

Earth Tech, Inc.

Kenosha-Racine-Milwaukee Alternatives Analysis Environmental Impact Statement & Project Development Phase

Public Involvement Plan

in association with:

HNTB

**CAMBRIDGE
SYSTEMATICS**

and

American Design

Bay Ridge Consulting

Connectics Transportation Group

Great Lakes Archeological Research Center

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REGIONAL PLANNING COMMISSION**

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I. INTRODUCTION

Over the past decade a very high level of interest has developed in the Kenosha-Racine-Milwaukee (KRM) corridor for improved commuter transportation service. This interest has been manifested by the creation of a group involving major employers and municipalities and counties which has as its objective the improvement of transit service within the corridor. The Southeastern Wisconsin Regional Planning Commission (SEWRPC), the Metropolitan Planning Organization (MPO) for the seven-county Southeastern Wisconsin region, has completed two studies¹ which focus on transit improvements throughout the KRM corridor.

On behalf of an intergovernmental partnership of the counties and cities of Kenosha, Racine and Milwaukee, the Wisconsin Department of Transportation (WisDOT) and SEWRPC, SEWRPC is undertaking the EIS and Project Development phase of the KRM Alternatives Analysis in order to produce a Draft Environmental Impact Statement (DEIS), refine a previous alternatives analysis, and develop further a commuter transportation project within the corridor. This study is funded by the Federal Transit Administration (FTA) Section 5309 "New Starts" program, WisDOT, and the members of the KRM intergovernmental partnership. The products of this study will be used to support an application to the FTA for funding of Preliminary Engineering (PE).

II. PURPOSE

Public participation is a fundamental component of the EIS and project development phase of the KRM study. All components of public

¹ Feasibility Study of Commuter Railway Passenger Service in the Kenosha-Racine-Milwaukee Corridor, and Kenosha-Racine-Milwaukee Corridor Transit Study Summary Report and Recommended Plan, SEWRPC Community Assistance Planning Reports No. 239, June 1998 and 276, August, 2003 respectively.

Major employers, municipalities and counties throughout the corridor want improved transit service.

This phase of the KRM project builds upon the results of previous studies.

Public participation is fundamental to the success of the study.



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The public will remain informed throughout the study.

Feedback from a broad constituency will be used to make informed decisions.

Minority and low-income communities will be actively involved.

involvement operations, activities, and the decision-making process are designed to provide information, actively seek and consider public comments, incorporate comments and concerns in study recommendations and ensure the public remains informed throughout the project, from beginning to end. To achieve this, the study must create an open and understandable process to inform the public in a timely manner and encourage them to participate.

Public involvement is integral to moving the KRM project through this next planning phase. The input and feedback of elected and appointed officials, business and civic leaders, environmental and community groups, community based organizations and concerned and interested citizens and parties is essential for identifying issues of concern and for making informed decisions.

The public involvement activities and tools have been selected to maximize public participation. The public involvement process integrates the NEPA/EIS Scoping and public hearing process with more informal and localized opportunities for involvement. The primary purposes of the various Public Involvement activities supporting the KRM Alternatives Analysis are as follows:

- Build on the momentum of the prior study;
- Actively involve affected parties, including minority and low-income communities, from scoping through submittal of the final study documents by establishing multiple effective sources of communication to encourage and obtain input and provide information;
- Identify issues and provide input from affected parties and the community at large to SEWRPC, the project Steering Committee and Intergovernmental Partnership in a timely, accurate and unbiased manner so it may be considered in making decisions;



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Lessons learned from prior studies and successful transit initiatives in other cities will be applied.

Prior studies within the KRM corridor included significant public involvement

- Report findings and alternatives to the public and those affected by the study recommendations; and
- Communicate with others involved in transportation initiatives in the region to enhance community understanding and build consensus.

If the KRM plan is to win broad based support and continue forward to implementation, it must build upon lessons learned during prior studies as well as from successful transit initiatives in other cities, identify, involve and address appropriate constituencies and weave these experiences and activities into a successful, consensus-building public involvement program.

III. METHODOLOGY

Previous Public Involvement Outcomes and Partnerships

In 1998 SEWRPC completed a feasibility study that concluded that establishing commuter rail service from Kenosha through Racine to Milwaukee was technically and financially feasible. An alternatives analysis of commuter rail and bus alternatives for the KRM corridor was then undertaken. It looked at costs, benefits and impacts of the alternatives. The approved public involvement plan included advertised town hall meetings, one on one meetings and presentations to community and business groups, project newsletters and a website. These primary public involvement activities were augmented by project "champions," the nonprofit group Transit Now, actively working within the corridor to stimulate interest in transit, convey the economic benefits of transit investment, and advocate for the commuter rail alternative. Working in consort with the study advisory committee, SEWRPC, and Transit Now, the public involvement team was able to

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Public opinion has been strongly in favor of improved transit service within the corridor.

