

Note: The following summary of public involvement and outreach activities is Exhibit F of the Southeastern Wisconsin Regional Planning Commission's Title VI program, which can be accessed at www.sewrpc.org/About-Us.

INTRODUCTION

Public involvement and outreach efforts of the Southeastern Wisconsin Regional Planning Commission grew and evolved between April 2020 and March 2023, particularly regarding outreach to minority and low-income populations. As much of the Public Involvement and Outreach (PIO) Division's work involves face-to-face meetings, events, and relationship building, staff were particularly impacted by COVID-19 during 2020 and 2021. The transition to virtual meetings and events allowed staff to maintain connections with existing partners and network with a broader group of organizations. In 2022 and 2023, the Commission continued to be active partners with many organizations in the region through attending events, presenting on key Commission projects, and conducting outreach to targeted populations.

This report outlines significant and new areas of emphasis by the Commission in response to past Title VI reviews, as well as reviews of activities that it has found to be effective in reaching targeted populations. Many of the Commission's activities continue to be ongoing or are multi-year in nature.

Details on the public involvement and outreach activities conducted by Commission staff between April 2020 and March 2023 are summarized in Exhibits F-1 through F-4 by year. The summaries are organized by PIO Division goals, involvement with community partners, and a summary of activities relating to targeted populations. The exhibits do not contain an exhaustive list of all outreach activities in the reporting period.

Background on the Commission's Public Involvement and Outreach

The goal of the Commission's public involvement and outreach efforts is to ensure early and continuous public engagement regarding transportation planning and programming, including providing notification, meaningful information, and opportunities for public participation and input. Opportunities for public comment are provided via the Commission website, social media, telephone, office locations, and U.S. mail. Public and on-request meetings and presentations also provide an opportunity for the Commission to receive and incorporate input into the planning process in a timely, effective, and professional manner.

With the understanding that community engagement is the key to longevity and support of a project, the PIO Division 1) works to advance the Commission's overall and specific public involvement and outreach

SUMMARY OF PUBLIC INVOLVEMENT AND OUTREACH ACTIVITIES UNDERTAKEN, INCLUDING MEANINGFUL ACCESS FOR MINORITY AND LOW-INCOME POPULATIONS: APRIL 2020 – MARCH 2023

EXHIBIT F

efforts, 2) continues to build and expand relationships with potentially underserved populations, as well as, traditional audiences, and 3) addresses the growing workload related to public involvement. Through the Division's outreach work and other Commission efforts, SEWRPC continues to fulfill its commitment to achieving environmental justice and Title VI compliance in transportation and other planning programs.

The Environmental Justice Task Force (EJTF), formed in 2007, and PIO Cross-Functional Team, formed in 2019, continue to be valuable resources and guides for PIO. The EJTF is made up of 15 members, including at least one from each county, and serves to enhance the consideration and integration of environmental justice throughout the regional planning process. The PIO Cross-Functional Team is made up of Commission staff from all major planning divisions, Land Use, Transportation, Environmental, Special Projects, Surveying and Mapping and serves as an extension of the PIO staff.

Throughout the Commission's planning processes, additional and targeted steps have been taken to conduct outreach, engage in public involvement, educate the public, and evaluate the planning process through an environmental justice lens. Figure F.1 outlines the objectives of the Commission's targeted public involvement and outreach program. The community partners and Primary Organizations, discussed in the following section, help support these goals.

Figure F.1
Major Objectives of SEWRPC-Targeted Public Involvement and Outreach Program



IDENTIFYING ORGANIZATIONAL CONTACTS TO TARGET FOR OUTREACH – COMMUNITY PARTNERS AND PRIMARY ORGANIZATIONS

As part of the extensive public outreach for VISION 2050 started in 2013, the Commission began a formal partnership with a select group of nonprofit community organizations, which the Commission designated as community partners. These community partners include Common Ground, Ethnically Diverse Business Coalition, Hmong American Friendship Association (HAFA), Independence First, Milwaukee Urban League, Southside Organizing Center (SOC), Urban Economic Development Association (UEDA), and Urban League of Racine and Kenosha (ULRK). In 2017, Renew Environmental Public Health Advocates, Inc. (REPHA) was added as a community partner.

The community partners play a valuable role in the Commission’s public involvement and outreach including providing input and feedback on outreach plans, sharing information with their stakeholders through social media or newsletters, and hosting or co-organizing presentations for relevant Commission planning efforts or projects. Occasionally, community partners are hired as paid consultants to assist with outreach for a particular project.

The Commission also maintains a list of active organizations working in areas related to the Commission’s planning efforts, including employment, transportation, land use, economic development, housing, and environmental deterioration, which make up the Primary Organizations. These organizations serve low-income areas, areas including communities of color, or individuals with disabilities.

The Primary Organizations act as a formal distribution network for information about Commission planning activities. To reduce barriers to participating in the planning process, Commission staff use a variety of communication methods to reach the Primary Organizations including newsletters, emails, meetings, and phone calls. These methods allow the Commission to update contacts on each new study or project, as well as receive updates from Primary Organization, which promotes collaboration between groups.

Table F.1 defines community partners and Primary Organizations and a list of each organization during the reporting period is in Table F.2. The PIO Cross-Functional Team and the EJTF annually review and update the list of Primary Organizations to broaden targeted outreach and involvement.

