

2020 Public Participation Plan Update for the Green Bay Metropolitan Planning Organization

Brown County Planning Commission/Green Bay MPO

August 2020



Brown County Planning Commission

Green Bay MPO

2020 Public Participation Plan Update for the Green Bay Metropolitan Planning Organization

Green Bay MPO Planning Area Communities

City of Green Bay
City of De Pere
Village of Allouez
Village of Ashwaubenon
Village of Bellevue
Village of Hobart
Village of Howard
Village of Suamico (part)
Town of Glenmore (part)
Town of Green Bay (part)
Town of Lawrence (part)
Town of Ledgeview (part)
Town of Rockland (part)
Town of Scott (part)
Town of Little Suamico (part)

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U.S. Department
of Transportation
**Federal Highway
Administration**



U.S. Department
of Transportation
**Federal Transit
Administration**



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Summary of Abbreviations

BCPC – Brown County Planning Commission

CMP – Congestion Management Process

FAST Act – Fixing America’s Surface Transportation Act

FHWA – Federal Highway Administration

GIS – Geographic Information Systems

Green Bay Metro – The Green Bay Metropolitan Area’s public transit system

MPA – Metropolitan Planning Area

MPO – Metropolitan Planning Organization

PPP – Public Participation Plan

TCC – Transportation Coordinating Committee

TIP - Transportation Improvement Program

TMA – Transportation Management Area

UPWP – Unified Planning Work Program

WisDOT – Wisconsin Department of Transportation

WisDNR - Wisconsin Department of Natural Resources

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Introduction

The development of an MPO Public Participation Plan (PPP) is a federal requirement under 23 CFR 450.316 to enable and encourage citizens, affected public agencies, private entities, and other interested parties to be involved in the metropolitan transportation planning process. Green Bay MPO planning documents and studies cover the Green Bay Metropolitan Planning Area (Figure 1).

The PPP outlines how the Green Bay MPO will encourage interested parties to participate in the development of the MPO's:

Long-Range Transportation Plan

A federally-required document that includes short- and long-range strategies and actions that lead to the development of a multimodal transportation network within the MPO's Metropolitan Planning Area. LRTPs must address a planning horizon of at least 20 years, and be updated at least once every five years.

Public Participation Plan

A federally-required document that outlines how the MPO will encourage interested parties to participate in the development of the LRTP, TIP, Congestion Management Process (CMP), and other planning studies produced by the MPO. The PPP must be updated at least once every four years. The MPO reviews the document annually to determine if any revisions need to be made.

Transportation Improvement Program (TIP)

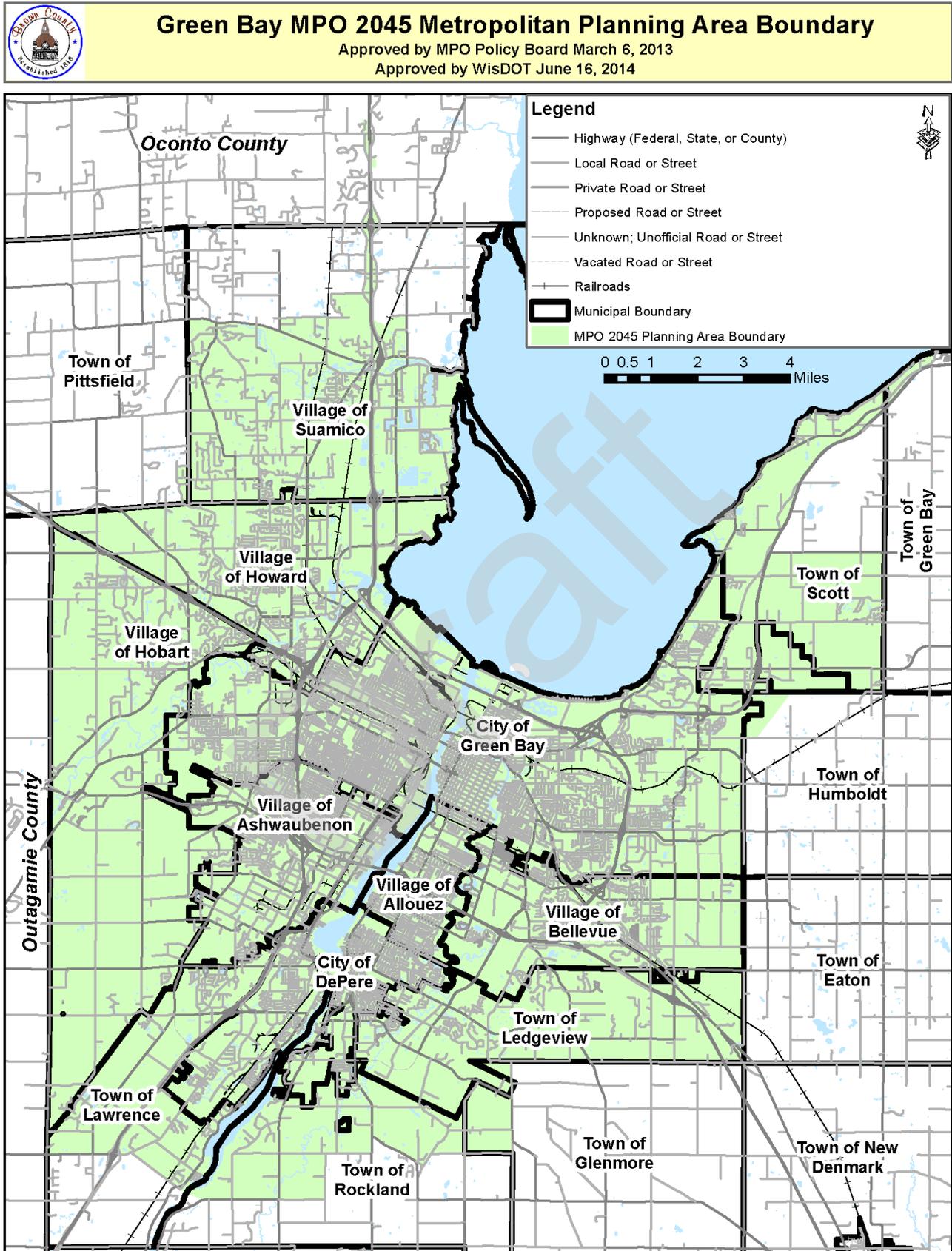
A federally-required document that consists of a program of transportation projects over a period of at least four years. Roadway, Transit, Bicycle/Pedestrian, and other transportation projects within the Green Bay Urbanized Area must be documented in the adopted TIP to be eligible for federal funding through the MPO. The Green Bay MPO's TIP document is updated annually.