State legislation, revisions to Federal policy and the need for additional environmental work have necessitated further technical analysis.

A Regional Transit Authority has been created to sponsor the project.

maximize exposure for the project, effectively manage available resources, and build momentum.

As a result, in the spring of 2003 four public hearings were conducted with more than 1,280 people indicating their support for commuter rail. Only 20 members of the public voiced their opposition. Comments were received from wide and diverse segments of the community and were included in the final study report approved by the study advisory committee in August of 2003. The advisory committee recommendation was that the project move into Preliminary Engineering, that it be funded by Federal and state dollars, and that the state be the project sponsor. However, State legislation enacted in the summer of 2003 defined the state's role with respect to commuter rail as providing capital and operating financial assistance to locally-sponsored commuter rail projects.

In February of 2005 an Intergovernmental Agreement (IGA) was signed by the mayors and county executives of the cities and counties of Kenosha, Racine and Milwaukee, respectively, the Secretary of the Wisconsin Department of Transportation, and the Chairman of the Southeastern Wisconsin Regional Planning Commission indicating joint agreement on advancing the KRM project to implementation, including the conduct of necessary technical studies. Also in early 2005, a group of business leaders from the Greater Milwaukee Committee joined with elected officials representing Kenosha, Racine, and Milwaukee and representatives from Transit Now to determine how to advance the KRM project. The group worked to develop plans and resolve critical issues including governance and financing. In July of 2005, the State legislature and Governor enacted state legislation creating a



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Regional Transit Authority (RTA) for Kenosha, Milwaukee, and Racine Counties to serve as the sponsor of the project and to provide the necessary local funding.

Identifying Challenges and Publics

In addition to traditional public involvement activities, diverse groups of business leaders, non profit advocacy groups, elected officials, and other KRM champions will need to be mobilized to maximize public involvement, build on momentum, expand support and reach consensus in the EIS and Project Development Phase of the KRM study. These groups will also be key to passing the kind of pro-transit legislation necessary to win approval and stimulate transit oriented development and economic return in the corridor.

The public participation activities undertaken as part of this plan are designed to facilitate open, on-going, two-way communication between affected parties. They are designed to gather options, perspectives, and values as well as to provide information, recommendations, and feedback in order to make the best possible decisions.

The consultant will work with the project partners to identify the public groups and individuals that the study team needs to address. This segmentation begins by identifying the "supporters," those who are strong advocates, who want to see KRM implemented and understand that the short term costs must be balanced with the long term gains; the "conditionals" or "undecideds" for whom cost is often a determinant; and the "opponents" or critics, who are vehemently opposed for any number of reasons.

Leadership will be required in order to expand public support.

Open, on-going, two-way communication will be encouraged.

Public involvement activities will be tailored to address differing viewpoints



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Concerns will be addressed and other compelling facts clearly articulated in newsletters, meetings and media releases.

Improving mobility, particularly for the transit-dependent...

Making commuting time more productive...

- Supporters understand that public transportation plays an integral role in improving prosperity, equity, mobility, and will provide an increase in overall economic development to the region. We must ensure that supporters continue to participate in public involvement activities, advocate in their neighborhoods and workplaces for KRM, and convince others to support it as well.
- Conditional supporters are the most vulnerable to critics, and must be provided with clear and understandable information to win their support. If affected parties have doubts about KRM, they are likely to disengage completely or vote “no” to moving the project forward. We have an opportunity to convert “conditionals” to “supporters” through our public involvement activities. Through the public involvement process we will identify the concerns and questions of our conditional supporters and address them. The study team will ensure that concerns are addressed and other compelling facts are also clearly articulated in newsletters, public information meetings, media releases, and through one on one and small group meetings. The kinds of issues that generate support for transit and encourage the public to support transportation modes other than the private automobile include but are not limited to:
 - Improved mobility for residents, employees, and visitors to travel within and to and from the KRM corridor, especially those who cannot drive or choose not to private automobiles. This involves providing the kind of service that allows people to travel to and from places along the corridor throughout the day for all purposes, making coordinated and well-connected services throughout the entire corridor essential,



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Providing an alternative to the use of the private automobile...

Contributing to desirable economic and community development...

The majority of opposing views focus on perceptions of cost.