Table F.1
Definitions of Community Partners and Primary Organizations

Group	Number of Organizations	Commission’s Commitment for Interaction
Community Partners	9	<ul style="list-style-type: none"> • Receive newsletters • Receive bi-annual update letter • Receive invitation to a SEWRPC Annual Meeting • In frequent contact with organization leaders, including one-on-one meetings • Commission frequently participates in community partner events or meetings • Community partners are highlighted on Commission social media
Primary Organizations	50-75	<ul style="list-style-type: none"> • Receive newsletters • Receive bi-annual update letter • Commission staff participate in Primary Organization events or meetings that are relevant to SEWRPC’s work

Table F.2
SEWRPC Primary Organizations List for 2020-2023 Reporting Period
Approved by the Environmental Justice Task Force

Bold text denotes SEWRPC Community Partner

Italicized text signifies operations in multiple counties within Southeastern Wisconsin

Year(s)	Primary Organization
2020-2023	<i>Aging and Disability Resource Center (ADRC)</i>
2021-2023	African American Chamber of Commerce of Greater Racine
2021-2023	African American Roundtable (AART) (Milwaukee)
2021-2023	African American Roundtable of Leaders of Racine
2020-2023	Clarke Square Neighborhood Initiative
2020-2023	Common Ground
2020-2023	Eras Senior Network (Waukesha)
2020-2023	Ethnically Diverse Business Coalition
	African American Chamber of Commerce
	American Indian Chamber of Commerce of Wisconsin
	Hispanic Chamber of Commerce
	Hmong Wisconsin Chamber of Commerce
	Multicultural Entrepreneurial Institute
	Milwaukee Inner City Congregations Allied for Hope
	Milwaukee Urban League
	National Association of Minority Contractors
	Pan African Community Association
	The Business Council
	Wisconsin Black Chamber of Commerce
	Wisconsin LGBT Chamber of Commerce
2021-2023	<i>Forward Latino</i>
2020-2023	Harambee Great Neighborhood Initiative
2020	Hispanic Business and Professional Association (Racine)
2020-2023	Hispanic Collaborative (Milwaukee)
2020-2023	Hispanic Roundtable (Racine)
2020-2023	Hmong American Friendship Association (HAFA)
2020-2023	Independence First
2020-2023	Interfaith Caregivers of Ozaukee County
2020-2023	Interfaith Caregivers of Washington County
2020-2023	Kenosha Achievement Center
2020-2023	Kenosha Area Family and Aging Services (KAFASI)
2021-2023	Kenosha Chapter of the American Association of University Women
2021-2023	Kenosha Coalition for Dismantling Racism
2020-2023	Kenosha Community Health Center
2020-2023	Kenosha County Veterans Services
2020-2023	La Casa de Esperanza (Waukesha)
2020-2023	Local Initiatives Support Corporation (LISC)
2020-2023	League of United Latin American Citizens (LULAC)
2020-2023	Milwaukee Urban League
2021-2023	<i>National Alliance on Mental Illness (NAMI)</i>
2020-2023	<i>National Association for the Advancement of Colored People (NAACP)</i>
2020-2023	Ozaukee Family Services
2020-2022	Racine County Family Resource Network
2020-2023	Racine Kenosha Community Action Agency (Racine & Kenosha)
2020-2023	Renew Environmental Public Health Advocates, Inc. (REPHA)(Milwaukee)
2020-2023	Riverwest Neighborhood Association/Riverworks Development Corporation
2020-2023	Root River Environmental Educational Community Center
2020-2023	Sherman Park Community Association
2020-2023	Sixteenth Street Community Health Centers
2020-2023	Social Development Commission (Milwaukee)

Table continued on next page.

Table F.2 (Continued)

Year(s)	Primary Organization
2020-2022	<i>Society's Assets</i>
2021-2023	<i>Southeastern Oneida Tribal Services</i>
2020-2023	Southside Organizing Center (SOC) (Milwaukee)
2022-2023	Teens Grow Greens
2020-2023	The Threshold, Inc. (Washington)
2022-2023	Tosa Together
2020-2023	<i>United Migrant Opportunity Services (UMOS)</i>
2020-2023	<i>United Way</i>
2020-2023	Urban Ecology Center
2020-2023	Urban Economic Development Association of Wisconsin (UEDA)
2020-2023	Urban League of Racine and Kenosha (ULRK)
2020-2023	VIA CDC
2020-2023	Visioning a Greater Racine
2020-2023	Walnut Way Conservation Corporation
2020-2023	Walworth County Community Alliance
2020-2023	Washington Park Partners
2021-2023	<i>WATERshed Program</i>
2020-2022	We Got This (Milwaukee)
2020-2023	Wisconsin Green Muslims
2021-2023	<i>Wisconsin Hispanic Scholarship Foundation/Mexican Fiesta</i>
2020-2023	Wisconsin Department of Veterans Affairs
2020-2023	Wisconsin Veterans Chamber of Commerce
2020-2023	<i>WISDOMmember organizations:</i>
	Congregations United to Serve Humanity (CUSH) (Kenosha)
	Milwaukee Inner-city Congregations Allied for Hope (MICAHA) (Milwaukee)
	Racine Interfaith Coalition (Racine)
	Stewards of Prophetic Hopeful Intentional Action - SOPHIA (Waukesha)
2020-2023	<i>YWCA Southeast Wisconsin</i>

BACKGROUND FOR MINORITY POPULATION AND LOW-INCOME POPULATION PARTICIPATION IN PLANNING

Significant disparities exist between minority populations and non-minority populations in the Region, particularly in the Milwaukee metropolitan area, with respect to educational attainment levels, per capita income, and poverty.¹ These disparities are long-standing, and are more pronounced than in almost all other metro areas.

