

2024 Public Participation Plan for Sheboygan Metropolitan Planning Organization (MPO)



SHEBOYGAN METROPOLITAN PLANNING AREA

2024 PUBLIC PARTICIPATION PLAN

PREPARED BY:

BAY-LAKE REGIONAL PLANNING COMMISSION

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BACKGROUND

Bay-Lake Regional Planning Commission (The commission) was created in 1972 by Governor Lucey at the request of seven county boards in the region under Wisconsin Statutes s. 66.945 (re-titled 66.0309) as the official area-wide planning agency for northeastern Wisconsin. In December 1973, Florence County joined the Commission, bringing the total number of member counties to eight. Section 66.0309 (8) (2) prescribes that the function of the regional planning commission shall be solely advisory to the local governments and local government officials comprising the region. The commissions serve the counties of Florence, Marinette, Oconto, Door, Brown, Kewaunee, Manitowoc and Sheboygan.

METROPOLITAN PLANNING ORGANIZATION

A Metropolitan Planning Organization (MPO) is a federally mandated transportation policy-making organization responsible for comprehensive transportation planning and programming in urbanized areas with populations over 50,000. The Commission was designated the Metropolitan Planning Organization (MPO) for Sheboygan by the governor in 1982. In its role as Sheboygan MPO, the Bay-Lake Regional Planning Commission is responsible for developing transportation plans and programs for the Sheboygan Metropolitan Planning Area (MPA). MPA boundaries are the official jurisdiction of the MPO, the MPA is defined by the existing urban area plus the projected expansion of the metropolitan area over the next 20 years.

MPOs are federally required to follow the concept of “Three Cs”, that is ensuring that transportation planning efforts should be comprehensive, collaborative, and continuing to the needs of the communities they serve. As part of its responsibilities, the MPO is charged with providing a forum for cooperative transportation planning and decision making and establishing a public involvement process that ensures opportunities for early and continuing public involvement in the review and evaluation of transportation plans and programs in the Sheboygan MPA.

The following local units of government are wholly or partially contained within the Sheboygan metropolitan planning area:

- Sheboygan County;
- City of Sheboygan;
- City of Sheboygan Falls;
- Village of Howards Grove;
- Village of Kohler;
- Town of Herman;
- Town of Lima;
- Town of Mosel;
- Town of Sheboygan;
- Town of Sheboygan Falls; and
- Town of Wilson.

MPO DOCUMENTS

The MPO is responsible for producing four required documents, A long-range Plan known as Sheboygan Area Transportation Plan (SATP), Transportation Improvement Program (TIP), Public Participation Plan (PPP), and Unified Planning Work Program (Sheboygan MPO Work Program). Additionally, MPO also updates Performance Indicators reports every year, sets performance targets for the MPO and Shoreline Metro (transit service in Sheboygan Urban Area), Annual Listing of Obligated Projects and other reports and studies as needed to carry out the transportation planning process.

Sheboygan Area Transportation Plan (SATP)

Long-Range Transportation Plan with a 20+ year horizon

updated every 4 years

Transportation Improvement Program (TIP)

Short-Range Implementation Plan of SATP projects

updated every year or at least every 4 years

Public Participation Plan (PPP)

Public and Stakeholders' involvement process and strategies

updated at least every 4 years

MPO COMMITTEE

The staff of the Bay-Lake Regional Planning Commission serves as MPO staff. MPO functions are advised by a 22-member Technical Advisory Committee (TAC) and by a 13-member Policy Advisory Committee (PAC). The PAC consists of one representative from each of the above local jurisdictions, plus representatives of the Sheboygan Parking and Transit Utility (Shoreline Metro), the Wisconsin Department of Transportation and Federal Highway Administration. A listing of the Sheboygan MPO TAC and PAC members can be found in Appendix A.

INTRODUCTION

WHAT IS A PUBLIC PARTICIPATION PLAN?

A Public Participation Plan (PPP) outlines how Sheboygan MPO engages with the public during the transportation planning process. The purpose of a PPP is to ensure that the public has opportunities to provide input, feedback, and recommendations on transportation plans, programs, and projects that directly affect their communities. The PPP aims to foster transparency, accountability, and public trust in the transportation planning process by ensuring that the voices and perspectives of community members are heard and considered. By engaging with the public, MPOs can better understand community needs, preferences, and concerns, ultimately leading to more informed and equitable transportation planning decisions.

This plan specifically outlines the procedures to be used during the development of the Sheboygan Area Transportation Plan (SATP, the long-range transportation plan for the Sheboygan metropolitan planning area), the Transportation Improvement Program (TIP), the Public Participation Plan, amendments to these plans and other plans and studies as appropriate. This document provides a set of guidelines and standards that the Sheboygan MPO intends to follow when soliciting public comments on local transportation plans and programs. Flexibility in the proposed procedures will be maintained throughout the public participation process to encourage maximum public involvement.

The public participation plan will be reviewed and evaluated at least every four years and amended as necessary to reflect changes in federal legislation. Any amendments to this plan will be reviewed and recommended for approval by the MPO Technical and Policy Advisory Committees and will be approved by the Bay-Lake Regional Planning Commission.

GUIDING REGULATIONS

Public involvement in the formulation and approval of MPO plans and programs is an important part of the transportation planning process in the Sheboygan metropolitan planning area. All of the MPO documents including the Public Participation Plan are developed based on the guidelines established by federal law and regulations and state statutes. Guiding regulations for the transportation process include, but may not necessarily be limited to the following:

Bipartisan Infrastructure Law, Public Law 117-58

The Bipartisan Infrastructure Law (BIL), the federal surface funding and authorization bill, also known as Infrastructure Investment and Jobs Act (IIJA), was signed on November 15, 2021, by President Biden, and it continues to support the previous federal public participation guidelines. BIL is the largest long-term investment in our infrastructure and economy in our Nation's history. It provides \$550 billion over fiscal years 2022 through 2026 in new Federal investment in infrastructure, including in roads, bridges, and mass transit, water infrastructure, resilience, and broadband.

There are certain areas where the BIL encourages the MPOs to follow in their planning process. They are as follows:

Public Participation

The BIL encourages MPOs to use social media and other web-based tools to encourage public participation in the transportation planning process. [§ 11201(a)(3); 23 U.S.C. 134(i)(6)(D)].

Housing Coordination

The BIL makes several changes to include housing considerations in the metropolitan transportation planning process, including:

- Updating the policy to include, as items in the national interest, encouraging and promoting the safe and efficient management, operation, and development of surface transportation systems that will better connecting housing and employment; [§ 11201(d)(1); 23 U.S.C. 134(a)(1)]
- Adding officials responsible for housing as officials with whom the Secretary shall encourage each MPO to consult; [§ 11201(d)(2); 23 U.S.C. 134(g)(3)(A)]
- Requiring the metropolitan transportation planning process for a metropolitan planning area to provide for consideration of projects and strategies that will promote consistency between transportation improvements and State and local housing patterns (in addition to planned growth and economic development patterns); [§ 11201(d)(3); 23 U.S.C. 134(h)(1)(E)]
- Adding assumed distribution of population and housing to a list of recommended components to be included in optional scenarios developed for consideration as part of development of the metropolitan transportation plan; [§ 11201(d)(4)(A); 23 U.S.C. 134(i)(4)(B)]
- Adding affordable housing organizations to a list of stakeholders MPOs are required to provide a reasonable opportunity to comment on the metropolitan transportation plan; [§ 11201(d)(4)(B); 23 U.S.C. 134(i)(6)(A)]

Fixing America's Surface Transportation (FAST) Act, Public Law 114-94

The “Fixing America’s Surface Transportation (FAST)” Act, which was enacted in late 2015, “requires that the planning process include public ports and private transportation providers (specifically intercity bus operators), and further encourages MPOs to consult during this process with agencies and officials of other types of planning activities, including tourism and natural disaster risk reduction.” These requirements are in addition to public participation requirements found in previous legislation.

Moving Ahead for Progress in the 21st Century” Act (MAP-21), Public Law 112-141

The “Moving Ahead for Progress in the 21st Century” Act (MAP-21), which was enacted in mid-2012, maintained the public involvement emphasis areas in multiple previous legislation. The Public Participation Plan was amended in 2007 and updated in 2012 to include these new

emphases in public participation required of MPOs.