- Making commuting easier and more productive for commuters who travel to and from work, and do so in the least stressful manner possible. Using a high-quality, attractive and comfortable transit service will provide this option, and with someone else doing the driving, will allow that time to be put to other, more productive uses,
 - Attract increased transit ridership, which will help reduce the volume of traffic on streets and highways, will help reduce the cost of maintaining those streets and highways, and will help make those streets and highways less crowded, an advantage for the drivers who remain on the roads. Also, the more transit services are used, the easier it will be to make additional service improvements in the future.
 - Contribute to desirable economic and community development and redevelopment through investment in high-quality and attractive transit service improvements that can be used to help attract desirable and efficient land use redevelopment in existing, older and more developed central cities such as Milwaukee, Racine and Kenosha as well as older, established suburbs such as St. Francis, Cudahy, and South Milwaukee and newer developing suburban areas such as Oak Creek, Caledonia and Somers.
-
- Opponents have various reasons for opposing transit projects. Most often their opposition will focus on cost, including capital, operating, and funding sources; and/or ridership. Many critics resort to tactics and arguments that feed on community fears such as growth in crime, increases in taxes, or cuts in other desired services. It is unlikely critics will be converted to



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supporters, so public involvement activities should focus on neutralizing them. This involves responding to negative attacks quickly, accurately and forcefully, and being prepared to respond factually through both study team representatives and advocacy partners. These issues are most often played out in the media so it is important to create a media protocol and to designate project spokespersons and advocates who are respected in their communities and are willing to respond quickly to stem negative attacks.

As this study progresses, the effect that the public involvement activities are having on the affected parties in these three segments will be monitored and periodically measured through measures such as focus groups, phone or mail interviews, and/or independent polling.

Environmental Justice

On February 11, 1994 the President of the United States signed Executive Order 12898, requiring that each Federal agency, including the Environmental Protection Agency (USEPA) identify and address disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority and low-income populations in the United States and its territories. For its part, the FTA considers the number of low income households served in its evaluation of the mobility improvements realized by the implementation of a proposed project. This measure reflects the absolute number of households with an annual income below the poverty level located within one-half mile of the "boarding points" or stations associated with the proposed project. In comparing projects such as this to other proposed New Starts, this measure is normalized by the

The impact of KRM public involvement activities will be validated.

Minority and low income persons have been documented to have less access to personal vehicles and to have higher dependency on public transportation to access jobs, education, and basic services such as healthcare.

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The FTA considers the number of low income households served in its evaluation of the mobility improvements realized by the implementation of a proposed project.

Information regarding the study alternatives will be made available to minority and low-income populations.

annualized capital cost of the proposed project, resulting in a measure of persons served per dollar of capital cost. The FTA also considers Enterprise Communities/Empowerment Zone and welfare-to-work programs in its assessment of “Other Factors” when evaluating project justification. It is therefore imperative that the needs and concerns of minority and low-income populations be addressed during the course of this study.

Throughout the duration of the KRM Alternatives Analysis, the consultant will engage in outreach activities that ensure that such effects, needs and concerns are pro-actively identified, addressed and mitigated to the greatest extent practicable. In addition to meeting Federal standards, greater involvement of minority and low income populations will help in reaching decisions that support the needs of the population within the corridor most dependent on public transportation. Minority and low income persons have been documented to have less access to personal vehicles and to have disproportionately higher dependency on public transportation to access jobs, education, and basic services such as healthcare.

The consultant will actively seek the participation of minority and low income populations in all public involvement activities. The KRM data base will be reviewed for inclusion of groups within the corridor providing services to minority and low income population. SEWRPC's and WisDOT's current list of environmental justice organizations will be incorporated and input sought from community representatives, the project steering committee and intergovernmental partnership to identify key organizations in each community.

The study will identify potential impacts that may affect minority and low-income population groups within the corridor under each of the



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Scoping meetings will be held at readily accessible locations within the corridor that can be reached by public transportation.

Opportunities for one-on-one and community group briefings in minority and low-income neighborhoods will be sought.

Public involvement tools include:

- *Study website*
- *Newsletters*
- *Media and Public Notices*
- *Meetings and Hearings*
- *Audio-Visual Material*
- *Study Brochure*

study alternatives. This will include estimates of job creation and related economic stimuli attributable to the alternatives and which will be included in the development of the DEIS. The public involvement scoping meetings that inaugurate the environmental process will be held at well-known, readily accessible locations within the corridor that can be reached by public transportation. All facilities will be handicapped accessible. Locations will include Racine Gateway Technical College, Kenosha Gateway Technical College, and the Milwaukee Downtown Transit Center. Meeting notices will be placed in mainstream publications as well as those smaller weeklies serving minority and non-English speaking populations. Mailings and publications produced by the consultant will offer to provide, upon request, meeting translation services for non-English speaking attendees or signers for the hearing impaired. Mailings and publications will also provide information about locations such as libraries providing free internet access to the project website. Special outreach activities will seek out opportunities for one-on-one and community group briefings in minority and low-income neighborhoods.