With these disparities in mind, the Commission continued to involve minority and low-income populations in transportation and related planning via two parallel and complementary approaches:

1. Efforts to be open and accessible to the general public, including minority populations and low-income populations
2. Targeted efforts to reach minority and low-income population groups, including key constituents

Both approaches experienced significant activity over the reporting period, although the greatest emphasis was on targeted efforts.

GENERAL EFFORTS TO BE OPEN AND ACCESSIBLE

The Commission carries out an extensive public involvement and outreach program annually. In part, these efforts are integrated with the production of regional plan elements and generally involve traditional methods of conveying the Commission’s analytical findings and proposed plan recommendations to the

¹ *These disparities are documented in SEWRPC Memorandum No. 221 (Second Edition), A Comparison of the Milwaukee Metropolitan Area to Its Peers, March 2020.*

public through a variety of avenues, including website materials, newsletters, presentations to governmental groups and community partners, public information meetings, and public hearings. Other efforts are directed at specific population subgroups, particularly low-income populations, minority populations, people with disabilities, and students. This work program is carried out in accordance with a structured approach set forth in a document entitled “Public Participation Plan for Regional Planning for Southeastern Wisconsin,” which is available from the Commission offices and can be accessed at www.sewrpc.org/ppp (see Exhibit E).

Most public outreach and input occurs at key points in the planning process when significant information becomes available and is prepared for public input and/or review. Providing such information gives the intended audience a good sense of the plan’s purpose and approach, ensuring that the dialogue between the Commission staff and the public is meaningful and effective. The Commission’s Public Participation Plan calls for a minimum of two sets of public meetings: early in a study and at the stage of alternatives analysis, with, potentially, a preliminary recommended plan.

The Commission’s major projects between 2020 and 2023 include the Comprehensive Economic Development Strategy, FlexRide Milwaukee Pilot, North-South Transit Enhancement Study, Regional Food System Plan, and Waukesha Transit Development Plan. These projects are described in Exhibits F-1 through F-4 by year.

ENVIRONMENTAL JUSTICE TASK FORCE

Under Federal law, the Commission has a responsibility to help ensure the full and fair participation throughout the regional planning process of minority populations, low-income populations, and people with disabilities. In addition to the public outreach efforts noted above, the Commission has appointed the EJTF to help ensure that this requirement is met. This 15-member body is intended to be broadly representative of minority, low-income, and special needs populations from across Southeastern Wisconsin. The primary role of the EJTF is to enhance the consideration and integration of environmental justice in transportation planning and other regional planning efforts. The purposes of the EJTF are summarized in Figure F.2.

Figure F.2
Purposes of the SEWRPC Environmental Justice Task Force



The EJTF meets on a quarterly basis. Meetings are held in locations that are physically accessible to people with disabilities and served by public transportation. All meetings within this reporting period, except for the meeting in February 2020, were held virtually. Non-members are also able to attend meetings and comment, as all meetings are open to the public and provide ample comment opportunity.

The EJTF receives updates on current planning efforts and schedules, information on the composition of applicants for recently filled Commission positions, and public involvement and outreach efforts. Within the reporting period, the EJTF agenda included the Regional Food System Plan, the Wisconsin Department of Transportation I-94 East-West project, numerous presentations from outside sources on relevant topics such as transportation access to polling places and social justice, and more. In early 2023, the EJTF completed their review of their Guidance Document, which generally resulted in updates to environmental justice policies, revisions to roles and responsibilities, and clarifications to the environmental justice principles,²

More information on the EJTF and other items noted in this report can be found at www.sewrpc.org.

² *Environmental Justice Task Force Guidance Document, April 2023, EJTF Guidance Document (Updated April 2023) (00263334-7).DOCX (sewrpc.org)*

**EXHIBIT F-1
PUBLIC INVOLVEMENT AND OUTREACH SUMMARY: 2020**

PUBLIC INVOLVEMENT AND OUTREACH STAFFING AND GOALS

In 2020, the PIO Division included two full-time staff and one part-time staff. Due to COVID-19, staff had the opportunity to engage with a wide variety of organizations in the region through virtual meetings. The Division maintained almost monthly contact with community partners and frequent contact with Primary Organizations to learn about their outreach efforts and to offer assistance.

2020 Public Involvement and Outreach Goals

1. Continue to grow and build partnerships through contact with community partners four times a year, Primary Organizations three times a year, and Top 100+ Organizations two times a year.
2. Send biannual update letters to partners.
3. Increase contact made with diverse communities filling a new need in the community.
4. Produce more user-friendly information about outreach done with groups related to women, seniors, people with physical & mental disabilities, and veterans.
5. Provide year-round access through events to students and other youth in all seven counties about the Commission and encourage them into career tracks related to the work of the Commission.
6. Conduct internal outreach to educate and engage Commission staff in PIO activities.