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), Public Law 109-59

SAFETEA-LU was enacted in 2005, following the lead of previous efforts by mandating that opportunities for public involvement occur early and often. However, public involvement requirements in SAFETEA-LU diverged from previous legislation in recommending “visualization techniques” as part of the public participation process and recommended that MPOs make draft and final documents available to the public electronically. SAFETEA-LU also required that the Public Participation Plan be developed in consultation with interested parties, and that the long-range transportation plan be developed in consultation with federal, state and local governments and agencies.

Transportation Equity Act for the 21st Century (TEA-21), Public Law 105-178

The Transportation Equity Act for the 21st Century (TEA-21), which was enacted in 1998, continued the intent of its previous law Intermodal Surface Transportation Efficiency Act (ISTEA) by requiring public participation policies and procedures that enabled the public to examine transportation issues early in the development stages of plans and programs.

Intermodal Surface Transportation Efficiency Act (ISTEA), Public Law 102-240

With the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA) in 1991, all levels of government were mandated to enhance their public involvement processes. ISTEA increased the significance of long-range transportation planning at the local level, which prompted various local interest groups to want to play a greater role in the decision-making process.

Equity and Justice40 in Transportation Planning

A new initiative Equity and Justice40 is an all of government approach that sets a goal of 40% of the benefits of certain federal investments flowing to disadvantaged communities. It is one of many initiatives US DOT is implementing to advance equity. Through Justice40, federal actions aim to increase affordable transportation options that connect Americans to good paying jobs, fight climate change, and improve access to resources and quality of life in communities. According to the USDOT website on Justice40 covered programs there are seven areas of Federal investments covered by the Justice40 Initiative.

Executive Order 14096 of 2023, Revitalizing Our Nation’s Commitment to Environmental Justice for All

EO 14096 restates the federal government’s commitment to environmental justice. This order

builds upon all the executive orders addressed in all federal transportation programs identified below, as well as a number of other orders on Environmental Justice in other program areas.

Executive Order 14008 of 2021, Tackling the Climate Crisis at Home and Abroad

A new initiative Justice40 was created by Executive Order 14008, Tackling the Climate Crisis at Home and Abroad. Justice40 is an all of government approach that sets a goal of 40% of the benefits of certain federal investments flowing to disadvantaged communities. It is one of many initiatives US DOT is implementing to advance equity. Through Justice40, federal actions aim to increase affordable transportation options that connect Americans to good paying jobs, fight climate change, and improve access to resources and quality of life in communities.

Executive Order 13985 of 2021, Advancing Racial Equity and Support for Underserved Communities

This executive order sets forth a policy to pursue a whole-of-government approach to environmental justice. This order continues the commitment to previous orders, including EO 13985 Advancing Racial Equity and Support for Underserved Communities through the Federal Government, EO 14008 Tackling the Climate Crisis at Home and Abroad.

Executive Order 13166 of 2000, Improving Access to services for Persons with Limited English Proficiency

Federal agencies and other entities that receive federal funds via grants, contracts, or subcontracts to make their activities accessible to persons with Limited English Proficiency.

Executive Order 12898 of 1994, Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations

This order reinforces the requirements of Title VI of the Civil Rights Act of 1964 and focuses attention to address Environmental Justice (EJ) in Minority Populations and Low-Income Populations. Environmental Justice (EJ) is the fair treatment and meaningful involvement of all people, regardless of race, ethnicity, income, national origin, or educational level with respect to the development, implementation and enforcement of environmental laws, regulations and policies.

Other Federal Programs and Policies

Federal Highway Administration and Federal Transit Administration Planning Emphasis Areas

With continued focus on transportation planning the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) Offices of Planning jointly issued updated Planning Emphasis Areas (PEAs), in 2021. One of the topic of the PEAs is Public Involvement, which states that MPOs, State DOTs, and providers of public transportation should increase meaningful public involvement in transportation planning by integrating Virtual Public

Involvement (VPI) tools into the overall public involvement approach while ensuring continued public participation by individuals without access to computers and mobile devices.

The use of VPI broadens the reach of information to the public and makes participation more convenient and affordable to greater numbers of people. Virtual tools provide increased transparency and access to transportation planning activities and decision-making processes. Many virtual tools also provide information in visual and interactive formats that enhance public and stakeholder understanding of proposed plans, programs, and projects. Increasing participation earlier in the process can reduce project delays and lower staff time and costs.

Title VI of the Civil Rights Act of 1964

As a subrecipient of federal funds administered by the Federal Highway Administration (FHWA) and/or the Federal Transit Administration (FTA) passed through the State of Wisconsin Department of Transportation (WisDOT), the Bay-Lake Regional Planning Commission (BLRPC) is required to comply with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and all related regulations and statutes.

The purpose of these regulations is to assure that no person or group of persons shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any and all programs, services or activities administered by the BLRPC, regardless of whether these programs, services or activities are federally funded. In addition, the BLRPC will provide meaningful access to services for persons with limited English proficiency (LEP).

In October of 2023, The Commission approved the Title VI and non-Discrimination Program/ Limited English Proficiency Plan. The Bay-Lake Regional Planning Commission, as MPO for the Sheboygan Metropolitan Planning Area, signed a Title VI Assurances and Implementation Plan Agreement with the Wisconsin Department of Transportation in September of 2023. Both documents can be accessed at the Commissions website.

The American with Disabilities Act of 1990

The ADA was updated in 2010, requires coordinating with disabled communities and providing access to sites where public involvement activities occur as well as to the information presented.

Title 23 United States Code (USC) Sections 134 and 135

Federal regulation Title 23 Code of Federal Regulations (C.F.R.) Section 450

Federal regulation Title 49 Code of Federal Regulations (C.F.R) Section 613

GOALS AND OBJECTIVES

GOAL

Enhance Public Participation in the Sheboygan Metropolitan Planning Organization Process to Ensure Inclusive Decision-Making and Community Engagement in Transportation Planning and Development.

OBJECTIVES

1. Increase Awareness

- Develop and implement a comprehensive outreach strategy to raise awareness about the MPO process, its significance, and how the public can participate.
- Utilize various communication channels such as social media, newsletters, community events, and local media outlets to disseminate information effectively.

2. Diversify Engagement

- Implement targeted outreach efforts to engage disadvantaged communities through culturally sensitive and inclusive methods.
- If necessary, translate essential materials into required languages to ensure accessibility for diverse populations.

3. Facilitate Access

- Establish accessible venues and virtual platforms for MPO meetings and public hearings to accommodate a broader range of participants, including those with disabilities or transportation limitations.
- Provide options for remote participation, such as livestreaming, teleconferencing, and online comment submissions, to encourage broader engagement.

4. Educate and Empower

- Develop educational materials and workshops to enhance public understanding of transportation planning processes, terminology, and the potential impacts of decisions.
- Offer training sessions and resources to empower community members to effectively participate in MPO meetings, discussions, and decision-making processes.

5. Foster Collaboration

- Facilitate partnerships with local community organizations, advocacy groups, educational institutions, and businesses to amplify outreach efforts and encourage active participation.
- Establish advisory committees or working groups comprising diverse stakeholders to provide ongoing input and feedback on transportation planning initiatives.

6. Ensure Transparency

- Enhance the accessibility of MPO documents, reports, data and interactive maps by publishing them on the MPO website and providing clear explanations of their content.
- Maintain open lines of communication with the public through regular updates, newsletters, and public forums to promote transparency and accountability in decision-making processes.

7. Evaluate and Improve

- Regularly assess the effectiveness of public participation efforts through surveys, feedback mechanisms, and stakeholder consultations.
- Use evaluation findings to identify strengths, weaknesses, and areas for improvement in the Public Participation Plan, making adjustments as necessary to enhance engagement and inclusivity over time.

STAKEHOLDERS INVOLVEMENT

Stakeholders are individuals, groups, or organizations that have a vested interest or are impacted by transportation decisions. Involving stakeholders early and throughout the planning process helps build consensus, identify potential conflicts, and develop transportation solutions that reflect the diverse needs and priorities of the community.