Congestion Management Process (CMP)

A federally-required document for Transportation Management Areas (TMAs) with an urbanized population greater than 200,000 people that develops strategies to reduce the effects of congestion and improve the reliability of the transportation system within the MPA. This document must be updated once every five years.

The PPP also aims to engage interested parties in the development of other major MPO plans and studies. To engage interested parties in the development on the LRTP, TIP, and other major plans and studies, the PPP identifies the methods the MPO will use to inform interested parties of opportunities to participate and comment on the development of MPO plans, the methods the MPO will use to collect public input during the planning process, and the criteria that will be used to assess the effectiveness of the MPO's outreach and engagement methods.

Figure 1: Green Bay Metropolitan Planning Area & MPO Municipalities

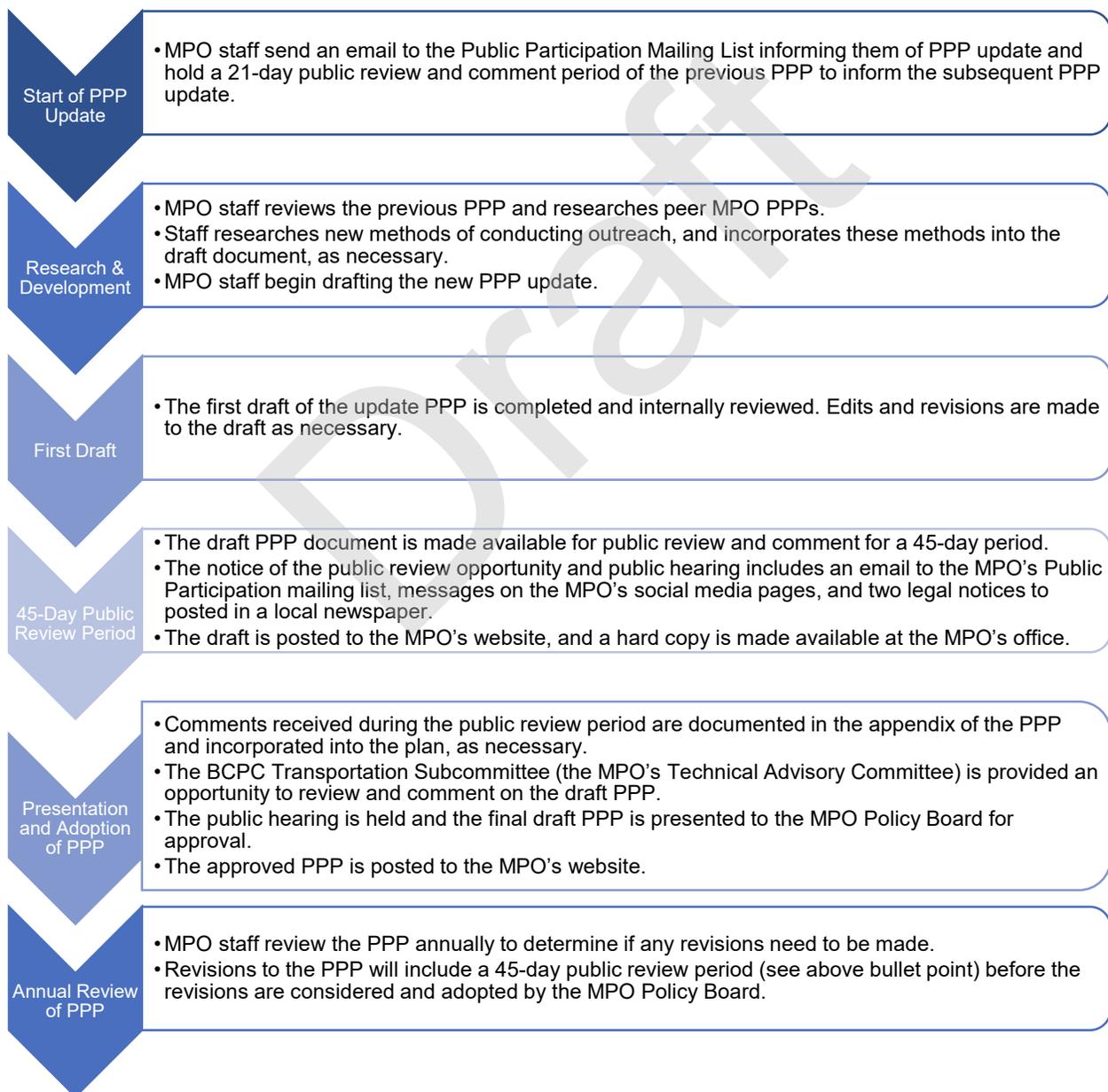


Public Participation Plan Development Process

The Green Bay MPO's Public Participation Plan and subsequent updates were developed in consultation with all interested parties. The parties are included in the MPO's contact list, and new contacts are added as other individuals and parties express interest in participating in the development of the PPP and other MPO planning documents. A copy of the email message informing interested parties of the PPP update is included in Appendix I of this document. A list of the interested parties is available at the Brown County Planning Commission/Green Bay MPO office.

Figure 2 below describes the process the MPO uses to update and make revisions to the PPP.

Figure 2: Public Participation Plan Development Process



Goal and Objectives of the Public Participation Plan

Plan Goal: To inform all Green Bay Metropolitan Area residents of the importance of developing a balanced multimodal transportation system, and encourage them to participate in the creation of this system.

Objectives

- Encourage meaningful stakeholder participation in the development all planning documents, programs, and activities provided by the MPO.
- Utilize a variety of methods to distribute notices and materials to metropolitan area residents and interested participates to inform them of opportunities to participate and comment in the development transportation plans, studies, and programming documents.
- Make MPO publications and other work products available at the Brown County Planning Commission office and on the MPO website.
- Enable and encourage all residents of the metropolitan area to conveniently participate in the development of transportation plans, studies, and programming documents by utilizing digital outreach methods such as surveys, interactive maps, and social media, and by holding as many meetings as possible at locations that are accessible and can be easily reached on foot, bicycle, or transit.
- Engage metropolitan area residents in the transportation planning process by informally meeting with them in their neighborhoods, businesses, schools, community centers, and other locations throughout the area.
- Continue to respond to questions and comments received during public input activities and public review periods in a timely manner.
- Continue to maintain the MPO's contact list database and ensure that the information is up-to-date.
- Encourage citizens and other stakeholders to become recurring participants in the MPO's planning process by encouraging participants in meetings, workshops, and other outreach events to join the MPO's Mailing List.
- Experiment with public participation and visioning techniques to identify effective methods of engaging all metropolitan area residents in the MPO's transportation planning process.
- Expand the use of virtual engagement techniques such as virtual town hall meetings, live polls, and online maps to complement in-person events and to engage a broader audience across the MPA.
- Develop a set of public engagement procedures for conducting meetings, public outreach events, and workshops virtually during periods of public emergencies when in-person interactions should be avoided.
- Use the evaluation criteria established in this plan to assess the effectiveness of the MPO's public engagement techniques.