Despite disruptions to typical outreach events and activities from COVID-19, the PIO Division achieved the target number of contacts with partner organizations through a mix of virtual and in-person touchpoints. In addition to the biannual update letters, the Commission connected with Primary Organizations, which include the nine community partners, with a call to action to participate in the Comprehensive Economic Development Strategy (CEDS) virtual meeting and a notification for the 2021-2024 Transportation Improvement Plan (TIP).

To improve the accessibility of outreach materials, multiple divisions collaborated on family-friendly materials to engage attendees at the various events the Commission attends throughout the year, for example, offering coloring pages with animals specific to Wisconsin.

Virtual meetings and events during 2020 allowed staff to network with a broader group of regional organizations. Amid COVID-19, the nation and the region experienced civil unrest due to the many disparities related to color and socioeconomics. One way the Commission contributed to the conversation was to share the equity analysis completed as part of the VISION 2050 update. The transition to a virtual environment also allowed the PIO Division to share events and resources with Commission staff through Teams channels and meetings.

SUMMARY OF PUBLIC INVOLVEMENT FOR COMMISSION-LED PLANNING STUDIES AND PROJECTS

2020 Review and Update of VISION 2050 and Updated Equity Analyses

In response to the COVID-19 pandemic and the need to conduct most meetings remotely, Commission staff utilized a virtual format to engage the community during the 2020 Review and Update of VISION 2050. A presentation from the public meetings was posted on YouTube for future viewing.

As part of the VISION 2050 update, staff prepared second edition of a report comparing the Milwaukee metro area to peer metro areas in the Midwest and across the country and completed an equity analysis that evaluated whether the benefits



VISION 2050 Review and Update Presentation

and impacts of the recommended plan would be shared fairly and equitably among different populations in the Region. The results show that implementing VISION 2050 would help to reduce these disparities by providing more equitable access to opportunities through improved access to jobs, education, healthcare, and other activities. It also found that without additional funding to implement the VISION 2050 public transit element, a disparate impact on the Region’s people of color, low-income populations, and people with disabilities is likely to occur. Commission staff made several presentations across the Region on this equity analysis in collaboration with the following organizations NEWaukee, UEDA, SOC, African American Chamber of Commerce of Greater Racine, and Milwaukee Urban League.

Comprehensive Economic Development Strategy (CEDS)

The Commission and Milwaukee 7 (M7) prepared the 2021-2025 CEDS for Southeastern Wisconsin, with input from M7’s Regional Economic Partnership working group and other stakeholders. The CEDS brings together the public and private sectors to develop a strategic plan to diversify and strengthen the Region’s economy. In the fall, the CEDS partnership obtained initial input through a SWOT (Strengths, Weaknesses, Opportunities, and Threats) exercise to help inform the strategic direction of the new CEDS through a virtual meeting and online survey. Staff called and sent emails to Primary Organizations with a request to participate in the meeting or provide input via the survey.



CEDS Virtual Stakeholder Presentation

SUMMARY OF ACTIVITIES WITH THE COMMUNITY PARTNERS

The Commission held the annual community partner meeting virtually via Teams in September. Since there were changes in leadership both at the Commission and the community partners, SEWRPC Division Heads joined the meeting and shared updates on major projects within their division. community partner interactions for April-December 2020 are shown in Table F.3.

**Table F.3
Number of Interactions with
Community Partners (April-December 2020)**

Community Partner	Number of Interactions
Common Ground	4+
Ethnically Diverse Business Coalition	4+
Hmong American Friendship Association	4+
Independence First	4+
Milwaukee Urban League	5
Renew Environmental Public Health Advocates, Inc.	4+
Southside Organizing Committee	4+
Urban Economic Development Association	6
Urban League of Racine and Kenosha	4+

Note: Due to disruptions from COVID-19, the exact number of interactions with each organization was not recorded, but PIO attended weekly or monthly virtual meetings with most community partners.

Other activities with the community partners included:

- Staffed a limited contact booth at the ULRK Community Block Party on September 26
- Served as a presenter four times on the SOC weekly Facebook Live event, discussing major SEWRPC projects including VISION 2050, the Equity Analysis for VISION 2050, stakeholder meetings for the CEDS, and the North South Transit Enhancement Study
- Served as a panelist for the Milwaukee Urban League’s October Roundtable on Racial Disparities in Transportation and Housing
- Received UEDA’s community partner of the Year award at the virtual Annual Community Gathering



ULRK Community Block Party

SUMMARY OF PUBLIC INVOLVEMENT TO TARGETED POPULATION GROUPS

A particular focus of the Commission's Public Involvement and Outreach Division is to engage members of specific population subgroups that traditionally have had lower levels of participation than the general population in regional planning activities and events, including low-income populations, people of color, and people with disabilities or other needs. The Division reaches these groups through the community partners and Primary Organizations, in addition to building partnerships with other regional organizations.