The Sheboygan MPO involves stakeholders early in the planning process to gather input at key decision points. Early engagement builds trust, increases stakeholder buy-in, and allows for meaningful contributions to shape transportation plans. MPO staff provides various avenues for engagement ensures that stakeholders can participate in ways that are convenient and accessible to them. MPO staff utilizes multiple communication channels to reach stakeholders, including public meetings, workshops, online surveys, social media platforms, newsletters, and stakeholder advisory committees. When appropriate MPO staff may tailor their engagement strategies to the needs and preferences of different stakeholder groups. MPO may establish focus groups or conduct informal interviews to target specific group of people to increase participation and ensure equal opportunity to all stakeholder groups.

The stakeholders involved in Sheboygan MPOs planning efforts are listed below:

GOVERNMENT AGENCIES

Wisconsin Department of Transportation (WisDOT), Federal Highway Administration (FHWA), Federal Transit Administration (FTA) and local jurisdictions are the primary government agencies that are included in the decision-making process of all Sheboygan MPO planning efforts. Each of these agencies has representatives in the Technical and Policy Advisory Committees of the Sheboygan MPO. Furthermore, Shoreline Metro, which provides fixed route transit service and paratransit service in the Sheboygan Urban Area is represented in the Technical Advisory Committee. In addition, the Wisconsin Department of Natural Resources (WDNR) also has a representation in the committee. With the new BIL guideline of Housing Coordination, housing agencies will be included as a part of planning efforts. This includes the US Department of Housing and Urban Development (HUD), the Wisconsin Housing and Economic Development Authority, and the Wisconsin Division of Energy, Housing, and Community Resources.

REPRESENTATIVES OF PEDESTRIAN AND BICYCLE ADVOCACY GROUPS

Representatives of pedestrian and bicycle advocacy groups are currently members of the Technical and Policy Advisory Committees of Sheboygan MPO. In addition to this, there will be a subcommittee developed to review the process, whenever a Bicycle and Pedestrian Plan is being developed for the Sheboygan Metropolitan Planning Area. This subcommittee may include all or some of the representatives of local business owners, bicycle and Pedestrian enthusiasts, school districts representatives, Health and safety advocates, local government officials, representatives of disadvantaged population and any other interested parties.

OTHER TRANSPORTATION PROVIDERS

Private transportation companies and freight carriers are stakeholders with expertise in operating transportation systems. Their input is essential for understanding current transportation capabilities and identifying opportunities for improvement. Other transportation providers include reaching out to the following groups.

- Freight shippers and providers of freight transportation services (including planning/logistics, transfer, and storage companies)
- Public transit users and employees and their representatives
- Private mass transportation providers (including intercity bus operators)
- Area marinas

DISADVANTAGED POPULATION GROUP

Involving disadvantaged populations in the transportation planning process is crucial for creating equitable and inclusive transportation systems that address their unique needs and challenges. Disadvantaged population include low-income population, people of color, people with limited English proficiency, elderly, and individuals with disabilities. This group includes representatives from the following agencies:

- Social service agencies
- Health care centers and providers
- Community Based Residential Facilities (CBRFs)
- Nursing homes and senior housing developments
- Civic and environmental organizations
- Non-profit organizations serving disadvantaged populations

MPO will provide translated documents when requested or needed to gather feedback from people with limited English Proficiency. Sheboygan MPO staff may conduct meetings, workshops and open houses on multiple times and locations for gathering input from disadvantaged population and may target the places where people already visit frequently, such as farmers markets, schools, grocery stores or places of worship.

PRIVATE ORGANIZATIONS AND BUSINESSES

Businesses rely on transportation networks to move goods and people, making them important stakeholders in transportation planning. By actively involving local businesses in transportation planning, decision-makers can better understand the diverse needs and interests of the community and develop transportation solutions that promote economic vitality, enhance accessibility, and improve overall quality of life.

The Sheboygan MPO maintains and updates an extensive list of organizations and individuals from whom public involvement is sought. The MPO will solicit input from various agencies and individuals on the mailing list during appropriate stages in the completion of the Sheboygan Area Transportation Plan, the TIP, and other special studies. Transit users will be initially

contacted about public meetings through notices at the downtown transfer point and/or through notices on the buses.

A copy of the MPO public participation mailing list will be available for review at the Bay-Lake Regional Planning Commission office. Any agency or individual may request to be added to the mailing list for future meeting notification and document distribution.

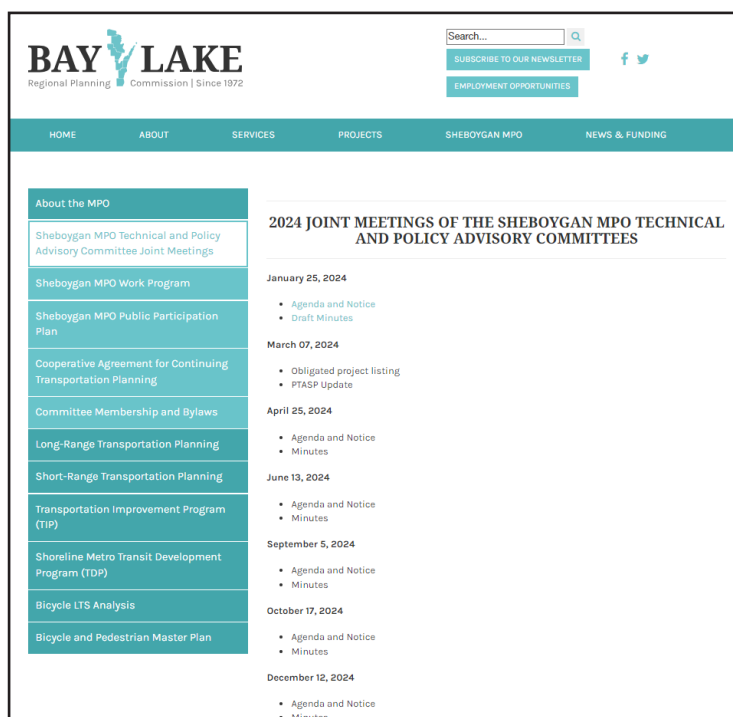
OUTREACH STRATEGIES

MPO MEETINGS AND THE COMMISSION MEETINGS

Notice of Sheboygan MPO Technical and Policy Advisory joint Committee meetings and of Bay-Lake Regional Planning Commission meetings involving approval of MPO planning products will be sent to Sheboygan area news media and will be posted on the Sheboygan MPO webpage of the Commission website. The notice will state the purposes, time and location of the meeting as well as staff contact information. The notice will also state whom to contact for special accommodation due to any disability. The public notice will be sent and posted approximately one week prior to the meeting.

The site for all Sheboygan MPO Technical and Policy Advisory Committee meetings and meetings of the Bay-Lake Regional Planning Commission involving approval of MPO planning products will be adequate in size for the audience, accessible to persons with disabilities, located on or within reasonable walking distance from public transportation routes, and provide adequate parking. The special needs of the population being served will be considered when choosing meeting locations. Public requests for alternate meeting locations will be considered, and every attempt at accommodation will be made. Individuals may make oral comments, submit written comments, or send comments to the MPO staff at the appropriate postal or e-mail address.

It is possible that in special circumstances, teleconference meetings of the Sheboygan MPO Technical and Policy Advisory Committees and of the Bay-Lake Regional Planning Commission (or its Executive Committee) may need to be held. These meetings will be held only if necessary. If held, agendas for teleconference meetings will include information on how the public can access and participate in such meetings.



A sign language interpreter for hearing impaired persons will be made available, if requested. Staff members will provide assistance in describing exhibits or provide information in alternative formats for visually impaired persons or those with other disabilities, if requested. Upon request, MPO staff will work with persons of limited English proficiency (LEP) to include them in the planning process.

When possible, the MPO staff will use visualization techniques (such as maps, transportation models, drawings, photographs, or illustrative renderings of proposals) to present the projects, plans or topics being discussed at each meeting.

MPO WEBSITE

A portion of the Bay-Lake Regional Planning Commission website will be maintained that is devoted to the Sheboygan MPO program. Items available at this webpage are proposed to include: MPO Technical Advisory Committee/Policy Advisory Committee joint meeting agendas and minutes; draft plans, draft, and final copies of the long-range transportation plan; the MPO Public Participation Plan; Transportation Improvement Programs (TIPs); and final copy of the Sheboygan MPO Work Program, and other planning products produced by MPO staff. The MPO webpage will also include dashboards, interactive maps and visually graphical formats to provide the public information that has traditionally been provided on paper. In addition, the MPO will encourage local governments in the metropolitan planning area to have their websites link to the Bay-Lake Regional Planning Commission website's Sheboygan MPO webpage, in order to more easily facilitate access to MPO processes and draft and final documents.