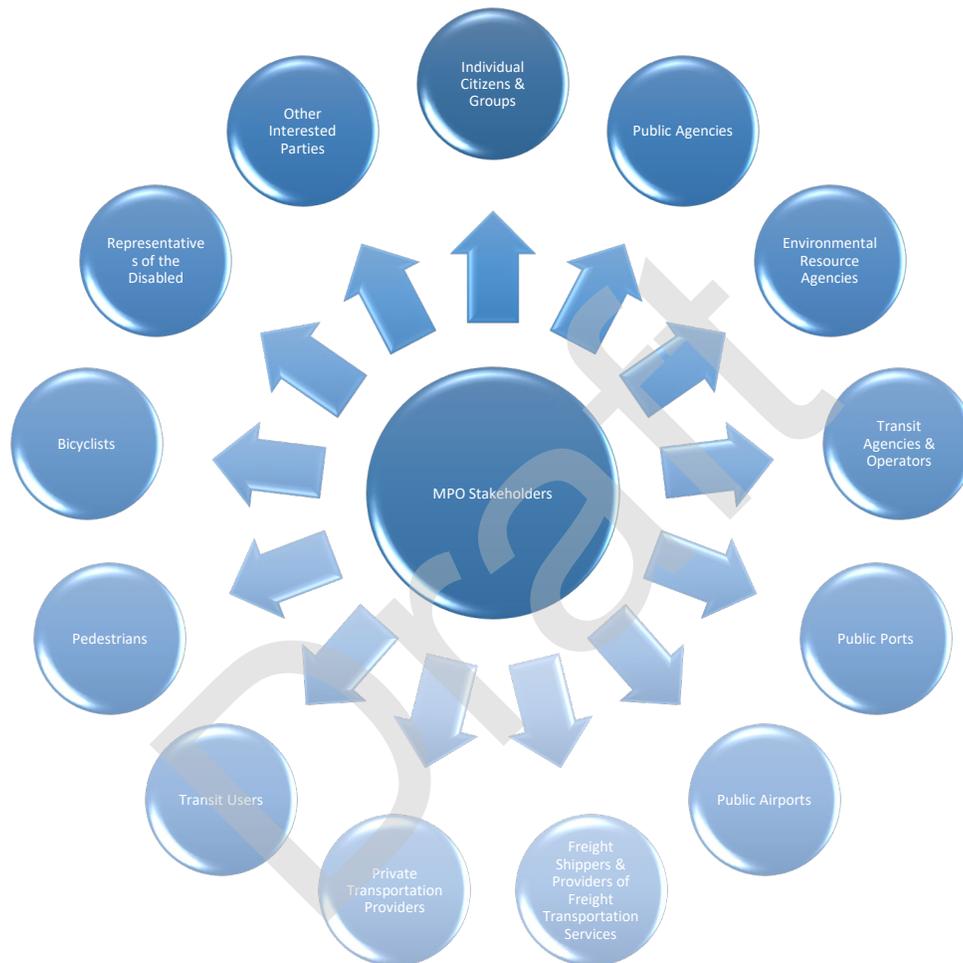
- Use the PPP in conjunction with the demographic analysis developed as part of the MPO's Title VI plan to determine if transportation projects will adversely affect minority and low-income populations, and to inform outreach efforts of those populations.
- Use the PPP in conjunction with the objectives in the MPO's 2020 ADA/Section 504 Transition Plan to remove accessibility barriers within the MPO's programs, services, and activities to ensure disabled populations are fully able to participate in the MPO's planning process.
- Continue to coordinate and combine public outreach efforts with Green Bay Metro, where possible, during the development of transit-related planning studies.
- Review the Public Participation Plan annually to determine if revisions are necessary.

Methods of achieving the MPO's Public Participation Plan goal and objectives are discussed throughout the rest of this document.

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Identification of Stakeholders

The MPO will use a variety of techniques to identify stakeholders for various MPO plans, studies, and programming documents. The MPO will engage various stakeholders identified in the graphic below, consistent with stakeholder groups outlined in 23 CFR 450.316(a), as appropriate. Some of the techniques that will be used to engage stakeholders are summarized in this section.



Citizens

Some of the techniques that have been used by staff to engage citizens in the planning process include direct and electronic mailings to households, newspaper and newsletter articles, telephone surveys, open house meetings, citizen committees, visioning sessions, and posters and other visuals placed throughout communities. The MPO also uses a variety of digital techniques such as Facebook, Twitter, and the MPO's website to make it convenient and easy for people to participate in the MPO's planning process. The MPO also uses online interactive mapping, surveys, and other digital techniques to engage citizens. The MPO will continue to use these techniques to encourage and engage citizens to participate in the transportation planning process. MPO staff will also experiment with other techniques to find out what methods work and do not work.

Minority and Low-Income Populations

In addition to the techniques identified in the previous section, MPO staff will use the following techniques to engage minority and low-income populations in the MPO's planning process:

- Use the demographic analysis in the MPO's Title VI plan to identify areas of minorities and low-income populations.
- Analyze minority and low-income populations by block group (ACS) or block (decennial census) to determine if transportation projects will adversely affect those populations.
- Work with minority leaders and advocacy groups.
- Conduct informal interviews.
- Work with area translators (within the MPO's budget) to provide information in non-English languages.
- Make "I Speak" cards available at the MPO office that allow non-English speakers to select from 34 languages and provide contact information to receive translator services.

Aging and Disabled Populations

The MPO will continue use the following methods to engage aging and disabled populations in the planning process and in the development of its plans and programs:

- Facilitating the Brown County Transportation Coordinating Committee (TCC) Meetings.
- Holding meetings, in-person outreach events, and public hearings at locations that are ADA-compliant and easily accessible by transit.
- Ensure that materials posted on the MPO's website can be easily accessed and used by disabled populations.
- Utilize digital tools such as interactive maps, surveys, and virtual meetings to encourage aging and disabled populations to participate and provide input in the MPO's planning process.

A more detailed description of the process the MPO will use to remove accessibility barriers for disabled populations to ensure their full participation in the MPO's planning process can be found in the MPO's ADA/Section 504 Transition Plan. The MPO's ADA/Section 504 Transition Plan is on the MPO's website: ([BCPC/Green Bay MPO ADA/Section 504 Transition Plan](#)).

Public and Transportation Agencies

MPO staff will involve the BCPC Transportation Subcommittee and other representatives of appropriate public and transportation agencies during the development of MPO transportation plans, studies, and documents.