Broadly, the Commission engages with organizations and events within the following categories:

- Environmental education and sustainable communities
- Equity and inclusion in terms of race, ethnicity, culture, faith, immigration status, and physical ability
- Neighborhood and community economic development, including workforce development and employment
- Public health and quality of life enhancements for families, seniors, and veterans
- Youth engagement

The PIO Division attended ReFlo's virtual Green School Conference which initiated relationships with groups that have developed extensive environmental education programs including the Haggerty Museum of Art and University of Wisconsin Milwaukee Water Ambassadors and continued partnerships with the Milwaukee Metropolitan Sewage District (MMSD). Other environmental events included Tosa Sustainability Summit and Groundwater Plus workshop presented by the Racial Equity Institute and the City of Racine, to name a few.

In an effort to develop youth engagement, PIO staff participated in the Kenosha School of Technology Enhanced Curriculum (KTEC) Annual Science Fair, the virtual UW-M Freshwater Science Career Fair, and the virtual WInSTEP SEPA Student Research Conference. Youth engagement was significantly impacted by COVID-19.



KTEC Annual Science Fair

Credit: Kenosha School of Technology Enhanced Curriculum

**EXHIBIT F-2
PUBLIC INVOLVEMENT AND OUTREACH SUMMARY: 2021**

PUBLIC INVOLVEMENT AND OUTREACH STAFFING AND GOALS

In 2021, the Public Involvement and Outreach Division operated with two full-time staff. Staff continued to adjust outreach efforts as Commission staff and partner organizations implemented a hybrid approach of in-person and virtual meetings and events. The 2021 goals doubled the number of contacts with community partners and increased contacts with Primary Organizations from three to four.

2021 Public Involvement and Outreach Goals

1. Continue to grow and build partnerships through contact with community partners eight times a year, Primary Organizations four times a year, and Top 100+ Organizations two times a year
2. Send biannual update letters to partners
3. Increase contact made with diverse communities filling a new need in the community
4. Produce more user-friendly information about outreach done with groups related to women, seniors, people with physical & mental disabilities, and veterans
5. Provide year-round access through events to students and other youth in all seven counties about the Commission and encourage them into career tracks related to the work of the Commission
6. Conduct internal outreach to educate and engage Commission staff in PIO activities

Staff continued engagement with the robust list of Primary Organizations through virtual and in-person events and appearing in community spaces to share information about Commission projects, such as the Fondy Farmer's Market. Staff also developed a relationship with a new Primary Organization, Teens Grow Greens.

To produce more user-friendly outreach materials, the PIO Division worked with staff to update the SEWRPC website, produce materials for youth engagement, and use more photos and visuals in publications. The PIO Division also prepared a social media plan for 2022, which includes a feature to highlight each of the community partners on Commission social media accounts.

Youth engagement to encourage the region's youth to pursue career tracks related to the work of the Commission primarily took place in Milwaukee and Racine Counties. Staff formed new relationships with two organizations, Root River Environmental Education Community Center and STEM Forward.

SUMMARY OF PUBLIC INVOLVEMENT FOR COMMISSION-LED PLANNING STUDIES AND PROJECTS

Regional Food System Plan

The Regional Food System Plan will address the food system from a regional planning perspective including ensuring accessible and affordable healthy and fresh food options for all residents, reducing economic and health disparities, supporting locally owned and sustainable farming operations, and preserving productive agricultural land and sensitive natural resources. The public involvement for the Plan included a virtual kick off meeting in August 2021. Commission PIO and land use staff presented and events outreach events with all nine community partners.



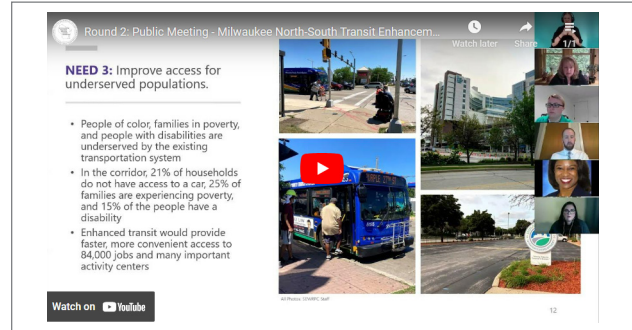
**Northwest Side Community Development Corporation
Community Resources Fair 2021**

Comprehensive Economic Development Strategy (CEDS)

During 2020 and 2021, M7 and the Commission prepared the 2021-2025 CEDS for Southeastern Wisconsin, with input from M7’s Regional Economic Partnership working group and other stakeholders. A virtual stakeholder meeting occurred in March 2021 for the public to provide feedback on the goals and strategies of the CEDS. The CEDS is designed to bring together the public and private sectors to develop a strategic plan to diversify and strengthen the Region’s economy. The Commission adopted the new CEDS in September 2021.

Milwaukee North-South Transit Enhancement Study

Throughout the study, initiated in 2020, Milwaukee County, Milwaukee County Transit System, and Commission staff prioritized extensive public outreach. In May 2021, the Commission initiated a partnership with five community- and neighborhood-based organizations who have a longstanding presence in underserved neighborhoods in the corridor. Through an agreement that included payment for services, the community partners assisted the study team with providing outreach along and near 27th Street. The study included three rounds of public meetings in February, June, and October. Commission staff presented the study to six of the community partners.