PUBLIC OPEN HOUSE MEETINGS

An open house format will be attempted at public informational/input meetings concerning any appropriate plans (such as long-range transportation plan), and displays will be available at such meetings. These meetings may occur at significant milestones in the planning process. These milestones may include (1) a period early in the planning process; (2) a stage in the process in which there can be meaningful discussion concerning current and projected deficiencies in the transportation network but where a plan remains to be drafted; and (3) a stage in the process in which plan recommendations are being discussed but where a draft plan has not yet been produced. During these meetings, staff will use maps, Power Point presentations and other techniques to help participants to visualize the various elements being examined in the planning process.

STAKEHOLDER INTERVIEWS

One-on-one meetings with individual community leaders and staff may be held to review land use and transportation issues and concerns as plan is developed. In the past, MPO staff attempted to have one interview with community leaders and staff in each local jurisdiction in the metropolitan planning area, including Sheboygan County.

ADVERTISING

Staff will place notices in one or more local newspapers and on the MPO webpage on the Bay-Lake Regional Planning Commission website announcing all public informational/ input meetings, public comment period and public hearing concerning the plan.

MEDIA RELATIONS

Staff will attempt to get articles published in local newspapers concerning significant milestones in the planning process. Staff will also use press releases to discuss significant milestones in the planning process and to invite the public to public informational/input meetings. If invited, staff will appear on the City of Sheboygan Mayor's monthly cable television program concerning city affairs to discuss the transportation planning process.

SOCIAL MEDIA

News and information regarding the plans will be distributed through Facebook and Twitter. These media tools will also be utilized as a means to collect citizen feedback on the planning process. Facebook will be used to post full announcements, while Twitter may be used for event invitations and brief notifications. As the new transportation program, BIL, advocates expanding social media presence, staff will continue to look at using new methods of social media outreach and new toolkits provided by state and federal officials to expand social media outreach.

PRESENTATIONS TO GROUPS / SPECIAL EVENTS

If invited, staff will give occasional presentations concerning the plan and its process to service organizations and other groups. In addition, if invited, staff will participate in forums established by other agencies to discuss the planning process. Staff may also host booth at farmers market or other events organized by the communities to engage as many people as possible.

PRESS RELEASE

The MPO will, as needed, issue a press release for the notices of public comment period of plans, open houses, public hearings, major amendments and more. The press release will have the information of the plan, time period of the public comment period, or date, time and location of the open houses/public hearings and the information of the contact person.

NEWSLETTERS AND ANNUAL REPORTS

Articles providing information on transportation related matters may be published in Bay-Lake Buzz (quarterly newsletter of the Commission). The commissions' Annual Report also has a section dedicated to Sheboygan MPO planning related efforts as well as summary of the MPO's yearly activities. Both articles are distributed through E-mails and are available at the commission's office or on commissions website at baylakerpc.org.

DOCUMENT LOCATIONS

All draft and final documents can be viewed at the Bay-Lake Regional Planning Commission office, on the MPO webpage portion of the Commission website, and at the following locations:

- Shoreline Metro Transfer Point, 828 Pennsylvania Avenue, Sheboygan;
- Sheboygan Department of Planning and Development, 828 Center Avenue (Suite 208), Sheboygan;
- Kohler Village Hall, 319 Highland Drive, Kohler;
- Sheboygan Falls Municipal Building, 375 Buffalo Street, Sheboygan Falls; and
- Mead Public Library, 710 North 8th Street, Sheboygan.

Individuals can obtain paper copies of the documents or CDs containing the documents by contacting the Bay-Lake Regional Planning Commission office. Visualization aids used in presentations to the Sheboygan MPO Technical and Policy Advisory Committees or to the Bay-Lake Regional Planning Commission can be viewed at the Bay-Lake Regional Planning Commission office. The aids specific to the meeting will be kept for at least two weeks after the meeting.

PLAN SPECIFIC OUTREACH

PUBLIC PARTICIPATION PLAN

The Public Participation Plan (PPP) is reviewed periodically based on the changes in local, state, or federal legislation. At the minimum the PPP is formally reviewed or updated every four years for Sheboygan MPO. The plan can also be reviewed in reaction to regular assessments of the efficiency of public engagement methods outlined in the PPP. The PPP is a breathing document that can be revised as necessary to enhance its effectiveness.

- At the beginning of the formal review year, the previously adopted PPP will be sent for a preliminary comment period of 15 days to the stakeholders' groups, interested parties (from the public participation mailing list) and MPO TAC/PAC members via mail. This provides them with the opportunity to get involved in the initial development of the plan. Depending on the amount of comment and interest received, MPO staff may hold a public information meeting regarding the Public Participation Plan within this 15-day window.
- The draft PPP will be reviewed by the MPO Technical and Policy Advisory Committees. A 45-day public comment period will be available prior to recommendation of approval of the PPP by the MPO Technical and Policy Advisory Committees and approval by the Bay-Lake Regional Planning Commission.
- During the 45-day public comment period, a public notice will be printed in one or more local newspapers and posted on the Sheboygan MPO webpage on the Bay-Lake Regional Planning Commission website. Public notice will also be provided through social media, including the Bay-Lake Regional Planning Commission Facebook page. The public notice will state where the document can be reviewed, and staff contact information.
- MPO staff will either (1) incorporate suggestions into a revised draft of the PPP; or (2) reject suggestions that are not feasible to implement with a letter to the party proposing the suggestion explaining the reason why the suggestion is not feasible to implement. All comments received and their disposition will be documented in an appendix to the PPP.
- Administrative changes can be made by staff, however amendments to the plan specific outreach procedures of PPP will have a review by the MPO Technical and Policy Advisory Committees followed by a 45-day public comment period, recommendation of approval by the MPO Technical and Policy Advisory Committees and approval of the amendment(s) by the Bay-Lake Regional Planning Commission.
- The PPP will also be used to fulfill the public participation procedures required by the Federal Transit Administration (FTA) for review and approval of the Program of Projects for transit purposes.

PUBLIC PARTICIPATION PLAN PROCESS

Public Participation	MPO Action	Advertising Method	Public Comment Period
Initial Involvement	Send out previously adopted PPP to - Stakeholders' group - TAC/PAC members - Public participation mailing list	- Notice on MPO webpage - Email to the identified groups	15-days
Preliminary Draft	Present at the MPO TAC/PAC meeting	- Notice on MPO webpage - Email to the TAC/PAC members and Sheboygan area news media	Opportunity to the public to comment at the meeting
Final Draft	- Present at the MPO TAC/PAC meeting - Notice sent to the Public participation mailing list and stakeholder's group	- Notice on MPO webpage - Newspaper press release - Social media posts	45-days

TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

The Transportation Improvement Program (TIP) covers a four-year period of capital and non-capital surface transportation projects within the Sheboygan metropolitan planning area that are proposed for funding through federal grants. The TIP is prepared as a cooperative effort by the MPO, the Wisconsin Department of Transportation, the transit operator, and other local agencies. The TIP identifies the scheduled construction year of the proposed project, type of project, funding source, funding level, and project status in relation to air quality conformity. In the Sheboygan metropolitan planning area, the TIP is normally updated or amended on an annual basis, and any transportation project using federal funds must be included in the document. The TIP must be approved by the Bay-Lake Regional Planning Commission and by WisDOT prior to being submitted to the Federal Highway Administration and the Federal Transit Administration for reference in authorizing projects. The MPO is responsible for providing citizens and other interested parties with appropriate opportunities for comment on the TIP before the Bay-Lake Regional Planning Commission grants final approval. Regionally significant projects, regardless of funding source, must be included in the TIP.

The process that the MPO will follow for the TIP and for TIP Amendments is summarized in the following section.

Surface Transportation Block Grant (STBG) Urban Project Ranking

STBG Urban project proposals are solicited from local units of government in the metropolitan planning area in odd-numbered years. This solicitation is conducted in cooperation with the WisDOT Northeast Region office.