IV. TOOLS TO IMPLEMENT PUBLIC INVOLVEMENT ACTIVITIES

The Public Involvement activities described in this section of the plan lay out the steps and processes that will be used to inform, communicate and collect information from individuals interested in and affected by the project. These activities include the maintenance and potential expansion of the existing KRM Access database and website, the development of project newsletters and media and public notices, assistance with the conduct of public information meetings and hearings, meetings with select individuals,



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elected officials and small groups, and the production of audio-visual presentation material and a study brochure.

Database

The consultant team will update and maintain the existing KRM Access database of public officials, study committee members, project participants, community leaders, community based organizations, interested citizens, labor, and media that was prepared as part of the previous KRM study. Requests for additional mailing lists to expand the database will be made to community representatives, the steering committee, the intergovernmental partnership, elected officials in the corridor, study team members, others representing minority and low income populations, and organizations that have been involved in public outreach for KRM such as Transit Now. This database will be capable of being updated with current information and used for mailing of meeting notices, newsletters, emails, updates, and other study information. The database will include a comment section where public input can be recorded, stored, and reported out as the study proceeds.

The website will also be used to expand the database as will sign-in sheets from public meetings. The consultant team will use the data base to generate printed labels, to be provided to SEWRPC for mailing of newsletters and meeting notices. The current database consists of 2,162 entries and was last used in 2003. SEWRPC will provide the consultant team with a copy of the most current database. At the conclusion of the study, the consultant team will provide SEWRPC with the final database in Access format.

The study website will be used to expand the contact database.



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The study website will allow public comment and questions to be submitted and captured via the internet, increasing the amount of public input beyond what is normally captured at public meetings and through traditional mail.

Four Newsletters will be produced and distributed during the course of the study.

Website

The consultant team will review the existing KRM website, maintained and hosted by SEWRPC, and offer recommendations for content and graphic enhancements. The consultant will provide initial recommendations to update the website and make it more user-friendly and interesting and will work with SEWRPC to provide on-going updates to the website with timely study information and reports. The website will allow public comments and questions to be submitted and captured via the internet, increasing the amount of public input beyond what is normally captured at public meetings and through traditional mail.

SEWRPC will act as the lead in responding to questions submitted to the website; however, the consultant will assist SEWRPC in responding as necessary. It is recommended that a project-specific URL be purchased for the website to make searching for the website on the internet easier. The website may be used for surveying or polling as the project proceeds to measure support of initiatives.

Newsletters

The consultant team will work with SEWRPC to prepare and distribute four newsletters over the course of this study phase; the first to announce the kickoff of the project, to announce the schedule and location of initial scoping meetings, and other significant project information including an introduction to the decision makers and process, alternatives being considered, opportunities for public involvement, and information about the public land use planning workshops. The second and third newsletters will report on progress and findings and notices for



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Newsletters will be (1) mailed to individuals, businesses and organizations listed in the database, (2) delivered for distribution to organizations serving the corridor, and (3) posted on the study website.

Up to fifteen town hall meetings will also be conducted during the course of the study.

public information meetings; and the fourth near the end of the project will announce the public hearing and invite input prior to completion of the study phase. The consultant will collect and assemble information and draft content for the newsletters. A single rewrite of the newsletter will be produced based on consolidated comments received from SEWRPC and Steering Committee members. The newsletter will be finalized and submitted to SEWRPC as a PDF file for printing, labeling, and mailing. Newsletters will be (1) mailed to individuals, businesses and organizations listed in the database, (2) delivered for distribution to organizations serving the corridor, and (3) posted on the website.

Public Information Meetings

The consultant will work with SEWRPC to organize and conduct up to fifteen town hall meetings, three as part of the initial Scoping process and the remainder during latter stages of the project. Each round of three meetings will be held at locations throughout the corridor; one serving the Kenosha/Somers area; one serving the Racine/Caledonia area; one serving the Oak Creek/Cudahy/Milwaukee area. Meeting notices will be prepared by the consultant and published in newspapers by SEWRPC. Newspapers to be utilized for meeting notices include the Milwaukee Journal Sentinel, the Racine Journal Times, and the Kenosha News. Notices may also be posted in the weekly Community Newspapers serving the corridor, Spanish language papers such as El Conquistador, and the Community Journal. Additionally, notices will be posted on the project website by SEWRPC. Presentation materials such as reports, summaries, etc. will be prepared by the consultant as part of the informational



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Public information meetings will seek public comment and address the following issues:

- *Scoping,*
- *Land Use within and adjacent to potential station sites,*
- *Study Progress, including interim findings, and*
- *Preliminary study results*

materials. The meetings will be recorded and comments summarized by the consultant for use by the SEWRPC and the steering committee.