Milwaukee North-South Transit Enhancement Study Virtual Presentation

SUMMARY OF ACTIVITIES WITH THE COMMUNITY PARTNERS

PIO continued to deepen relationships with SEWRPC’s nine community partners by supporting their events and staying engaged with their members. The Commission held a hybrid meeting for the annual community partner meeting in August. Commission staff presented on the North-South Transit Enhancement Study, Regional Chloride Study, Regional Food System Plan, and the EJTF. Staff also discussed efforts to improve and collaborate on future social media engagement. Community partner interactions for 2021 are shown in Table F.4.

**Table F.4
Number of Interactions with
Community Partners (2021)**

Community Partner	Number of Interactions
Common Ground	11
Ethnically Diverse Business Coalition	5
Hmong American Friendship Association	4
Independence First	8
Milwaukee Urban League	4
Renew Environmental Public Health Advocates, Inc.	6
Southside Organizing Committee	5
Urban Economic Development Association	13
Urban League of Racine and Kenosha	5

Some examples of the Commission’s continued participation included:

- Self Help Credit Union introduction with Common Ground
- The Business Council annual luncheon
- Back to School Fair with HAFA
- Independence First Virtual Brown Bag Series (3 events)
- Neighborhood beautification with REPHA
- Chili Cook-off with Washington Park Partners and REPHA
- ULRK Health is Wealth event



Hmong American Friendship Association Back to School 2021

SUMMARY OF PUBLIC INVOLVEMENT TO TARGETED POPULATION GROUPS

A particular focus of the Commission's Public Involvement and Outreach Division is to engage members of specific population subgroups that traditionally have had lower levels of participation than the general population in regional planning activities and events, including low-income populations, people of color, and people with disabilities or other needs. The Commission reaches these groups through the community partners and Primary Organizations, in addition to building partnerships with other regional organizations and attending community events. For example, Commission staff had a booth at the Fondy Farmer's Market August through October to share about three major projects, the Regional Food System Plan, and the North South Transit Enhancement Study, and the Equity Analysis.



Fondy Market

Broadly, the Commission engages with organizations and events within the following categories:

- Environmental education and sustainable communities
- Equity and inclusion in terms of race, ethnicity, culture, faith, immigration status, and physical ability
- Neighborhood and community economic development, including workforce development and employment
- Public health and quality of life enhancements for families, seniors, and veterans
- Youth engagement

Environmental Education and Sustainable Communities

The PIO Division attended EcoFest, a hybrid virtual and in-person event, in Racine, Kenosha, and Walworth Counties. During the virtual portion of the event, the Commission highlighted videos on chloride river monitoring sites, field sampling and equipment, chloride levels in streams, and environmental chloride impacts on aquatic life and offered a live presentation with question-and-answer session on the Regional Chloride Study. Other environmental events included Root River (REC) Water Event, Waukesha Sustainability Fair, and Green School and Healthy Schools Conference.



Green & Healthy Schools Conference 2021



Green & Healthy Schools

Credit: Green Schools Consortium

Equity and Inclusion

Commission continued to support organizations working toward equity and inclusion in the region through events such as the Racine Hispanic Roundtable Luncheon, SDC Poverty Summit, Nonprofit Leadership Conference for Milwaukee, Racine & Kenosha, and Racine Juneteenth Day Celebration.



Nonprofit Leadership Conference



Racine Juneteenth Day Celebration

Economic and Workforce Development

Notable events within the economic and workforce development area include KABA Annual Meeting, Kenosha Expo, Kenosha Innovation Neighborhood Planning Meeting, Ozaukee Economic Development Outreach Event, BizTimes Racine/Kenosha 2025 (Virtual), Racine County & African American Chamber of Commerce of Greater Racine Business Expo, and MARKETPLACE 2021 – Wisconsin Governor’s Conference on Minority Business Development.



MARKETPLACE 2021

Credit: Wisconsin Economic Development Corporation



MARKETPLACE 2021

Credit: Wisconsin Economic Development Corporation

Public Health

To engage with public health and quality of life enhancements for families, seniors, and veterans, Commission staff attended several events including the Wisconsin Black Maternal and Child Health Summit (Virtual), Office of African American Affairs National Health Equity Summit (Virtual), and UW Extension Aging Mastery Series.

Youth Engagement

Educational outreach occurred at STEM Forward, Carson Academy (MPS STEAM school), and Root River Environmental Education Community Center. Staff also attended the RUSD Career Week. An internal committee, between Public Involvement and Outreach and Special Projects, worked to develop a plan to extend SEWRPC’s reach into the community and help the region’s youth understand the various careers available at the Commission.

**EXHIBIT F-3
PUBLIC INVOLVEMENT AND OUTREACH SUMMARY: 2022**

PUBLIC INVOLVEMENT AND OUTREACH STAFFING AND GOALS

In 2022, the Public Involvement and Outreach Division operated with two full-time staff. PIO Division goals remained the same as in 2021.