MPO staff will utilize the Surface Transportation Block Grant (STBG) Urban Project Prioritization Policy to rank applicant STBG Urban projects in the Sheboygan Urbanized Area.

The Sheboygan MPO Technical and Policy Advisory Committees will hear a recommendation by staff concerning the ranking and will decide how to allocate the available limited STBG Urban funding to applicant projects.

Analysis for Environmental Justice

Staff will determine how any proposed projects in the TIP will affect minority and low-income populations through the use of U.S. Census block group data and the Bay-Lake Regional Planning Commission's GIS system. Specifically, environmental justice analysis in the context of the TIP will:

- Identify street and highway projects and their impacts on environmental justice target areas
- Identify bicycle and pedestrian transportation projects and their impacts on environmental justice target areas
- Identify transit projects and their impacts on environmental justice target areas
- Identify TIP projects and their direct and indirect impacts on minority and/or low-income populations
- Discuss public involvement of minority and low-income populations in the development of the TIP.

All the maps will focus on the Sheboygan metropolitan planning area. The environmental justice analysis for the TIP is simpler than the environmental justice analysis for the long-range transportation plan because it relies on the detailed analysis completed for the long-range transportation plan.

Air Quality Conformity Assessments

MPO staff will consult with the following agencies with respect to the air quality conformity assessment conducted on the TIP: Wisconsin Department of Transportation; Wisconsin Department of Natural Resources (Bureau of Air Management); Federal Highway Administration – Wisconsin Division; Federal Transit Administration Region 5 office; and the U.S. Environmental Protection Agency Region 5 office. Representatives of these agencies constitute the Transportation Conformity Work Group (TCWG) of the Sheboygan MPO. These agencies will have an opportunity to comment on the draft conformity assessment during a 30-day comment period that will normally run concurrently with the 30-day public comment period on the draft TIP. MPO staff will meet with the TCWG upon request to review the draft conformity analysis.

Members of the TCWG of the Sheboygan MPO typically are involved with the conformity analysis well in advance of its release for public review. For example, the Wisconsin Department of Natural Resources Bureau of Air Management staff provides MPO staff with emission factors used in the analysis and provides considerable documentation as to how the emission factors were developed that is included in the conformity analysis. In addition, Wisconsin Department of Transportation staff has assisted the MPO staff with travel demand

forecast modeling used in the conformity analysis.

The public comment period on the conformity analysis runs concurrent with the public comment period on the TIP. In order to be more efficient, MPO staff will make every effort to conduct a simultaneous conformity analysis on the long-range transportation plan and its implementing TIP.

Consulting Resource Agencies

To involve the resource agencies in an active exchange of information during the development of the TIP, MPO staff will seek the agencies' input. Resource agency representatives will receive a draft electronic copy of the TIP and will be invited to submit comments during the TIP's 30-day public review period. Resource agency representatives will also be invited to participate in the public hearing and in any other meetings held to provide input before the TIP is approved.

If a new or amended TIP adds capacity modifying projects that trigger a significant amendment to the long-range transportation plan, resource agency representatives will be invited to a special meeting to consider the impacts of the added project(s) on environmental, historical and other resources. The format will be similar to a regular long-range transportation plan consultation meeting, but with a focus on the new project(s).

Draft TIP

The draft TIP is developed by the MPO staff after receiving project proposals from local government agencies and from WisDOT.

- The draft TIP is sent to all members of the MPO Technical and Policy Advisory Committees plus all other transportation providers (both public and private) in the metropolitan planning area.
- Per requirements in the BIL and in previous federal surface transportation legislation, representatives of transit users, freight shippers, providers of freight transportation services, public ports and marinas, intercity bus operators, and agencies and officials responsible for tourism and natural disaster risk reduction on the public participation plan mailing list will be notified of the availability of the draft TIP. Transit patrons will be notified that copies of the draft TIP are also available for review at the five local information repositories noted below.
- The draft TIP will be displayed at five local information repositories. These repositories will include the Mead Public Library, the Sheboygan Department of Planning and Development, the Shoreline Metro Transfer Point, Kohler Village Hall, and the City of Sheboygan Falls Municipal Building. The draft TIP will also be placed on the Bay-Lake Regional Planning Commission website's Sheboygan MPO webpage.
- A public comment period (30 days) will be held on the draft TIP. A public hearing will be conducted on the draft TIP during this public comment period. During this public hearing, staff will use maps, Power Point presentations and other techniques to help participants to visualize the various projects being included in the TIP. Staff will inform

the public of the availability of the draft TIP by sending notices to organizations on the MPO Public Participation Plan mailing list, by publishing notices in one or more local newspapers, and by sending press releases to other local news media. Public notice will also be provided through social media, including the Bay-Lake Regional Planning Commission Facebook page and (more briefly) through Twitter. Staff will also attempt to get articles published in local newspapers concerning the TIP process. The public hearing will be held at an accessible location that is served by Shoreline Metro. The public hearing will be publicized in the same manner as the public comment period on the TIP. At times, the public comment period and public hearing on the TIP will run concurrently with the public comment period and public hearing on the long-range transportation plan.

- The MPO Technical and Policy Advisory Committees will meet to discuss the projects that have been included in the draft TIP. Additions and/or deletions to the list of projects are suggested at this time. These joint meetings are open meetings, complete with a public comment agenda item. Notice of these meetings is sent to area news media and posted to the Sheboygan MPO webpage on the Bay-Lake Regional Planning Commission website.

Documentation of Public Input on the Draft TIP

Both the draft and final versions of the TIP contain a section describing the public involvement stages included in the development of the document. Some of the narrative in this section of the final TIP is devoted to summarizing public comments on TIP development along with MPO staff responses to these comments, including discussion on either (1) how the TIP was modified in response to these comments, or (2) a rationale as to why the TIP was not modified in response to the comments.

The MPO staff will maintain official documentation of TIP-related materials (including legal and other public notices, MPO Technical and Policy Advisory Committee structures, press releases, meeting attendee lists, and meeting summaries) on file and available to the public at the Bay-Lake Regional Planning Commission office for a period of seven (7) years.

Final Approval of TIP

Staff will present the draft TIP to the Bay-Lake Regional Planning Commission or its Executive Committee for final approval. This meeting will be open to the public.

The Bay-Lake Regional Planning Commission approves the final TIP after no further significant changes are made to the draft TIP. The final TIP is then published and submitted to the Federal Highway Administration, Federal Transit Administration, Wisconsin Department of Transportation, and other applicable federal, state, and local governmental agencies with jurisdiction in the Sheboygan metropolitan planning area. Transportation providers and other individuals requesting a copy are also forwarded a copy of the final TIP.

Final Display of TIP

The final TIP, once approved, will be made available for permanent public review at the Mead

Public Library in Sheboygan and on the Sheboygan MPO webpage of the Bay-Lake Regional Planning Commission website.

Major Amendments

A major TIP amendment will be necessary when:

- Adding a non-exempt/expansion project to the first four years of the TIP, including advancing a project for implementation from an illustrative list or from the out year(s) of the TIP*.
- Moving a non-exempt/expansion project out of the first four years of the TIP*;
- Significantly changing the scope (character of work or project limits) of a non-exempt/expansion project within the first four years of the TIP such that the current description is no longer reasonably accurate*; or
- Adding or deleting any project that exceeds less of 10 percent of the total original Federal funding programmed for the calendar year, or \$1,000,000 (within the first four years of the TIP).

*For purposes of air quality conformity analysis, “non-exempt” projects are projects that change or modify capacity on the transportation network. Examples of “non-exempt” projects in the Sheboygan area might include adding or deleting lanes on an existing arterial or collector facility, building a new arterial or collector facility, or adding a new interchange to a freeway. Generally, most other projects are considered “exempt” projects for purposes of air quality conformity analysis. Additional information concerning these definitions can be found in the USEPA conformity regulation (40 CFR 93), specifically in Tables 2 and 3 of the regulation. This detailed information is available from MPO staff at the Bay-Lake Regional Planning Commission office.