Environmental Consultation and Mitigation Activities during the Development of the Long-Range Transportation Plan and Transportation Improvement Program (TIP)

During the development of the Long-Range Transportation Plan and TIP, the MPO will consult, as appropriate, with federal, state, local, and tribal agencies that are responsible for the following activities:

- Land Use Management
- Natural Resources
- Environmental Protection
- Conservation
- Historic Preservation
- Natural Disaster Risk Reduction and Response
- Stormwater Management

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

Environmental Consultation Process Participants

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

Federal Agencies

- U.S. Army Corps of Engineers
- U.S. Fish and Wildlife Service
- U.S. Coast Guard
- U.S. Environmental Protection Agency
- National Park Service
- Federal Emergency Management Agency (FEMA)

State Agencies

- Wisconsin Department of Natural Resources
- Wisconsin DOT Bureau of Aeronautics
- Wisconsin DOT Bureau of Technical Services, Environmental Services Section
- Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP)
- Wisconsin State Historical Society
- Wisconsin Department of Military Affairs – Division of Emergency Management

Local Agencies (within the Metropolitan Planning Area)

- Brown County Planning Commission
- Brown County Health Department
- Brown County Emergency Management
- Bay-Lake Regional Planning Commission
- City of Green Bay
- City of De Pere

- Village of Allouez
- Village of Ashwaubenon
- Village of Bellevue
- Village of Hobart
- Village of Howard
- Village of Suamico
- Town of Green Bay
- Town of Lawrence
- Town of Ledgeview
- Town of Little Suamico
- Town of Pittsfield
- Town of Rockland
- Town of Scott

Indian Tribes

- Oneida Tribe of Indians of Wisconsin

Consultation with Agencies and Officials within the Metropolitan Planning Area

As the long-range transportation plan and TIP are being developed, the MPO 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, travel and tourism, and freight movement. The MPO will also 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, U.S.C., Chapter 53. The only current recipient of this assistance in the Green Bay Metropolitan Planning Area is Green Bay Metro.
- Governmental agencies and non-profit organizations that receive federal assistance from a source other than the US Department of Transportation to provide non-emergency transportation services.
- Recipients of assistance under Title 23, U.S.C., Chapter 204 (the Federal Lands Highway Program).

Consultation with the Oneida Tribe of Indians of Wisconsin

The MPO will provide opportunities the Oneida Tribe of Indians to participate in the development of the long-range transportation plan and TIP. For the development of the long-range transportation plan, Oneida representatives will be invited to participate in the plan's initial discussion group meeting, serve on the plan's advisory committee, and participate during open house meetings, public hearings, and adoption meetings. For the TIP, Oneida representatives will be invited to review the draft document, be involved in the project ranking process as a member of the Brown County Planning Commission Transportation

Subcommittee (the MPO's Technical Advisory Committee), and participate in public hearing and adoption meetings.

Consultation with Federal Land Management Agencies

The MPO will involve federal land management agencies in the development of the long-range transportation plan and TIP as appropriate.

Consultation Process with Environmental Resource Agencies

MPO staff will involve environmental resource agencies at specific points during the development of the long-range transportation plan and TIP. The following section summarizes how these agencies will be involved at specific points during the development of each document.

Long-Range Transportation Plan

Participation in an MPO Plan Discussion Group Meeting.

The environmental resource agency representatives will be invited to participate in an MPO plan discussion group meeting with representatives of transportation, public health, travel and tourism, and other interests. This meeting will be designed to help staff identify and refine the plan's draft goals and objectives.

Technical Advisory Committee Participation and Attendance.

Environmental resource agency representatives will be invited to participate on a technical advisory committee that will be appointed at the beginning of the plan development process, and agency representatives who do not serve on the advisory committee will receive the draft sections and will be invited to attend the committee meetings to offer input to staff and the committee members.

Transportation Needs and Alternatives Meeting with Resource Agencies.

MPO staff will invite representatives of the environmental resource agencies to a meeting to evaluate the plan's draft transportation needs and alternatives and to discuss the development of mitigation strategies and policies. Environmental Resource Agency representatives will also be asked to attend advisory committee meetings to discuss the needs, alternatives, and mitigation strategies with the committee members.

Open House Meeting Invitations.

Environmental resource agency representatives will be invited to MPO long-range transportation plan open house meetings to provide input to MPO staff, advisory committee members, and others who are present at the meetings.

Public Review Period and Public Hearing Participation.

Environmental resource agency representatives will be invited to submit comments during the plan's 30-day public review period and to participate in the public hearing that will be held during the review period.

Plan Approval by the BCPC Transportation Subcommittee and Adoption by the BCPC Board of Directors (MPO Policy Board).

Environmental resource agency representatives will be invited to these meetings to provide input before the plan is adopted.

Transportation Improvement Program (TIP)

Resource Agency Project Review Meeting.

After MPO staff has collected the TIP project applications and has started to assemble the draft document, the environmental resource agency representatives will be invited to submit comments during the TIP's 30-day public review period and to participate in the public hearing that will be held during the review period.

TIP Approval by the BCPC Transportation Subcommittee and Adoption by the BCPC Board of Directors (MPO Policy Board).

Environmental resource agency representatives will be invited to these meetings to provide input before the TIP is adopted.

Long-Range Transportation Plan and TIP Amendments

MPO staff will invite the environmental resource agency representatives to participate in the long-range transportation plan and TIP amendment processes that are identified in the PPP.

Private Organizations and Businesses

MPO staff will ensure that private organizations and businesses that could be affected by MPO studies are aware of and involved in the studies. The MPO will inform organizations and businesses of studies that could affect them through mailings, phone calls, emails, and other direct contact methods as appropriate.

Planning Program Elements



Public Participation Plan

The MPO reviews the PPP annually to determine if revisions are necessary. If revisions do occur, the new draft will follow the process outlined for the PPP in Figure 2 (page 9). The revised draft will be made available for public review for 45 days, and be available both digitally and in hard copy formats.

A public hearing will also be held during the 45-day review period. The public hearing will be held in front of the BCPC Board of Directors during a BCPC meeting. The public hearing will be held at a location that is accessible for transit-dependent and disabled residents. Information about the public hearing will be distributed at least one week before the hearing occurs. Following the review period and public hearing, staff will present the revised document and the comments received during the public review period to the MPO's Policy Board for approval.

The comments received from interested parties during the 45-day review period and public meetings as well as staff responses to these comments will be included as an appendix in the PPP.

Congestion Management Process

A Congestion Management Process (CMP) is required for all urbanized areas whose population exceeds 200,000 people. The CMP reviews the performance of the transportation network, identifies areas of congestion, and includes strategies the MPO will use to address congestion across the Metropolitan Planning Area. This document must be updated, at a minimum, every 5 years, and should complement the LRTP by adhering to the objectives, strategies, and performance measures adopted in the LRTP.