- **Scoping Public Involvement Meetings (PIMs):** The first round of PIMs are tentatively scheduled for the evenings of February 21, 22, and 23 at Kenosha Gateway Technical College, Racine Gateway Technical College, and the Milwaukee Downtown Transit Center respectively. We anticipate a two hour open house format with a presentation scheduled. The scoping meetings' primary focus will be project introduction and the presentation of the five alternatives being considered. We will encourage feedback, and invite additional ideas and alternatives to be brought forth.
- **Land Use Workshops:** The consultant team working on land use and station design will conduct workshops, inviting the public to participate, at each of the eight locations currently being considered for stops. These workshops will provide an opportunity for affected parties and community leaders to participate in land use discussions, affect station design, and provide valuable feedback to the decision makers. The land use workshops will be announced at the scoping meetings, listed in the newsletter, and posted on the website. Invitations will be issued to key individuals in each community and the public at large will be invited to attend.
- **A second round of PIMs is tentatively scheduled for June of 2006.** The meeting focus will be on providing study progress and narrowing the alternatives to three, providing



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cost and benefit information and requesting public feedback.

- A third round of PIMs is tentatively scheduled for October of 2006. The meeting focus will be on providing study progress, selecting a preferred alternative for continued study, and reporting on environmental impacts.
- A fourth and final round of PIMs is tentatively scheduled for January/February 2007. The meeting focus will be on providing information on the draft study results, answering questions, briefing interested and affected parties and requesting feedback prior to the public hearing.

Media and Public Notices

All public information meetings and hearings will be noticed by paid ads in local mainstream and minority print publications, notices on the website, articles in the newsletters, and press releases to media outlets prepared by the consultant in coordination with SEWRPC. SEWRPC will place ads in local print publications. The consultant will facilitate communications and support SEWRPC in interacting with the media by preparation of media kits, organizing editorial board meetings, preparation of press releases and managing press conferences. The consultant will also work with SEWRPC and its community partners in establishing a press protocol and strategy for responding to critics and stemming the flow of incorrect or misleading information.

Audio Visual

The consultant will develop and update a PowerPoint presentation for use at public information meetings, one-on-one and small group meetings, and for use by SEWRPC and the Steering Committee for

Public information meetings and hearings will be noticed by paid ads in local mainstream and minority print publications, notices on the website, articles in the newsletters, and press releases to media outlets.



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public presentations to community groups or other interested parties. The presentation will be produced to clearly outline alternatives, stress economic benefits, solicit input and generate enthusiasm while eliciting the broadest possible ownership in the project.

One-on-One and Small Group Meetings

The consultant will work with SEWRPC and the Steering Committee to coordinate small group and one-on-one meetings with government, business, and community based organizations to share information and build understanding and enthusiasm as the study progresses. The consultant will work with SEWRPC to develop a strategy for responding to requests for presentations as well as seeking speaking opportunities at regularly scheduled meetings of civic and community organizations. The strategy will include outreach to minority and low income communities. SEWRPC and the consultant will be available to staff a speaker service and offer presentations to interested groups such as RAMAC, Young Professionals, the GMC, the Urban League, the Hispanic Chamber of Commerce, Rotary, and the Public Policy Forum. The team will coordinate its efforts with other groups promoting transit in the corridor such as Transit Now and 1000 Friends to maximize exposure.

Elected Official Contact

The consultant will work with SEWRPC to undertake a program of activities specifically designed to educate and inform elected public officials at the federal, state, and local levels on the costs and benefits of the alternatives being considered. Strategies used may include development of special summary materials, individual

Small group and one-on-one meetings will be conducted throughout the course of the study with government, business, and community based organizations to share information and build understanding and enthusiasm as the study progresses



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The KRM public involvement program is specifically designed to educate and inform elected public officials at the federal, state, and local levels.

Three public hearings related to the DEIS will be conducted toward the end of the study.

meetings, and use of other communications and marketing tools as agreed upon by SEWRPC and the study team. These activities are focused on encouraging awareness of and consensus about decisions regarding transportation and mobility improvements. The Intergovernmental partnership will be integral in developing and implementing a strategy for outreach to this group.

Public Hearing

The consultant will work with SEWRPC and the Steering Committee to conduct three public hearings on the DEIS. The hearings may be preceded by public information meetings to allow attendees time to review the latest project information and recommendations. The consultant will provide proper notification, prepare exhibits, arrange locations, and make arrangements for a court reporter, and sign-in personnel. Meeting notices and legal advertisements will be prepared by the consultant and published in newspapers by SEWRPC. Newspapers to be utilized for meeting notices and legal advertisements include the Milwaukee Journal Sentinel, the Racine Journal Times, and the Kenosha News. Notices may also be posted in the Community Newspapers serving the corridor, Spanish language papers such as El Conquistador, and the Community Journal. Notices will be posted on the project website by SEWRPC. An official transcript will be prepared by the court reporter and included in the report by the consultant.