2022 Public Involvement and Outreach Goals

1. Continue to grow and build partnerships through contact with community partners eight times a year, Primary Organizations four times a year, and Top 100+ Organizations two times a year
2. Send biannual update letters to partners
3. Increase contact made with diverse communities filling a new need in the community
4. Produce more user-friendly information about outreach done with groups related to women, seniors, people with physical & mental disabilities, and veterans
5. Provide year-round access through events to students and other youth in all seven counties about the Commission and encourage them into career tracks related to the work of the Commission
6. Conduct internal outreach to educate and engage Commission staff in PIO activities

The Commission continued strong relationships with the community partners and Primary Organizations.

Youth engagement to encourage the region's youth to pursue career tracks related to the work of the Commission primarily took place in Kenosha, Milwaukee, and Racine Counties through a mix of attending career fairs and presentations in classrooms.

SUMMARY OF PUBLIC INVOLVEMENT FOR COMMISSION-LED PLANNING STUDIES AND PROJECTS

FlexRide Milwaukee Pilot

Commission staff attended several neighborhood and community events to highlight FlexRide, the on-demand transit service to the Menomonee Falls and Butler area. These events included the Milwaukee Juneteenth Celebration and the Milwaukee Puerto Rican Family Festival. FlexRide pilot partners included Employ Milwaukee, Waukesha County Business Alliance, Waukesha County Center for Growth, Waukesha-Ozaukee-Washington Workforce Development Board, Milwaukee County Transit System, MobilISE, and UW-Milwaukee.



FlexRide Milwaukee Event

Regional Food System Plan

Over the summer, staff visited Farmers' Markets and grocery stores in each of the seven counties to do research and talk with the public about the Regional Food System Plan. In addition, staff presented to the Racine Hispanic Roundtable and the Racine African American Roundtable of Leaders. The Plan will address the regional food system including ensuring accessible and affordable healthy and fresh food options for all residents, reducing economic and health disparities, supporting locally owned and sustainable farming operations, and preserving productive agricultural land.



Staff at Geneva Farmers Market

Waukesha Transit Development Plan

To gather feedback on the draft transit recommendations, a formal public involvement process was held in October and November 2022. The public involvement process included three public meetings, an online survey, and a meeting focused for business stakeholders, hosted by the Waukesha County Business Alliance.

SUMMARY OF ACTIVITIES WITH THE COMMUNITY PARTNERS

In 2022, Public Involvement and Outreach staff engaged with the nine community partners utilizing both in-person and virtual options. Staff attended the openings of two community partners’ satellite offices. Independence First added a second location in Grafton, and the Greater Milwaukee Urban League began operating a satellite office on Good Hope Road in Milwaukee. The Commission held a hybrid meeting for the annual community partner meeting in September. Community partner interactions for 2022 are shown in Table F.5.

**Table F.5
Number of Interactions with
Community Partners (2022)**

Community Partner	Number of Interactions
Common Ground	11
Ethnically Diverse Business Coalition	7
Hmong American Friendship Association	3
Independence First	6
Milwaukee Urban League	9
Renew Environmental Public Health Advocates, Inc.	4
Southside Organizing Committee	5
Urban Economic Development Association	27
Urban League of Racine and Kenosha	6

SUMMARY OF PUBLIC INVOLVEMENT TO TARGETED POPULATION GROUPS

The Commission engages members of specific population subgroups that traditionally have had lower levels of participation than the general population in regional planning activities and events, including low-income populations, people of color, and people with disabilities or other needs. Staff provide important information and solicit feedback on plans as they are prepared through the meetings and events with community partners, Primary Organizations, and other interest groups throughout the region.

Broadly, the Commission engages with organizations and events within the following categories:

- Environmental education and sustainable communities
- Equity and inclusion in terms of race, ethnicity, culture, faith, immigration status, and physical ability
- Neighborhood and community economic development, including workforce development and employment
- Public health and quality of life enhancements for families, seniors, and veterans
- Youth engagement



UDEA Bank On Anniversary



URLK Racine On The Table

Environmental Education and Sustainable Communities

Staff attended the signing of an agreement between the Army Corps and Kenosha County allowing for the restoration of the South Branch of the Pike River. The project will address stormwater and water quality concerns, provide new habitat, and bring about quality-of-life benefits, including a multiuse path.

The Commission also formed relationships with Root Pike WIN and Racine Habitat for Humanity the One Water Summit, an international conference held in Milwaukee. The conference included dialogue about climate resilience, strategies to advance racial equity in water, attracting and retaining the new water workforce, and soil and watersheds in water resource management. In addition to several annually held events, such as EcoFest and the Salt Paddle and Root River Clean Up in Racine, staff also attended Racine B-WET Project Field Day, African American Roundtable of Leaders (AAROL) Lead in OUR Water (Virtual), the Tosa Green Summit, Harborfest, and the Green and Healthy Schools Conference.



Green and Healthy Schools



Harborfest



Harborfest

Economic and Workforce Development

Commission staff supported the conversation on economic and workforce development in the region through many events including MARKETPLACE 2022 – Wisconsin Governor’s Conference on Minority Business Development, the Statewide Latino Conference Hispanic Collaborative, and the Wisconsin Black Chamber of Commerce 1st Annual Business Expo.

The FlexRide Milwaukee pilot afforded Commission staff the opportunity to be involved in meaningful partnerships with workforce organizations, such as Employ Milwaukee, and the business community as the pilot program was planned and executed.

