • Community Action Inc. • Congregations United to Serve Humanity • Ethnically Diverse Business Coalition <ul style="list-style-type: none"> African American Chamber of Commerce American Indian Chamber of Commerce of Wisconsin The Business Council Hispanic Chamber of Commerce Hmong Wisconsin Chamber of Commerce Multicultural Entrepreneurial Institute Milwaukee Inner City Congregations Allied for Hope The Milwaukee Urban League National Association of Minority Contractors Pan African Community Association Wisconsin Black Chamber of Commerce Wisconsin LGBT Chamber of Commerce • Family Sharing of Ozaukee County • Harambee Great Neighborhood Initiative / Riverwest Neighborhood Association / Riverworks Development Corporation • Hispanic Business and Professional Association / Hispanic Roundtable • Hmong American Friendship Association • HOPES Center • Independence<i>First</i> • Interfaith Older Adult Programs / Caregivers • Kenosha Achievement Center 	<ul style="list-style-type: none"> • Kenosha Area Family and Aging Services • La Casa de Esperanza • Layton Boulevard West Neighbors • Lindsay Heights • Local Initiatives Support Organization <ul style="list-style-type: none"> Clarke Square Harambee Layton Boulevard Lindsay Heights Washington Park • Milwaukee Inner City Congregations Allied for HOPE • Milwaukee Urban League • National Association for the Advancement of Colored People • Networking groups for aging populations <ul style="list-style-type: none"> Aging and Disability Resource Center of Racine County and the Commission on Aging Elderly Services Network Core Team • Ozaukee Family Services • Racine County Family Resource Network • Racine Interfaith Coalition • Racine-Kenosha Community Action Agency • Salvation Army • Society's Assets • SOPHIA • Southside Organizing Committee • 30th Street Corridor • The Threshold, Inc. • United Migrant Opportunity Services • United Way • Urban Ecology Center <ul style="list-style-type: none"> Menomonee Valley Riverside Park Washington Park • Urban Economic Development Association of Wisconsin • Urban League of Racine and Kenosha • Walworth County Literacy Council
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*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: 2015-2016

Teachers and students from the following high schools and associated school districts attended the September 2016 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 2016.

Figure E

**LISTING OF ACTIVITIES FOR OUTREACH FOR THE SOUTHEASTERN WISCONSIN REGIONAL
PLANNING COMMISSION FOR 2016**

Month	Recurring Contacts	New Contacts	Number of Handouts	Hours Spent in Each County						
				Milwaukee	Waukesha	Racine	Kenosha	Walworth	Ozaukee	Washington
January	17	16	488	42	3	11	12.5	4.5	4	2
February	24	11	718	61	7	8	5	2	5	2
March	22	6	483	45.5	3	8.5	14.5	0	0	2
April	28	9	433	62.5	4.5	6.5	11	5.5	2	4
May	21	7	652	60.5	6	19.5	14.5	3	2	0
June	28	12	640	69.5	7.5	24	18	0	2	0
July	15	7	437	34.5	2	10	7	24	0	2
August	25	10	629	59.5	0	14	12	0	2	6
September	15	4	544	47	6	5	12	0	6.5	0
October	9	8	372	41	0	13.5	0	0	6	2
November	17	3	878	38.5	0	5	2	0	4	2
December	4	3	370	29	4	4.5	3.5	0	3	0
Annual Total	227	96	6,644	590.5	43	129.5	112	39	36.5	22