The development of the CMP begins with a public outreach event, which includes an online interactive map that participants can use to identify and comment on specific areas where they are experiencing congestion. This information informs a subsequent analysis of congestion hot spots by MPO staff. MPO staff may also use strategies identified later in this document to collect additional stakeholder input to inform the development of the CMP.

Once a draft of the document has been completed and internally reviewed, the document is made available for a 30-day public review period. A notice of the public review period will be emailed to the MPO's Public Participation Mailing List and posted on the MPO's website and social media pages. Comments received during the public review period will be included as an appendix item in the final document. During the 30-day public review period, the BCPC Transportation Subcommittee will have an opportunity to review and comment on the draft document. A public hearing is then held for the draft CMP, and the draft CMP is presented to the BCPC Board of Directors for approval.

Unified Planning Work Program

The UPWP is a federally-required document that summarizes recent MPO planning activities, describes upcoming MPO projects, and outlines how federal, state, and local transportation funding will be spent on MPO activities. This document is and recommended for approval reviewed by the MPO's Transportation Subcommittee. The UPWP is approved by the MPO's policy board, and all meetings are open to the public, at locations that are easily accessible by transit. The approved UPWP is posted on the MPO's website.

Long-Range Transportation Plan

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

Online Interactive Map and Survey

At the beginning of the long-range transportation plan development process, MPO staff will develop an online interactive map and survey that can be easily accessed using a computer, tablet, smartphone, and other devices that provide access to the internet. The map will allow people to provide comments about specific locations in the Metropolitan Planning Area, and the survey will be an opportunity for people to provide information about issues that should be addressed in the long-range transportation plan.

Website

MPO staff will encourage people to visit the Brown County Planning Commission/Green Bay MPO website to obtain information about the MPO plan elements and provide input to the process. The MPO plan component of the website will be established at the beginning of the plan development process to allow people the chance to contribute immediately.

Public Open House Meetings

At least one public open house meeting will be held to present various sections of the plan. Meeting participants will also have the opportunity to discuss the recommendations with planning staff and advisory committee members to suggest modifications. During these meetings, staff will use maps, PowerPoint presentations, and other techniques to help participants visualize the various elements of the draft sections. These meetings will be publicized through the distribution of letters, emails, and/or postcards to interested parties and the posting of meeting information on the BCPC/MPO website and Facebook page. Meeting information will be distributed at least one week before the meetings occur.

Public Review Period and Public Hearing

Following the open house meeting(s) and the approval of the draft document by the technical advisory committee, a 30-day review period and a public hearing will be held to receive additional input from the public. The availability of the draft will be publicized through the publication of two notices in a local newspaper, the distribution of letters, emails, and/or postcards to interested parties, and the posting of a link to the document on the BCPC/MPO website and Facebook page. Information about the public hearings will be distributed at least one week before the hearings occur. The draft long-range transportation plan will be available for review in digital and hard copy formats. The hard copy will be available for review at the Brown County Planning Commission office.

The comments received from interested parties during the 30-day review period and public meetings as well as staff responses to these comments will be included in an appendix of the long-range transportation plan.

MPO Policy Board Adoption

Following the review period and public hearing, the draft plan will be presented to the BCPC Board of Directors. This meeting will also be open to the public, and the meeting will be publicized through the distribution of letters, emails, and/or postcards to interested parties and the posting of meeting information on the BCPC/MPO website and Facebook page. Meeting information will be distributed at least one week before the meetings occur.

MPO Long-Range Transportation Plan Amendments

The MPO will ensure that the public has an opportunity to comment before its long-range transportation plan is amended by informing the public of proposed amendments, establishing a 15-day public review period, and holding an open house/public hearing. The availability of draft amendments and the opportunity to comment on draft amendments will be publicized by placing one notice in a local newspaper. Interested parties will also be notified

through the distribution of letters, emails, and/or postcards, and the information will be posted on the BCPC/MPO website and Facebook page. The notice in a local newspaper will be published at the beginning of the 15-day public review period, and interested parties will be informed of the availability of draft amendments at the beginning of the 15-day review period. Draft long-range transportation plan amendments will be available for review at the Brown County Planning Commission office.

The comments received from interested parties during the 15-day review period and public meetings as well as staff responses to these comments will be included in an appendix of the amended long-range transportation plan.

Transportation Improvement Program

The Transportation Improvement Program (TIP) process will include the following steps:

1. MPO staff will distribute project applications in April to the urbanized area municipalities, Green Bay Metro, Brown County Public Works Department, WisDOT, and other potential applicants (e.g. Curative Connections and Forward Service Foundation).
2. MPO staff will collect the project applications in May and begin developing the TIP using the adopted TIP ranking criteria. MPO staff will also determine if any proposed projects will affect low-income populations using US Census block group data and the MPO's GIS system.
3. After MPO staff has collected the TIP project applications and has completed the draft document, environmental resource agency representatives will be invited to a meeting to evaluate the proposed projects and discuss methods of mitigating potentially negative environmental impacts.
4. After the draft TIP is finished, it will be released for a 30-day public review process in July or early August. MPO staff will inform interested parties of the draft TIP's availability by sending notices to the organizations on the MPO's PPP Mailing List and by publishing legal notices in a local newspaper at the beginning of and during the 30-day review process. The draft TIP will be available for review in digital and hard copy formats. The hard copy will be available for review at the Brown County Planning Commission office, and the digital document will be made available on the MPO's website and Facebook and Twitter page.
5. Near the end of the 30-day public review process, MPO staff will hold a public hearing in front of the BCPC Board of Directors at a location that can be reached using Green Bay Metro. This public hearing notice will also be sent to the MPO's PPP organizations and local newspapers at least one week before the hearing occurs.
6. Following the public hearing, the MPO's Transportation Subcommittee will meet to discuss the draft TIP and the comments received during the 30-day review period. Following this discussion, the Transportation Subcommittee will make a recommendation to the Brown County Planning Commission Board of Directors. This meeting will typically occur in September and will be open to the public, and interested parties will be notified of this meeting at least one week before the meeting occurs through postings on the BCPC/MPO website.

7. MPO staff will present the draft TIP to the Brown County Planning Commission Board of Directors for final approval. The draft TIP will typically be presented for approval at the Board's October meeting, and the meeting will be open to the public. Interested parties will be notified of this meeting at least one week before the meeting occurs through postings on the BCPC/MPO website and Facebook page and through the distribution of letters, emails, and/or postcards.

8. The comments received from interested parties during the 30-day review period and public meetings as well as staff responses to these comments will be included in an appendix of the TIP.

TIP Amendments

The following section summarizes the process the MPO will use for conducting public review periods for TIP amendments.