Study Brochure

As with any high profile public project, providing elected officials, business and community leaders and the public with accurate information in a user friendly format is necessary to understanding project outcomes, gaining consensus, and moving the project



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A well-designed and readable study brochure will be produced to clarify the facts, dispel speculation, and present the study results in a manner which is compelling and reader-friendly.

The Scoping process will present and confirm a tentative list of alternatives and impacts to the public and interested and affected government agencies for comment and to solicit early comments.

forward to the next phase. A well-designed and readable study brochure will help to clarify the myriad of facts, dispel speculation, and present the study results in a manner which is not only compelling but also reader-friendly.

V. SCOPING PROCESS

As part of the public involvement program for this study, the consultant will undertake a Scoping process pursuant to and as required by applicable Federal planning guidelines. This process will include the preparation and publication of a Notice of Intent, the scheduling and conduct of Scoping meetings, and the development and distribution of a Draft and Final Scoping Report. Through the Scoping Report and associated public meetings, this process will confirm a tentative list of alternatives and impacts, and present these to the public and interested government agencies for comment as well as to solicit and encourage early comments.

The consultant will utilize the database developed early in the study to identify affected groups and interested individuals and to develop a master mailing list for the Scoping meetings. The master list will include all groups that may potentially be affected by the alternatives under consideration including community groups, neighborhood and ethnic organizations, special interest groups, public agencies, utilities, elected officials and trade and business groups.

A Scoping Information Booklet will be prepared and distributed prior to the Scoping meetings. It will contain summary-level descriptions of the following:

- Purpose of and need for the project,
- The objectives of the Alternative Analysis, Draft Environmental Impact Statement and Scoping processes,

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A Scoping Report will be produced and distributed prior to the conduct of the Scoping meetings.

The Scoping meetings will represent the first opportunity to hear public comment on the study.

Issues may be identified that require modification to the project's definition and scope.

- The scope and schedule of the KRM Alternative Analysis,
- Issues to be addressed throughout the course of the study, including a tentative list of potential impacts, and
- Opportunities for public involvement and participation.

The consultant will recommend which addressees on the master mailing list will receive copies of the draft Scoping Information Booklet.

The Scoping meetings will represent the first opportunity to hear public comment relative to the AA/DEIS. The meetings provide an opportunity to listen to specific community concerns related to the proposed project and associated planning process. Depending on the nature of the comments received, issues may be identified that require modification to the project's description and scope. The consultant will arrange for meeting venues and will prepare presentation materials, including handouts, to facilitate the Scoping presentation as requested by SEWRPC. Following the conclusion of these meetings, a summary of the proceedings, results, attendance and comments will be prepared and appended to the draft Scoping Report.

VI. PRODUCTS

The consultant will produce and submit the following public involvement deliverables during the course of the KRM Alternatives Analysis:

- Updated database of interested parties that will be used for mailing of project materials,
- Updated KRM website and URL, hosted by SEWRPC, with information provided by project study team,
- Four newsletters noticing meetings and providing project information to be distributed to the individuals, businesses and agencies listed in the database, and distributed in bulk throughout the corridor,



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A wide array of public involvement tools and products will be produced during the course of the study.

- A project PowerPoint presentation that can be updated as the study progresses and used for presentations throughout the corridor,
- Five public information meeting notices for SEWRPC to place in local media;
- Five public information meeting press releases distributed to media throughout the corridor,
- Two media kits, one for the scoping public information meetings and one for public hearings,
- 10,000 letter-size, four-color study brochures of six to eight pages in length,
- Notice of Intent to produce a Draft Environmental Impact Statement,
- Draft and Final Versions of the Scoping Report, and
- Presentation materials for public, elected official and small group meetings.

The consultant will also conduct up to fifteen public information meetings followed by a written summary of citizen input, up to 25 small group or one-on-one meetings as directed by SEWRPC, up to 10 briefings for elected officials as directed by SEWRPC and three public hearings.

VII. TIMELINE

The following Public Involvement activities will be undertaken during each three-month period or quarter of the project:

December 2005 – February 2006

The consultant team will work with SEWRPC to select a project identity (brand) and use it consistently. The project's brand name should reflect the fact that rail and bus rapid transit are options being studied. Once branding has been completed, the consultant team will engage E & Company to develop graphic brand concepts

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Up to fifteen public information meetings will be conducted during the course of the study.

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for use on the website, newsletter, study brochure, study materials and public presentations to be approved by SEWRPC and the Steering Committee.

The consultant team will also work with SEWRPC to determine the parameters and timeline for printing/mailing of study newsletters so that dates can be set for first Scoping meetings and public workshops. Joint determinations will also be made related to (1) the format/platform/program SEWRPC's print shop requires for the production of study newsletters, (2) paper restrictions that could affect design recommendations (gloss/weight, size etc.), and production timing and/or capacity constraints, if any. The cost effectiveness of having SEWRPC's print shop apply and/or print address labels for the newsletter versus the labels being applied manually to the newsletters will be investigated in order to ensure the most efficient use of limited financial resources.