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Figure F

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION
FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2016**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
<i>Goal Part 1: Ensure Early and Continuous Public Notification</i>				
* Central city, minority, and low-income group updates 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 approximately 100 community organizations, and two emails were distributed to 200 community-organization recipients throughout Southeastern Wisconsin. The letters provided updates about VISION 2050 and offered opportunities to meet individually with Commission staff 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.
* Paid advertisements for public meetings and/or planning program announcements in a variety of newspapers (dependent on number of planning programs active and their respective stages of planning)	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 2016 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 VISION 2050 public workshops on land use and transportation system planning.	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 2016	Relationship to Target
			One news release was sent to about 40 reporters and editors announcing the public workshops and inviting people to attend.	
* Website hits to be monitored numerically and for trends; website comments also monitored for content and any trends	Researched recent SEWRPC website use patterns and monitored changes for recent years	Increase www.sewrpc.org hits by 5 percent (the 2010 base was approximately 50,000)	SEWRPC website hits for 2016 included 102,573 hits on the main site and 10,966 hits on the VISION 2050 website, bringing the total number of hits for both sites to 113,503. 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.	The target/measure was met for 2016, as website hits increased approximately 7.5% since 2015. All website comments needing or requesting responses were answered by the appropriate Commission staff.

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
Goal Part 2: Provide Meaningful Information				
<p>* Briefings, presentations, or other meetings 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 390 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 225 recurring contacts, more than 90 new contacts, and more than 150 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, 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"> 1. Athena Communications 2. Boys & Girls Club of Milwaukee 3. Bronzeville District 4. City of Milwaukee Aldermanic District 7 5. Community Brainstorming Forum 6. Congregations United to Serve Humanity 7. Hazard Mitigation Planning 8. Migrant Farm Workers of WI 	<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 2016.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
			9. Retail Fusion Workshop 10. Riveredge Nature Center 11. Southeast Area Land & Water Conservation Association 12. Testing the Waters 13. U.S. Green Building Council 14. University of Milwaukee 15. University of Wisconsin System Strategic Plan 16. Urban League of Racine and Kenosha 17. Wisconsin Land and Water Conservation	
* SEWRPC publication 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 that 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>Five VISION 2050 electronic newsletter issues were published, distributed, and linked on the VISION 2050 website throughout the year. One VISION 2050 brochure 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>Three 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 2016:</p>	The target/measure was met for 2016. 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 2016	Relationship to Target
			1. <i>VISION 2050 Draft Plan Summary Booklet</i> 2. <i>VISION 2050 Plan Summary</i>	
Formal meetings with representatives from the Primary Organization contacts identified by SEWRPC and its Environmental Justice Task Force.	Written summary of key concerns and suggestions, follow-up contacts, and involvement in joint activities	At least two direct contacts with each of some 28 Primary Organizations per year, totaling at least 60 meetings	An average of 3.9 direct, personal contacts were made with the Primary Organizations during 2016 to engage in direct dialog about VISION 2050, transportation, housing, and other issues, including: <ul style="list-style-type: none"> – 156 total individual efforts with Primary Organizations – 94 total recurring contacts with twelve Primary Organizations (a minimum of five contacts were made with each of these twelve organizations) – 45 total contacts with seventeen Primary Organizations (a minimum of two contacts were made with each of these seventeen organizations) 	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.

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
Goal Part 3: Obtain Participation and Input				
* Public informational meetings 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>Seventeen noteworthy region-wide public meetings and presentations—one series of 16 VISION 2050 Visioning Workshops and one public meeting 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"> – Seven workshops with the general public (one in each county) – Eight workshops with community partners representing minority, low-income, and community-interest audiences – One workshop with the City of Wauwatosa. <p>In spring 2016, the Commission staff met with several of the task forcers. Three of the 10 task forces—Human Services, Public Transit, and Women’s Land Use and Transportation Issues—are designed to gather feedback about issues of concern to the general public; minority and low-income populations; persons with disabilities; and women and families.</p>	The target/measure was exceeded, as VISION 2050, in addition to other efforts that were conducted on a smaller geographical scale than 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 2016	Relationship to Target
<p>* Non-traditional public outreach techniques 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 25 events in 2016, including:</p> <ol style="list-style-type: none"> 1. Congregations United to Serve Humanity 2. Farming for the Future Expo 3. Gateway Technical College (2) 4. Hmong Wisconsin Chamber of Commerce 5. Kenosha Community Health Center 6. Marketplace 2016 -Wisconsin Governor's Conference on Minority Business Development 7. Midwest Water Analysts Association 8. Near Westside Partners 9. Racine Area Manufacturers & Commerce 10. Racine County Special Needs Fair 11. Racine Hispanic Roundtable 12. Racine Unified School District Empowerment Day 13. Racine-Kenosha Community Action Agency 14. Social Development Commission Poverty Summit 15. United Way of Racine County 16. Urban Ecology Center 17. Urban Economic Development Association Summit 18. Urban League of Racine and Kenosha (2) 19. Visioning a Greater Racine (2) 20. Washington County Economic Development 21. Wisconsin Farm Technology Days 22. Young Non-Profit Professionals Summit 	<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>