A major amendment will require the following steps:

- Staff will commence the major amendment process by releasing the proposed amendment for a 15-day public review period. Staff will inform the public of the proposed major amendment by placing the proposed major amendment and public review period announcement on the Sheboygan MPO webpage of the Bay-Lake Regional Planning Commission website, by sending notices to the organizations on the MPO Public Participation Plan mailing list and by publishing a notice in one or more local newspapers. The notices will be distributed just before the 15-day review period begins. Public notice will also be provided through social media, including the Bay-Lake Regional Planning Commission Facebook page and (more briefly) through Twitter.
- The proposed amendment will also be sent to the Federal Highway Administration for them to be able to receive comments from the air quality conformity assessment groups (mentioned in the Air Quality Conformity Assessment section above) before the approval of the proposed amendment. These agencies will receive a 15-day review period which will run concurrent with the 15-day public comment period.

- Near the end of the 15-day public review process, staff will conduct a public hearing on the major TIP amendment at an accessible location that can be reached by Shoreline Metro. The public hearing notice will also be sent to the organizations on the MPO Public Participation Plan mailing list and to local news media. MPO staff will consider holding the public hearing immediately before meetings of the Sheboygan MPO Technical and Policy Advisory Committees in order to conserve staff time and resources.
- Following the public hearing, the Sheboygan MPO Technical and Policy Advisory Committees will have the opportunity to comment on the proposed major TIP amendment and make a recommendation to the Bay-Lake Regional Planning Commission.
- Staff will present the proposed major amendment to the Bay-Lake Regional Planning Commission (or its Executive Committee) for final approval.

Minor Amendments

A minor TIP amendment will be necessary when:

- Adding an exempt/system preservation project to the first four years of the TIP, including advancement of a project for implementation from an illustrative list or from the out year(s) of the TIP;
- Moving an exempt/system preservation project out of the first four years of the TIP;
- Changing the scope (character of work or project limits) of an exempt/system preservation project within the first four years of the TIP such that the current description is no longer reasonably accurate; or
- A change in project funding that impacts funding for other projects within the first four years of the TIP, forcing any exempt/system preservation project out of the first four years of the TIP.

A minor amendment will require the following steps:

- The proposed amendment will also be sent to the Federal Highway Administration for them to be able to receive comments from the air quality conformity assessment groups (mentioned in the Air Quality Conformity Assessment section above) before the approval of the proposed minor amendments.
- The Sheboygan MPO Technical and Policy Advisory Committees will have the opportunity to comment on the proposed minor TIP amendment and make a recommendation to the Bay-Lake Regional Planning Commission.
- Staff will present the proposed minor amendment to the Bay-Lake Regional Planning Commission (or its Executive Committee) for final approval.

Administrative Modifications

The TIP can be administratively modified by staff without going through the amendment process under the following circumstances:

- Changing the implementation schedule for projects within the first four years of the TIP;
- Changes in scope (character of work or project limits) while remaining reasonably consistent with the approved project; or
- Changing the source (federal, state or local funding source); category (National Highway Performance Program, Surface Transportation Block Grant, earmarks, etc.); or amount of funding for a project without changing the scope of work or schedule for the project or any other project within the first four years of the TIP.

In addition, projects approved for Emergency Relief funding are not generally required to be included in the TIP. Therefore, any changes made for emergency relief projects may be considered administrative modifications to the TIP.

Annual Listing of Obligated Projects

MPO staff will make the Annual Listing of Obligated Projects available to the public. WisDOT, FHWA and FTA staff will cooperate in making the Annual Listing of Obligated Projects available to the MPO staff. The Annual Listing of Obligated Projects will be distributed to members of the Sheboygan MPO Technical and Policy Advisory Committees at the meeting immediately following its release. The Annual Listing of Obligated Projects will also be posted on the Sheboygan MPO webpage of the Bay-Lake Regional Planning Commission website and will be available for public inspection at the Bay-Lake Regional Planning Commission office. Public notice of the annual listing will also be provided through social media, including the Bay-Lake Regional Planning Commission Facebook page and (more briefly) through Twitter.

TRANSPORTATION IMPROVEMENT PROGRAM (TIP) PROCESS

TIP	MPO Action	Advertising Method	Public Comment Period
Initial Involvement	• Solicit projects from Communities within MPO and WisDOT	• None	None
Preliminary Draft	Present at the MPO TAC/PAC meeting	• Notice on MPO webpage • Email to the TAC/PAC members and Sheboygan area news media	Opportunity to the public to comment at the meeting
Final Draft	• Present at the MPO TAC/PAC meeting • Notice sent to the Air Quality Conformity Assessment group (identified above) • Notice sent to the Public participation mailing list and stakeholder's group	• Notice on MPO webpage • Newspaper press release • Social media posts • Email to the TAC/PAC members and Sheboygan area news media	30-days

LONG-RANGE TRANSPORTATION PLAN

The Sheboygan Area Transportation Plan (SATP) examines the existing bicycle, pedestrian, transit, intercity passenger transportation, freight transport, and street and highway networks, identifies existing and projected problems with these networks, and proposes long-range transportation system improvements. The BIL continues to require that MPOs amend and update their long-range plan to reflect the transportation issues and projects that will affect the metropolitan planning area over no less than a 20-year planning horizon. Plan goals, objectives, policies, and priorities will be reviewed by the MPO Technical and Policy Advisory Committees, by special committees (as appropriate), by the general public, and by the Bay-Lake Regional Planning Commission in the initial stages of the federally required four-year updates to the long-range transportation plan.

The process that the MPO will follow for the long-range transportation plan is summarized in the following section.

Draft Plan Chapters and Full Draft Plan

Draft plan chapters (as they are developed) as well as the full draft of the long-range transportation plan will be displayed on the MPO webpage on the Bay-Lake Regional Planning Commission website.

Analysis for Environmental Justice

Staff will determine how recommendations in the long-range transportation plan will affect minority and low-income populations through the use of U.S. Census block group data and the Bay-Lake Regional Planning Commission's GIS system. Specifically, environmental justice analysis in the context of the long-range transportation plan will:

- Identify census block groups with significant environmental justice (minority and/or low income) populations in the metropolitan planning area;
- Evaluate access to community services (health care, major schools, major retail centers, government, entertainment and recreation, special needs population centers, major employment centers, transportation hubs, and parks and open space) from and within these target block groups;
- Evaluate automobile and transit travel times from environmental justice target areas to major potential trip generators in the metropolitan planning area;
- Evaluate the impacts of recommended street and highway projects on environmental justice target areas; and
- Evaluate the economic, social, community and neighborhood impacts of the long-range transportation plan (including noise impacts, visual impacts and air quality impacts in general terms).

Maps that will typically be part of the environmental justice analysis section of the long-range transportation plan will include:

- Distribution of Environmental Justice Target Populations;
- Poverty Populations, Transit Routes and Destinations;
- Minority Populations, Transit Routes and Destinations;
- Poverty Population, Proposed Projects and Destinations;
- Minority Population, Proposed Projects and Destinations; and
- Traffic Analysis Zones (TAZs) Selected for Travel Time Analysis and Environmental Justice Target Areas.

All of the maps will focus on the Sheboygan metropolitan planning area. The MPO staff reserves the right to produce additional inset maps if they aid in visualizing environmental justice impacts of the long-range transportation plan.

Nominal Group Process

Staff will use a nominal group process to establish goals, objectives and standards/ policies for the long-range transportation plan with members of the Sheboygan MPO Technical and Policy Advisory Committees early in the planning process.

Sheboygan MPO Technical and Policy Advisory Committees

Staff will continue to utilize the Sheboygan MPO Technical and Policy Advisory Committees to develop and review the long-range transportation plan. The local news media will be notified of all MPO advisory committee meetings.

Specialized Advisory Committees/Task Forces

Staff will consider utilizing specialized advisory committees and/or task forces for certain elements of the long-range transportation planning process, including detailed transit planning.

Air Quality Conformity Assessments

MPO staff will consult with the following agencies with respect to the air quality conformity assessment conducted on the long-range transportation plan: Wisconsin Department of Transportation; Wisconsin Department of Natural Resources (Bureau of Air Management); Federal Highway Administration – Wisconsin Division; Federal Transit Administration Region 5 office; and the U.S. Environmental Protection Agency Region 5 office. Representatives of these agencies constitute the Transportation Conformity Work Group (TCWG) of the Sheboygan MPO. These agencies will have an opportunity to comment on the draft conformity assessment during a 30 day comment period that will normally run concurrently with the 30 day public comment period on the long-range transportation plan. MPO staff will meet with the TCWG upon request to review the draft conformity analysis; this meeting may occur on-site or via teleconference.