Upon approval of brand and graphics, the consultant team will engage Webmariner to review the existing website and offer recommendations for refreshing. The end product will be a user-friendly and compelling website that the public can find and navigate to get information on the project. The website will be capable of hosting detailed, easily accessible summaries for people wanting more information on the project. In addition complete reports, maps, and charts will be available in PDF format that can be accessed and downloaded by visitors to the website. The website will also have easy-to-find information about public involvement opportunities, such as upcoming public information meetings, and it will be interactive to allow the public to comment on line. Also, the consultant team will work with SEWRPC to



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The study website will be designed to allow easy access to pertinent study information.

The website will include information about upcoming opportunities for public involvement.

The Newsletter will include information on general study progress, including schedule, as well as the nature of the decision-making process and opportunities for public involvement.

determine if a "password accessible back page" is possible to enhance information and document sharing among team members.

During this initial phase of the study, the consultant team and SEWRPC will generate content for the first print version of the newsletter and electronic version of the website, and invite team members to provide ideas for articles on (1) general project introduction, including the purpose of this phase of the study, (2) schedule and timeline for the project, (3) leadership of the project and the nature of the decision-making process (SEWRPC, Steering Committee; Intergovernmental Partnership, etc.), (4) an introduction of consulting team, including key personnel that may be in the field or contacting communities in the coming months, and (5) opportunities for public involvement, including the dates and locations of the upcoming scoping meetings and how people become and stay involved in the decision-making process.

Agreement will be reached between the consultant team and SEWRPC on tentative dates and locations for scoping public information meetings. The consultant will reserve locations and work with facility managers to provide lease agreements to SEWRPC and finalize arrangements.

The consultant will prepare and distribute the draft Scoping Report prior to the conduct of the Scoping meetings, the contents of which is described in Section V.

The consultant team will review the content of the Access database, consisting of 2,169 entries and last used in spring of 2003. New data will be input to the database to reflect new project team members, steering committee members, Intergovernmental Partnership members, and elected officials. The consultant team



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will also work closely with SEWRPC and the Steering Committee to identify other community partners such as Transit NOW and GMC to incorporate known interested parties.

The consultant team will work with SEWRPC, the Steering Committee, local communities and WISDOT to identify and include environmental justice organizations in the database to assure they have opportunity to participate and provide input and will invite others to submit mailing lists to expand the database.

The consultant team will work with SEWRPC to brief community partners such as GMC, Transit NOW and other interested parties identified by SEWRPC or the Intergovernmental Partnership on the KRM public involvement plan for this phase of study and to develop a press protocol. Coordinating efforts to build consensus and maximize public exposure and input will be discussed at these briefings.

Scoping public information meeting dates and locations will be finalized, including obtaining rental agreements and fee schedules for approval by SEWRPC and entering into agreements with facilities. The tentative dates and locations for the Scoping public information meetings are:

- **Tuesday, February 21, 2006** - Kenosha Gateway Technical College, Madrigrano Auditorium, 3520 30th Avenue, Kenosha,
- **Wednesday, February 22, 2006** - Racine Gateway Technical College, Racine Building, Great Lakes Room, 901 Pershing Avenue, Racine, and

The KRM study team will work cooperatively with other interested and affected parties such as the GMC and Transit NOW.



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Scoping meetings will be conducted in several locations within the corridor.

Interested parties will also be invited to provide their input via the study website.

- Thursday, February 23, 2006 – Milwaukee Downtown Transit Center, Harbor Lights Room, 909 East Michigan Avenue, Milwaukee.

Scoping meetings will run for 2 hours from approximately 6 pm to 8 pm with a short presentation done midway through the meeting. SEWRPC and the consultant will determine presenter(s) and content. Sign in sheets and comment forms will be utilized and interested parties will also be invited to provide input via the website. Staff will be present at display boards to answer questions and to respond to citizen input. A report outlining the results of the meetings will be provided.

The consultant will complete a draft of the first newsletter and submit it to SEWRPC and the Steering Committee for comment; will redraft the newsletter based on input and will prepare the final newsletter and submit it to SEWRPC for printing and mailing no later than two weeks prior to the scoping public information meetings. Mailing labels will be produced by the consultant from the database and provided to SEWRPC.

The consultant will provide updated website information to SEWRPC for posting to coincide with mailing of the first newsletter.

Scoping public information meeting notices will be provided to SEWRPC to place in local media.

Media kits and press releases will be prepared for scoping public information meetings. The consultant will work with SEWRPC to determine their desire to conduct pre-meetings with media and elected officials prior to the meetings with the public.