Expedited Project Selection Procedures

Because federal regulations acknowledge that changes occur as TIP projects advance through the project development process, the regulations include some flexibility that MPOs may choose to implement and manage their TIP amendment workloads. In September of 2014, the MPO was informed that it can use what are called Expedited Project Selection Procedures in certain situations to improve the efficiency of the TIP amendment process. According to the FHWA, the procedures that apply to the Green Bay MPO are as follows:

- The first year of the TIP continues an agreed-to list of projects for project selection purposes and no further project selection action is required by the MPO for WisDOT or Green Bay Metro to proceed with federal funding commitment.
- Projects from the second, third, or fourth year of the TIP can be advanced by WisDOT or Green Bay Metro for federal fund commitment without further project selection action by the MPO.

Concerning the federal funding sources identified for individual projects in the TIP, it is agreed that WisDOT may unilaterally interchange eligible FHWA funding program sources without necessitating an amendment, subject to the project selection authority federal regulations and state and local program procedures reserved for the state and the MPO, and subject to reconciliation.

To maintain accountability and fiscal constraint as changes occur during the implementation of the TIP, the MPO, WisDOT, and Green Bay Metro will monitor projects in the TIP and account for all significant changes in scheduled years and costs in a TIP amendment at the midpoint of the calendar year. This mid-year truing of the TIP project schedule accounts for changes that occurred in the TIP during the first half of the year.

In situations where these procedures are not applicable, the MPO will follow the TIP amendment procedures described below.

Major Amendments

A major TIP amendment will be necessary when a project is added or deleted from the approved TIP, when there is a major change in project cost, a major change in the initiation date for a project or project phase, a major change in the project design, scope or limits, or when the total federal share of a project is equal to or greater than the lesser of 10 percent of the annual program amount or \$1 million.

A major amendment will require the following steps:

1. MPO staff will begin the amendment process by releasing the proposed amendment for a 15-day public review period. Staff will inform the BCPC Transportation Subcommittee of the proposed amendment and request comments from the members. Staff will also inform the public of the proposed amendment by sending notices to the organizations on the MPO's PPP mailing list and by publishing two legal notices in a local newspaper at the beginning of and during the 15-day review period. Draft Major TIP Amendments will be available for review at the Brown County Planning Commission office, and the digital document will be available on the MPO's website and Facebook page.

2. At the end of the 15-day public review process, MPO staff will hold a public hearing in front of the BCPC Board of Directors at a location that can be reached using Green Bay Metro. The public hearing notice will be sent to the MPO's PPP mailing list and a local newspaper. Following the public hearing, the BCPC Board of Directors will take action on the amendment. However, if significant comments are received during the public hearing, the BCPC Board of Directors may postpone action on the amendment until its next meeting to allow the comments to be reviewed by the BCPC Transportation Subcommittee and the public.

The comments received from interested parties during the 15-day review period and public meetings as well as staff responses to these comments will be included in an appendix of the amended TIP.

Minor Amendments

Minor TIP amendments will be necessary when projects are added to the TIP that do not affect approved projects or projects that are within the TIP's first four years. Minor amendments will also be necessary when additional projects are added to existing grouped project categories (e.g. Highway Safety Improvement Program and Interstate Maintenance).

MPO staff will inform the BCPC Transportation Subcommittee and the agencies on the MPO's Public Participation Plan mailing list of proposed minor amendments by letter, postcard, and/or email, and the Transportation Subcommittee members and agencies on the mailing list will be asked to comment on the proposal. Draft minor TIP amendments will be available for review at the Brown County Planning Commission office, and the digital document will be available on the MPO's website and Facebook page.

Once the comments are received, staff will present the proposed amendment and the comments to the BCPC Board of Directors. The public will also have an opportunity to comment on the proposed minor amendment at the BCPC Board of Directors meeting prior

to the Board’s consideration of the amendment. Interested parties will be notified of this hearing/meeting at least one week before the meeting occurs through postings on the BCPC/MPO website and Facebook page and through the distribution of letters, emails, and/or postcards.

The comments received from interested parties and public meetings as well as staff responses to these comments will be included in an appendix of the amended TIP.

Administrative Modifications

Administrative (staff level) modifications to the TIP will be made when there are minor changes to a TIP project’s:

- Scope (type of work and project limits).
- Cost (less than 5 percent increase or decrease).
- Funding source(s).
- Implementation phase schedule.

Administrative modifications will occur under these circumstances provided that the changes do not trigger the demonstration of fiscal constraint.

BCPC staff will notify the BCPC Board of Directors, WisDOT, Federal Highway Administration (FHWA), and the Federal Transit Administration (FTA) after administrative modifications are made to the TIP.

Planning Studies

In addition to the MPO’s core functions and programs, the MPO also completes transportation projects in the following areas:



These projects are completed in collaboration with transit, local, state, and federal agencies. The extent of the public outreach and techniques used to involve the public are determined on a project-by-project basis.

Issue Identification

The Issue Identification element of the MPO’s studies will be a cooperative effort between staff and some or all of the following:

- The public (through neighborhood meetings, interactive online maps and surveys, transit surveys, etc.).

- Professionals in various fields (planners, engineers, transit managers, educators, social service providers, businesspeople, etc.).
- Elected officials and appointed board members (common council members, planning commission members, etc.).

The Issue Identification phase of MPO studies will usually involve the creation of an advisory committee comprised of citizens, professionals, elected officials, and/or appointed board members. These committees will typically meet within the area being studied (at a city hall or within a neighborhood, near a highway corridor, at the Green Bay Metro Transportation Center, etc.), and staff will hold as many meetings as possible at places that are served by Green Bay Metro. Participants and parties who have expressed interest in the studies will be notified of these meetings at least one week before the meetings occur through postings on the BCPC/MPO website and Facebook and Twitter pages and through the distribution of letters, emails, and/or postcards.

Goals and Objectives

The goals and objectives of studies will typically be based on the information collected during the Issue Identification phase, and they will be presented to advisory committees at public meetings when advisory committees are part of the process.

Alternatives and Policies

Alternatives and policies that are developed and recommended during planning studies will be presented to advisory committees at public meetings when these committees are a part of the process.

Draft Documents

After draft documents for studies are completed, the documents will be made available for public review after being sent to the advisory committees (if advisory committees exist). The public will also be invited to attend presentations of the documents to the appointed and/or elected bodies that will adopt them. Participants and parties who have expressed interest in the studies will be notified of these meetings at least one week before the meetings occur through postings on the BCPC/MPO website and Facebook page and through the distribution of letters, emails, and/or postcards. Draft documents will be available for review in digital and hard copy formats. The hard copy will be made available for review at the Brown County Planning Commission office, and the digital copy will be available on the MPO's website and Facebook page.