Members of the TCWG of the Sheboygan MPO typically are involved with the conformity analysis well in advance of its release for public review. For example, the Wisconsin Department of Natural Resources Bureau of Air Management staff provides MPO staff with emission factors used in the analysis, and provides considerable documentation as to how the emission factors

were developed that is included in the conformity analysis. In addition, Wisconsin Department of Transportation staff has assisted the MPO staff with travel demand forecast modeling used in the conformity analysis.

The public comment period on the conformity analysis runs concurrent with the public comment period on the long-range transportation plan.

In order to be more efficient, MPO staff will make every effort to conduct a simultaneous conformity analysis on the long-range transportation plan and its implementing Transportation Improvement Program (TIP).

Consulting Resource Agencies

To involve the resource agencies in an active exchange of information during the development of the Long-Range Transportation Plan, MPO staff will seek the agencies' input. MPO staff will invite representatives of the resource agencies to a meeting to evaluate the long-range transportation plan's preliminary draft recommendations and to discuss the development of mitigation strategies and policies.

A typical agenda for these meetings might be as follows:

- Introductions, Purpose, Expectations;
- Overview of the MPO Transportation Plan and Planning Process;
- New/Updated Environmental Resource Inventories and Plans;
- Major Planned Transportation Improvements and Potential Impacts; and
- Environmental Mitigation Policies.

This consultation will include a comparison of plans, maps, and inventories (as available) that the agencies and interested parties have agreed are essential for review. For purposes of the MPO transportation planning process, "consultation" is defined as "open discussions on what actions or issues affect the agencies or interested parties;" in such consultation, the views of the affected agencies or interested parties are carefully considered in the development of the affected planning document.

Resource agency representatives will receive a draft electronic copy of the long-range transportation plan and will be invited to submit comments during the plan's 30-day public review period. Resource agency representatives will also be invited to participate in the public hearing and in any other meetings held to provide input before the plan is approved.

Public Comment Period and Public Hearing

A public comment period (30 days) will be held on the final draft of the long-range transportation plan. A public hearing will be conducted on the draft long-range transportation plan during this public comment period; this public hearing is in addition to the public open house meetings identified above.

Documentation of Public Input on the Draft Long-Range Transportation Plan

Both the draft and final versions of the long-range transportation plan contain an appendix describing the public involvement stages included in the development of the document. Some of the narrative in this portion of the final long-range transportation plan is devoted to summarizing public comments on long-range transportation plan development along with MPO staff responses to these comments, including discussion on either (1) how the long-range transportation plan was modified in response to these comments, or (2) a rationale as to why the long-range transportation plan was not modified in response to the comments.

The MPO staff will maintain official documentation of materials related to the long-range transportation plan (including legal and other public notices, MPO Technical and Policy Advisory Committee structures, press releases, meeting attendee lists, and meeting summaries) on file and available to the public at the Bay-Lake Regional Planning Commission office for a period of seven (7) years.

Final Approval of Plan

Staff will present the draft long-range transportation plan to the Bay-Lake Regional Planning Commission or its Executive Committee for final approval. This meeting will be open to the public.

Final Display of Plan

The final long-range transportation plan, once approved, will be made available for permanent public review at the Mead Public Library in Sheboygan, at the Bay-Lake Regional Planning Commission office, and on the Sheboygan MPO webpage on the Bay-Lake Regional Planning Commission website.

Plan Amendments

Amendments to the Sheboygan Area Transportation Plan will be reviewed by the MPO Technical and Policy Advisory Committees. Final approval of plan amendments will be made by the Bay-Lake Regional Planning Commission after a 30-day public comment period and recommendation of approval by the MPO Technical and Policy Advisory Committees. Notice of proposed plan amendments will be provided through paid notice in one or more local newspapers, press releases to local news media in the Sheboygan area, and through posting of the notice and plan amendment on the Sheboygan MPO webpage on the Bay-Lake Regional Planning Commission website. Public notice will also be provided through social media, including the Bay-Lake Regional Planning Commission Facebook page and (more briefly) through Twitter.

A public hearing on the plan amendment will be held if the amendment involves an addition or deletion of a “regionally significant” project that adds or deletes capacity on the street and highway network, involves a change in the level of transit service in the area, or if the plan is being amended to conform with updated federal legislation and regulations. A public hearing on the plan amendment involving more minor modifications to the plan can be held upon request during the public comment period. All comments, the MPO staff response to the comments, and revisions to the plan amendment based on subject comments will be attached to the final plan amendment.

CONSULTATION REGARDING ENVIRONMENTAL MITIGATION

For the Long-Range Transportation Plan and Transportation Improvement Program

During the development of the long-range transportation plan and TIP, the MPO staff will consult with federal, state, and local agencies that are responsible for the following activities:

- Land use management
- Natural resources
- Environmental protection
- Conservation
- Historic preservation

The purpose of these consultation efforts is to identify potential conflicts between planned transportation projects and homes, businesses, neighborhoods, communities, parks, wetlands, and other human and natural resources and to identify effective methods of mitigating these impacts on an area-wide level.

Consultation Process Participants

The environmental consultation process will involve the following agencies (as appropriate):

- Federal Agencies:
 - » Federal Highway Administration – Wisconsin Division
 - » Federal Transit Administration – Region 5 Office
 - » U.S. Army Corps of Engineers – Regulatory Branch
 - » U.S. Coast Guard – Sheboygan Station
 - » U.S. Department of Agriculture – Natural Resource Conservation Service
 - » U.S. Environmental Protection Agency – Region 5 Office
 - » U.S. Fish and Wildlife Service
 - » National Park Service
- State Agencies:
 - » Wisconsin Department of Natural Resources (DNR) – Bureau of Air Management
 - » Wisconsin DNR – Bureau of Integrated Science Services
 - » Wisconsin DNR – Plymouth Service Center
 - » Wisconsin DNR – Northeast Region Office
 - » Wisconsin DNR – Southeast Region Office
 - » Wisconsin Department of Transportation (DOT) – Bureau of Planning and

Economic Development

- » Wisconsin DOT – Bureau of Technical Services
- » Wisconsin DOT – Northeast Region Office
- » Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) – Agricultural Impact Program
- » Wisconsin State Historical Society – State Historic Preservation Officer
- Local Agencies:
 - » This included Sheboygan County Planning and Conservation Department and representatives from each community within the Metropolitan Planning Area
- Other Entities:
 - » Native American nations with a history of settlement in the area; and
 - » Bay-Lake Regional Planning Commission

Consultation with Agencies and Officials Within the Metropolitan Planning Area

As the long-range transportation plan and TIP are developed, MPO staff will consult with agencies and officials who are responsible for other planning activities within the metropolitan planning area that are affected by transportation. These activities include state and local growth planning, economic development, environmental protection, airport operations and freight movement. The MPO will coordinate its planning process with these and other agencies to the maximum possible extent. In addition, the long-range transportation plan and TIP will be developed with the consideration of other related planning activities within the metropolitan planning area, and this process will provide for the design and delivery of transportation services that are provided by, recipients of assistance under Title 49 of the U.S. Code (Chapter 53) and governmental agencies and non-profit organizations that receive federal assistance from a source other than the U.S. Department of Transportation to provide non-emergency transportation services.

Other Planning Studies

Other major planning studies of the Sheboygan MPO (Transit Development Programs, subarea transportation plans, bicycle, and pedestrian transportation plans, etc.) will typically involve the following components:

Issue Identification

The issue identification element of Sheboygan MPO studies will be a cooperative effort between staff and some or all the following:

- The public (through public input meetings, public outreach at events, surveys, etc.)
- Professionals in various fields (planners, engineers, transit staff, educators, social service

providers, the business community, etc.)

- Chief elected officials and appointed board members (city mayors, village presidents, town chairpersons, county board chairpersons, or designees of these individuals, etc.)

The issue identification phase of MPO studies will usually involve the creation of a study review committee which will include citizens, professionals, and elected officials and/or appointed board members. These committees will typically meet within or near the area being studied at an accessible location, and staff will conduct as many committee meetings as possible at places that are served by Shoreline Metro.