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The consultant team will prepare a PowerPoint presentation, handout materials, sign-in sheets, comment forms, boards, and displays for Scoping public information meetings. The Scoping public information meetings will be staffed by the consultant. Scoping public information meeting reports on community input will be prepared.

The consultant will also schedule, advertise, and facilitate the eight community workshops focusing on station locations, land use, and transit oriented development, and work with SEWRPC to develop plans, a target list, and a schedule for conduct of one-on-one, small group, and elected official briefings and presentations. SEWRPC policy for advertising availability and responding to requests for presentations will be determined.

March - May 2006

During this period, the consultant will update and maintain the database, provide information to SEWRPC to update the website with the latest study information, and update the PowerPoint presentation with the latest study information.

The consultant will work with SEWRPC and its community partners to arrange and staff one-on-one, small group, and elected official briefings and presentations.

A draft will be completed for the second KRM newsletter and submitted to SEWRPC and the Steering Committee for comments. A final draft incorporating requested changes will be completed for approval. Upon approval, the draft will be processed for layout and graphics and forwarded to SEWRPC for printing and mailing. The

A PowerPoint presentation will be developed, and eight community workshops focusing on land use and related development issues will be conducted throughout the course of the study.



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One-on-one, small group and elected official briefings and presentations will be conducted.

A record of the Scoping meetings will be prepared, and will include comments received, and actions taken in response to such comments, if any.

consultant will produce mailing labels from the database and provide to SEWRPC.

A record of the Scoping meetings held during the previous quarter will be prepared. The record will include a summary of the Scoping meeting proceedings, attendance and comments received. The record will also present and recommended refinements or modifications to the study effort in terms of alternatives to be evaluated and/or impacts to be identified and addressed. This information and the record of the Scoping meetings will be appended to the draft Scoping Report to produce a final version of that report.

June – August 2006

During this period, the consultant will update and maintain the database, provide information to SEWRPC to update the website with the latest study information, and update the PowerPoint presentation with the latest study information.

The consultant will work with SEWRPC and its community partners to arrange and staff one-on-one, small group, and elected official briefings and presentations.

The consultant team will also work with SEWRPC to plan the second round of public involvement meetings focusing on narrowing the alternatives being considered. The consultant will arrange meeting times and locations, prepare press releases and public meeting notices, staff public information meetings and prepare summary reports of citizen input.



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The Powerpoint presentation will be periodically updated as the study progresses.

A second round of public meetings will be conducted during this period.

A third round of public meetings will be conducted.

September – November 2006

During this period, the consultant will update and maintain the database, provide information to SEWRPC to update the website with the latest study information, and update the PowerPoint presentation with the latest study information. The consultant will work with SEWRPC and its community partners to arrange and staff one-on-one, small group, and elected official briefings and presentations.

The consultant will work with SEWRPC to plan the third round of public information meetings focusing on providing study progress, selecting a preferred alternative for continued study, and reporting on environmental impacts. The consultant will arrange meeting times and locations, prepare press releases and public meeting notices, staff public information meetings, and prepare summary reports of citizen input.

The consultant will also complete a draft of third newsletter and submit it to SEWRPC and the Steering Committee for comment. The newsletter will be finalized incorporating SEWRPC changes and processed for layout and graphics. It will then be submitted to SEWRPC for printing and mailing. Mailing labels will be produced from the database and provided to SEWRPC.

The consulting team will review the study findings to date and make recommendations for content of the final study brochure.

December 2006 – February 2007

During this period, the consultant will update and maintain the database, provide information to SEWRPC to update the website



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A fourth edition of the Newsletter will be produced and distributed.

The content of the Study Brochure will be determined.

A fourth round of public meetings will be held prior to the conduct of the public hearings.

with the latest study information, and update the PowerPoint presentation with the latest study information.

The consultant will work with SEWRPC and its community partners to arrange and staff one-on-one, small group, and elected official briefings and presentations as well as to plan the fourth round of public information meetings focusing on providing information on the draft study results, answering questions, briefing interested parties and requesting feedback prior to the public hearings.

The consultant will arrange meeting times and locations, prepare press releases and public meeting notices, staff public information meetings, and prepare summary reports of citizen input.

The consultant will also complete a draft of fourth newsletter and submit it to SEWRPC and the Steering Committee for comment. The newsletter will be finalized incorporating SEWRPC changes and processed for layout and graphics. It will then be submitted to SEWRPC for printing and mailing. Mailing labels will be produced from the database and provided to SEWRPC.

SEWRPC and the consultant will collaborate to produce the final study brochure.

The consultant will work with SEWRPC to determine and arrange times and locations for public hearings, prepare press releases and legal meeting notices, retain court reporters, staff the public hearings, and produce transcripts of the public hearings.