Amendments

The 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 15-day public review period, and holding an open house or public hearing. The public will also be invited to attend the amendment adoption meetings. Participants and parties who have expressed interest in the studies will be notified of these meetings at least one week before the meetings occur through postings on the BCPC/MPO website and Facebook page and

through the distribution of letters, emails, and/or postcards.

Engaging Stakeholders During Pandemics and Public Emergencies

The COVID-19 pandemic of 2020 created a unique circumstance globally, facilitating the need to adjust the methods used by the MPO to engage the public and various stakeholders. For years, the MPO has been increasing its digital presence; however, this effort accelerated as a result of the COVID-19 pandemic. This section summarizes the methods and procedures the MPO will use to ensure the public and various stakeholders are able to provide meaningful input and be involved at key decision points in the MPO's planning process during pandemics and other public emergencies when in-person meetings and events should or must be avoided.

Notification Procedure

The MPO will follow the notification process that has been outlined in previous sections of this document for virtual meetings and virtual public engagement events during the development of the LRTP, TIP, and other plans and studies. Virtual engagement techniques that the MPO may employ for these events can be found in the Virtual Engagement section of this document. Virtual meetings where MPO planning documents will be presented and considered for adoption will be done in accordance with Wisconsin statutes, §§ 19.81 to 19.98 to ensure compliance with open meeting requirements and procedures.

The MPO will notify stakeholders of virtual events by sending an email to the MPO's Mailing List. This notice will also be posted on the MPO's website and social media pages. This notice will also include the link, call-in number, and access code that interested parties can use to participate in the event.

Presentations, maps, and other materials presented during virtual meeting events will be posted to the MPO's website following the event.

Public Comment Periods Through the MPO's Website

As part of the MPO's virtual public engagement process, the MPO may conduct public comment periods through the MPO's website. This will include posting all materials and links to the MPO's website, along with providing an MPO staff contact for submitting comments. The notification process will include an email to the MPO's Mailing List and a post to the MPO's social media pages. The notice will also be included with all posted materials on the website.

Tools for Conducting Virtual Events

The tools that the MPO will use to conduct town hall meetings and other online events include:

- Digital software such as Cisco Webex.
- Webcam.
- Live polling features.

- Telephone/microphone connection.
- Strong Internet Connection (particularly when virtual events are being held outside of the MPO office).
- Presentation materials.

Because these tools may be used during a public engagement event, the MPO will incorporate chat box features and live polling when possible to engage and collect input from stakeholders.

Virtual engagement techniques will be used as a substitute for in-person meetings and events during pandemics and public emergencies. Additionally, the MPO will use virtual engagement strategies to complement other outreach techniques during the MPO's general planning process.

Draft

Figure 3: Summary of Public Meeting and Review Process for MPO Planning Documents

| | Public Review Period | Public Meeting/Hearing Notification | Notification Methods |
|--|--|-------------------------------------|--|
| Long-Range Transportation Plan | 30 Days | At least one week prior. | Email, Website, Social Media, Two Legal Notices. |
| L RTP Amendment | 15 Days | At least one week prior. | Email, Website, Social Media, Legal Notice. |
| Transportation Improvement Program (TIP) | 30 Days | At least one week prior. | Email, Website, Social Media, Two Legal Notices. |
| TIP Major Amendment | 15 Days | At least one week prior. | Email, Website, Social Media, Legal Notice. |
| TIP Minor Amendment | No public review period is required. | At least one week prior. | Email, Website, Social Media. |
| Unified Planning Work Program | Discussions and approval of the document are conducted at meetings which are open to the public. | | Website |
| Public Participation Plan | 45 Days | At least one week prior. | Email, Website, Social Media, Two Legal Notices. |
| Congestion Management Process | 30 Days | At least one week prior. | Email, Website, Social Media. |
| Major Planning Study Amendments | 15 Days | At least one week prior. | Email, Website, Social Media. |

Outreach Efforts

The MPO will use a balanced public engagement approach that allows all citizens regardless of age, mobility, or socio-economic status to meaningfully participate and contribute in the development of the MPO's plans, documents, and studies. The strategies the MPO will use are broken into three categories: Engagement and Outreach, Public Involvement, and Virtual Engagement.



Engagement and Outreach

Engagement and Outreach techniques serve as the strategies the MPO will use to inform and educate the public about MPO planning documents and processes, and how they can be involved and contribute in the development of these plans.

Engagement and Outreach Strategies

The engagement and outreach strategies the MPO will use include:

- Legal notices published in a local newspaper.
- Email notices sent to the MPO's Public Participation Mailing List informing them of opportunities to participate and comment on MPO planning documents and studies.
- Presentations to professional, citizen, and student organizations.
- Articles in community newsletters.
- Brochures informing stakeholders of participation opportunities and ways to be involved in the MPO's planning process.
- Press releases and meetings with local media representatives.
- Proactively engage environmental justice (EJ), Title VI, and other traditionally underserved groups by attending meetings and events hosted by those groups.
- Informal conversations with individuals and small groups.
- Interviews with people who are or could be affected by study recommendations.
- Presentations by experts on various transportation-related subjects.
- Green Bay Metro Rider Alerts that inform transit users of opportunities to participate in the development and review of transit plans and studies.
- Postings on the BCPC/Green Bay MPO Facebook Page and Twitter feed that inform the public of studies that are being developed, opportunities to participate in the development and review of studies, and schedules for the completion and approval of studies.
- Postings on Green Bay Metro's Facebook page that inform transit users of opportunities to participate in the development and review of transit plans and studies.

- Posting transportation-related studies and plans on the department’s website.
- “Story Maps” to inform and educate the public on the MPO’s planning documents and planning process. Story Maps will be developed at the conclusion of major planning projects.
- Facilitating the Brown County Transportation Coordinating Committee (TCC).



Public Involvement

Public Involvement techniques will serve as the strategies the MPO will use to directly involve the public in the development of the MPO’s plans, including collecting input from the public, and involving them at key decision points in the MPO’s planning process.

Public Involvement Strategies

The public involvement strategies the MPO will use include:

- On-board transit surveys.
- Charettes and open house meetings.
- Surveys and questionnaires concerning various planning issues.
- Three-dimensional diagrams, maps, visualizations, and animations to help people visualize transportation features and other improvements.
- Interviews with people who are or could be affected by study recommendations.
- Comment cards at open house meetings, visioning sessions, and focus groups.
- Scenario planning activities during open houses, steering committee, or visioning session meetings.
- Holding public hearings at convenient times and locations that are ADA-compliant and easily accessible by transit.
- Web-based surveys through platforms such as Survey Monkey and Survey 123.
- Online interactive maps that allow users to add points and provide comments on specific transportation issues or areas of concern.