2016 Evaluation Conclusion:

The year 2016 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2016 was the fifth 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 2016 and will continue to be a priority.

Attachment 1

SEWRPC Primary Organizational Contact Summary: 2016

African American Chamber of Commerce

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

Aurora Family Services and Aurora Health Care

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

Clark Square – Layton Boulevard Neighborhoods Revitalization Initiative

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

Coalition for Community Health Care

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

Common Ground

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

Community Action, Inc.

- Attended scheduled membership meeting
- Attended the organization's event and provided information at a resource table
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Congregations United to Serve Humanity (CUSH)

- Attended the organization's annual dinner
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Ethnically Diverse Business Coalition

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

Hispanic Chamber of Commerce

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

Hispanic Roundtable of Racine

- Attended the annual luncheon; provided information on VISION 2050 at the event's resource table
- Attended scheduled membership meeting
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Hmong American Friendship Association

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

HOPES Center

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

IndependenceFirst

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

Interfaith Older Adult Programs/Caregivers

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

Kenosha Achievement Center

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

Kenosha Area Family and Aging Services (KAFASI)

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

La Casa de Esperanza

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

League of United Latin American Citizens

- There was limited contact with this entity during 2016

Lindsay Heights Area—City of Milwaukee

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

Local Initiatives Support Corporation

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

Milwaukee Inner City Congregations Allied for Hope

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

Milwaukee Urban League

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

National Association for the Advancement of Colored People

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

Networking Groups for Aging Populations

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

Northeast Milwaukee Communities Area

- Served on the Riverworks Development Corporation Board of Directors

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

Ozaukee Family Services

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

Racine County Family Resource Network

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

Racine Interfaith Coalition

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

Racine-Kenosha Community Action Agency

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

Repairers of the Breach

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

Society's Assets

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

SOPHIA

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

Southside Organizing Committee

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

The 30th Street Industrial Corridor

- Encouraged area residents and organizations to become involved in VISION 2050
- Continued involvement in the Century City Revitalization Effort by providing information on transportation, housing, and environmental planning
- Attended and participated in planned Moody Pool Area Revitalization project; provided information on transportation and housing planning
- Attended the Amani Community Advisory Group monthly meetings; provided information on transportation and housing related aspects to attendees
- Attended the 30th Corridor Corporation Quarterly Gathering to provide information on transportation and housing planning
- Sent written updates on VISION 2050 and other key SEWRPC efforts

The Salvation Army

- Met with the organization's Community Relations Director
- Sent written updates on VISION 2050 and other key SEWRPC efforts

The Threshold, Inc.

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

United Migrant Opportunity Services

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

United Way Affiliated Entities within the Southeastern Wisconsin Region

- Attended scheduled membership meetings

- Attended United Way of Kenosha's Celebration Dinner and provided information on VISION 2050
- Attended United Way of Racine's Celebration Dinner and provided information on VISION 2050
- Served on United Way of Racine's Investment Committee
- Sent written updates on VISION 2050 and other key SEWRPC efforts

Urban Ecology Center

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

Urban Economic Development Association of Wisconsin

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

Urban League of Racine and Wisconsin

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

Walworth County Literacy Council

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

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