Commission staff presented information on FlexRide to each community partner. The on-demand service provided rides to workers in Milwaukee to the Menomonee Falls area. About 55 percent of accepted riders in the pilot program were unemployed and nearly 90 percent did not have access to a car.



Hispanic Heritage Month Celebration Racine

Public Health

Public Involvement and Outreach staff attended events that support public health and quality of life enhancements for all residents, including the Amani Neighborhood & AARP Safe Pedestrian Event, SDC Youth Summit, and the White Cane Awareness event. Commission staff served on the Walworth County Health and Human Services Steering Committee for the Community Health Improvement Plan (CHIP) and provided assistance on planning for housing security.



White Cane Awareness



SDC Summit on Poverty



AARP Amani Neighborhood

Youth Engagement

The Commission continued to forge relationships with organizations and schools to engage and educate youth on the career opportunities available in planning, civil engineering, and environmental sciences. Staff developed project-based lessons that could be taken into classrooms to help students understand concepts in transportation, land use, and environmental planning. Staff participated in the Green and Healthy Schools Conference at Vincent High School to cultivate personal relationships with Milwaukee Public School staff and discuss opportunities to visit classrooms.

Additional examples of youth engagement events include:

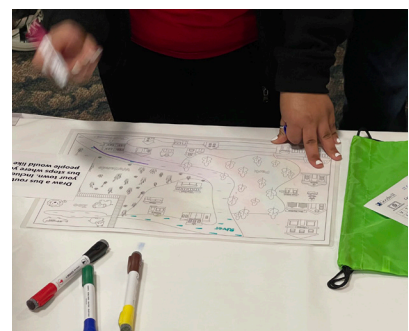
- Kenosha Teen Achievers program
- Stem Forward presentation to Milwaukee College Prep
- Lincoln Middle School 8th grade presentation judges
- Gateway Technical College Stem & Manufacturing Expo for high school students
- Racine Unified School District - SEE YOUR FUTURE EXPO
- Agriculture Industry Panel Discussion at Vincent High School
- GSCM's in-person School Selection Committee meeting
- MMSD RISE Internship Program
- Michell School Girls' STEM program



Gateway STEM Manufacturing Day



Mahone Power College and Resource



RUSD See Your Future Career Fair

**EXHIBIT F-4
PUBLIC INVOLVEMENT AND OUTREACH SUMMARY: 2023**

PUBLIC INVOLVEMENT AND OUTREACH STAFFING AND GOALS

The reporting period for this section includes January through March 2023. The PIO Division operated with two full-time staff during this time. For the 2023 goals, the number of contacts with community partners and primary organizations decreased slightly to allow for more meaningful engagement with each organization with the current staff capacity.

Public Involvement and Outreach Goals

1. Continue to grow and build partnerships through contact with community partners six times a year, Primary Organizations three times a year, and Top 100+ Organizations two times a year
2. Send biannual update letters to partners
3. Increase contact made with diverse communities filling a new need in the community
4. Produce more user-friendly information about outreach done with groups related to women, seniors, people with physical & mental disabilities, and veterans
5. Provide year-round access through events to students and other youth in all seven counties about the Commission and encourage them into career tracks related to the work of the Commission
6. Conduct internal outreach to educate and engage Commission staff in PIO activities

SUMMARY OF PUBLIC INVOLVEMENT FOR COMMISSION-LED PLANNING STUDIES AND PROJECTS

No major projects to report.

SUMMARY OF ACTIVITIES WITH THE COMMUNITY PARTNERS

Within the first three months of 2023, the Commission continued to maintain strong connections with community partners through participation in meetings and events such as the "Going Public with Public Housing" event with Common Ground and the Milwaukee Urban League's Equal Opportunity Luncheon. The Commission held the annual community partner meeting in March with seven of the nine community partners in attendance. Community partner interactions for January-March 2023 are shown in Table F.6.

Table F.6
Number of Interactions with
Community Partners (January-March 2023)

Community Partner	Number of Interactions
Common Ground	1
Ethnically Diverse Business Coalition	1
Hmong American Friendship Association	1
Independence First	1
Milwaukee Urban League	3
Renew Environmental Public Health Advocates, Inc.	1
Southside Organizing Committee	1
Urban Economic Development Association	9
Urban League of Racine and Kenosha	2

SUMMARY OF PUBLIC INVOLVEMENT TO TARGETED POPULATION GROUPS

Continuing its focus on to engaging members of specific population subgroups that traditionally have had lower levels of participation than the general population in regional planning activities and events, the PIO Division has participated in numerous events including the Kenosha Expo, Shalom Center Affordable Housing Conversation with Landlords, Wisconsin Rural Economic Summit (Virtual), Dr. King Jr. Kindness Week Luncheon ULRK, Racine EcoFest, and the Wisconsin Black Maternal and Child Health Summit. Commission staff also attended the NAACP Wisconsin State Conference of Branches first annual Economic Development Committee Business Forum, which discussed accessing grant funding for black and POC business owners.



Kenosha Expo



NAACP

NAACP Wisconsin State Conference of Branches

Youth engagement at the Commission began the year with two floodplain presentations to students at Vincent High School (MPS) and Case High School (RUSD). Several other presentations are scheduled around the region for later this school year.



Case High School