Goals and Objectives

The goals and objectives of planning studies will typically be based on information collected during a nominal group exercise of the study review committee, and they will be presented to the study review committee at one or more meetings, as well as at public informational/input meetings concerning the planning study.

Alternatives and Policies

Alternatives and policies that are developed and recommended during planning studies will be presented to the study review committee and will also be presented to the public during one or more public informational/input meetings during the course of the planning study.

Draft Documents

After completing draft documents, the documents will be made available for public review after being sent to the study review committee for the planning study. A public informational/input meeting or public hearing will be held on the draft document. During this meeting or hearing, staff will use maps, Power Point presentations and other techniques to help participants to visualize the various projects being included in the planning study. The public will also be invited to attend presentations of the documents to the appointed and/or elected bodies that will adopt them. Public notice will also be provided through social media, including the Bay-Lake Regional Planning Commission Facebook page and (more briefly) through Twitter.

Outreach Efforts

In addition to the outreach efforts identified earlier in this plan, Sheboygan MPO staff will use some or all the following techniques during its planning studies:

- Presentation to professionals, citizens, and (where applicable) student organizations and groups.
- Press releases and meetings with local media representatives.
- Informal meetings with individuals and with small groups.
- Staff tables at public events (such as farmers' markets) to inform attendees regarding MPO activities and to obtain feedback from event participants.
- Interviews with people who are or could be affected by study recommendations.

- Telephone, electronic and on-board transit opinion surveys.
- Surveys and questionnaires concerning various transportation planning issues.
- Posting all public notices and planning documents on the Sheboygan MPO webpage of the Bay-Lake Regional Planning Commission website. Staff contact information (including address, telephone number, fax number and e-mail address) will also be provided on the Sheboygan MPO webpage of the Bay-Lake Regional Planning Commission website.
- Documents will be available for the public to view at five local information repositories, including the Mead Public Library, the Sheboygan Department of Planning and Development, the Shoreline Metro Transfer Point, Kohler Village Hall, and the City of Sheboygan Falls Municipal Building.
- Meeting announcements may be sent to individuals and groups on the MPO Public Participation Plan mailing list. Public meeting announcements concerning special studies will be sent to residents who are directly affected by the proposed planning activity.
- Use of social media to make the public aware of and gain feedback on draft planning documents.
- Use of various illustrative visualization techniques to gather feedback and convey information including but not limited to charts, graphs, maps and interactive maps and other available means on internet.

Additional outreach efforts will be used when appropriate. These additional efforts will be noted for possible future use during further public participation opportunities.

Documentation of Public Input on Other Planning Studies

Both the draft and final versions of other planning studies will contain a section describing the public involvement stages included in the development of the document. Some of the narrative in this section of the final planning study is devoted to summarizing public comments on planning study development along with MPO staff responses to these comments, including discussion on either (1) how the planning study was modified in response to these comments, or (2) a rationale as to why the planning study was not modified in response to the comments.

The MPO staff will maintain official documentation of materials related to other planning studies (including legal and other public notices, MPO Technical and Policy Advisory Committee structures, press releases, meeting attendee lists, and meeting summaries) on file and available to the public at the Bay-Lake Regional Planning Commission office for a period of seven (7) years.

Amendments

The Sheboygan MPO will ensure that the public has an opportunity to comment before its planning studies are amended by informing the public of proposed amendments, establishing a 30-day public review period, and by holding a public informational/input meeting or a public hearing on the amendment(s). The public will also be invited to attend any amendment approval meetings. Public notice will also be provided through social media, including the Bay-Lake Regional Planning Commission Facebook page and (more briefly) through Twitter.

Evaluation Criteria and Process

The Public Participation Plan will be reviewed and evaluated at least every four years (more frequently if warranted) and will be amended as necessary to reflect changes in federal legislation. The evaluation will consist of examination of the following information:

- Number of Public Notices (newspaper, website, etc.).
- List of locations where public notices are posted or published.
- Number and variety of opportunities for public involvement.
- Number of days from public notice announcement to planning activity (meeting, forum, open house, review of document, etc.).
- Number of days for public review and comment.
- Number of local newspaper stories.
- Number of public comments and suggestions.
- Number of citizens at public meetings.
- Number of individuals and groups on mailing list.
- Frequency and quality of feedback gained through social media.
- Number of locations where documents are placed for public review (Determine if they are centrally located places and the hours that they are open for business).
- Quality of comments received (i.e.: whether comments were original comments as opposed to mass produced comments or petitions, and whether they provide a rationale for their position as opposed to merely agreeing or disagreeing with a proposed recommendation).

Based on information received on the noted parameters, the MPO will determine if all possible resources are being used to involve the public and if these resources are being effectively used. Effectiveness is ultimately determined by how many citizens take the opportunity to make comments or suggestions or that come to public meetings.

APPENDIX A

Sheboygan MPO Technical and Policy Advisory Committee Members

Sheboygan Metropolitan Planning Organization Policy Advisory Committee

Vernon Koch, Chairperson*
Sheboygan County Board

Lyman “Skip” Theobald, Chairperson
Town of Sheboygan Falls

John Ehmann, Chairperson
Town of Wilson

Tom Holtan (for Daniel Hein, Chairperson)
Town of Sheboygan

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Village of Kohler

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Ryan Sorenson, Mayor
City of Sheboygan

Aaron Anger, Chairperson
Town of Mosel

Charles Born, Chairperson**
Town of Lima

Dale Wuestenhagen, President
Village of Howards Grove

George Marthenze, Chairperson
Town of Herman

Tom Buchholz, Director
WisDOT Northeast Region
Green Bay

*Indicates Committee Chair

**Indicates Committee Vice-Chair

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FTA Region 5
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Mike Kitzerow
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APPENDIX B

Comments Received on the 2024 Public Participation Plan for the Sheboygan MPO

A 30-day consultation period was provided to the public to receive input in the initial development process of the 2024 Public Participation Plan for Sheboygan MPO. A memorandum including a link to the previous (2020) Public Participation Plan Update was sent to the public participation mailing list on February 13, 2024, with requests that any comments be received by March 13, 2024. The initial draft 2024 Public Participation Plan was discussed at the March 7th joint MPO Technical and Policy Advisory Committee meeting.

There were two comments received, one from Wisconsin Department of Transportation (WisDOT) representative and one from Federal Highway (FHWA) representative. The WisDOT representative mentioned to acknowledge the updated FHWA/FTA Planning Emphasis Areas, which included Public Involvement, specifically Virtual Public Involvement (VPI) possibilities. The FHWA representative provided multiple comments referring to the new Bipartisan Infrastructure Law (BIL), including Metropolitan Planning Program and use of social media and other web-based tools to encourage public participation in transportation planning, addressing Housing Coordinating with the Metropolitan Planning Activities as well reviewing the various executive orders for addressing environmental justice in the planning process. The comments/suggestions were incorporated in the final 2024 Public Participation Plan. There were no other public comments received.

A 45-day public comment period regarding the final Draft 2024 Public Participation Plan for the Sheboygan MPO was held from May 6, 2024, through August 21, 2024. Copies of the revised draft plan were sent to the five public review locations in the Sheboygan area prior to May 6, 2024. Notice of the public comment period appeared in the May 6, 2024, edition of the Sheboygan Press. The public comment period was also publicized on the Bay-Lake Regional Planning Commission's Facebook page. In addition, the revised draft plan was posted on the Sheboygan MPO webpage of the Bay-Lake Regional Planning Commission website for review and comment. At the close of the public comment period, no comments were received.

Members of the Sheboygan MPO Technical and Policy Advisory Committees reviewed the draft plan at multiple Sheboygan MPO Technical and Policy Advisory Committee meetings, changes were made to the plan based on the comments and suggestions from the members. Finally, members of the MPO advisory committees reviewed the final draft 2024 Public Participation Plan and recommended approval of the document to the Bay-Lake Regional Planning Commission at their September 5, 2024, joint meeting.

SHEBOYGAN METROPOLITAN PLANNING AREA

2024 PUBLIC PARTICIPATION PLAN

PREPARED BY:

BAY-LAKE REGIONAL PLANNING COMMISSION

APPROVED:

SEPTEMBER 2024