Virtual Engagement

This section summarizes the virtual techniques the MPO will use to inform, educate, and collect input from the public, and involve citizens and public agencies at critical junctures of the MPO's planning process during pandemics and other public emergencies. These strategies will also be incorporated into the MPO's general planning process for plans, documents, and studies.

Virtual Engagement Strategies

- Virtual Town Hall Meetings/workshops.
- Teleconferencing/Videoconferencing between MPO staff and/or advisory committees, BCPC Transportation Subcommittee, and various stakeholders.
- Presentations educating the public on the MPO document or study being produced.
- Live polling.
- Using whiteboards, live chats, and other digital software capabilities to conduct visioning sessions with participants.
- Interactive online maps and web-based surveys.
- Pre-recording presentations and other content, and uploading the materials to the MPO's website for public review, along with an attached notice of opportunity for public comment.

The MPO will also use strategies outlined in the previous two sections to the extent they can be readily adapted for digital uses.

The MPO will also experiment with other techniques to determine the best methods of involving all segments of the metropolitan area population in the planning process.

Evaluation Criteria

The MPO will use the following evaluation criteria as appropriate for its public participation techniques:

| <u>Participation Techniques</u> | <u>Evaluation Criteria</u> | <u>Performance Goals</u> | <u>Methods of Meeting Goals</u> |
|--|--|--|--|
| Public Participation Plan. | None – required by federal transportation law. | N/A | MPO staff will review the PPP annually to determine if modifications are necessary. |
| Advisory Committees. | Attendance. | Average committee member meeting attendance of at least 66 percent during a planning effort. | Distribute committee materials before meetings. Establish consistent meeting schedules. Clearly communicate the role and expectations of advisory committee members. |
| Direct Mailings (letters, fliers, emails, postcards, etc.). | Completed flier surveys returned. Number of people reached by mailings. | Minimum of 1 percent of flier surveys returned or mailings reach at least 90 percent of those who are affected by a project. | Design the fliers and other mailings in ways that encourage people to open and read them. |
| BCPC/MPO Website. | Number of hits. | Minimum of 50 hits per month. | Advertise the site. Encourage people to obtain information from the site. Ensure that the website is up-to-date and users can easily find and access information. |
| Project-Specific Newsletter Articles. | Comments from project participants and others. | Minimum of 25 percent of meeting attendees indicate they saw newsletter article or the newsletter reaches at least 90 percent of people who are affected by a project. | Encourage publishers to place articles in prominent locations within newsletters. |

| <u>Participation Techniques</u> | <u>Evaluation Criteria</u> | <u>Performance Goals</u> | <u>Methods of Meeting Goals</u> |
|---|---|---|--|
| Open House Meetings. | Attendance. Comments from attendees. | Minimum of 1 percent of affected population attends during each project. | Schedule the meetings at convenient times and locations. Hold meetings at locations easily accessible by foot, bike, or transit. Request attendees sign a sign-in sheet. |
| Public Hearings. | None – required by Wisconsin Statutes and federal transportation law. | N/A | Schedule meetings at convenient times and at easily accessible locations. |
| Legal Advertisements. | None – required by the Wisconsin Statutes. | N/A | N/A |
| Presentations to Professional, Citizen, and Student Organizations. | Attendance. Comments from attendees. | The majority of comments indicate that presentations are clear and informative. | Feedback collected from participants. Use of graphics and visual aids to describe concepts. |
| Press Releases, Meetings with Local Media Representatives. | Publication and broadcasting of planning-related stories. | No standard. | Inform media representatives of planning issues, be available to answer questions, develop and maintain relationships with media representatives, etc. |
| Presentations by Experts on Transportation-Related Subjects. | Attendance. Comments from Attendees. | The majority of comments indicate that presentations are clear and informative. | Hold presentations at convenient times and easily accessible locations. Publicize the presentations thoroughly. |

| <u>Participation Techniques</u> | <u>Evaluation Criteria</u> | <u>Performance Goals</u> | <u>Methods of Meeting Goals</u> |
|---|--|---|---|
| Surveys (mailed). | Number of responses. | At least 25 percent of recipients return the surveys. | <p>Keep surveys short, and easy to understand and fill out.</p> <p>Include self-addressed stamped envelopes with the surveys.</p> <p>Offer incentives for returning the survey.</p> |
| Survey (transit patrons). | Number of responses. | At least 10 percent of average daily ridership. | <p>Keep surveys relatively short.</p> <p>Enlist drivers to distribute and collect surveys.</p> <p>Offer to help riders complete the survey.</p> |
| Social Media (Facebook & Twitter). | <p>Number of visits to Facebook page and number of Twitter followers.</p> <p>Number of “Likes” and followers to Facebook page and number of Twitter followers.</p> | <p>150 “Likes” and followers on Facebook by January 2022.</p> <p>200 twitter followers by January 2022.</p> | <p>Advertise the Facebook page and Twitter feed.</p> <p>Post/tweet information concisely, and include pictures, videos, and other engaging features when possible.</p> <p>Encourage people to “Like” the MPO’s Facebook Page, and to “Follow” the MPO’s Twitter Page.</p> |

| <u>Participation Techniques</u> | <u>Evaluation Criteria</u> | <u>Performance Goals</u> | <u>Methods of Meeting Goals</u> |
|--|---|---|--|
| Interactive Online Maps and Surveys. | Number of responses. | At least 1 percent of population area being studied. | <p>Make accessing the maps and completing the surveys as convenient as possible.</p> <p>Work with local media to inform people when they are available and how to access them.</p> <p>Create easy-to-use, visually engaging maps and surveys that encourage people to respond.</p> |
| Virtual Town Hall Meetings/Workshops. | <p>Number of participants.</p> <p>Feedback from attendees.</p> <p>MPO Staff de-briefings.</p> | <p>The majority of comments indicate that the tools are effective and easy to use.</p> <p>The majority of comments indicate that the virtual meetings/workshops are effective at educating the public on MPO plans and studies.</p> | <p>Provide materials in an easy to use and engaging format.</p> <p>Utilize virtual toolbox options such as polls and chats.</p> <p>Engage the public by providing a balanced mix of text, visuals, and other graphics.</p> <p>Encourage participants to submit feedback on the virtual event to inform future events.</p> <p>Test all equipment and conduct a staff run-through of the meeting prior to the meeting.</p> |
| Live Polling. | Number of responses. | All attendees selections are accounted for. | <p>Conduct test run of polling equipment prior to the event to ensure all equipment, tools, etc., are working properly.</p> |

Documentation

Availability of Planning Documents

Hard copies of documents prepared by the MPO will be available at the Brown County Planning Commission office, and electronic versions of the documents will be available on the Brown County Planning Commission website. Significant plans and studies will also be made available at public libraries and other public buildings in the metropolitan planning area.

Methods of Addressing Comments

The MPO will document comments, present them to decision-making bodies, modify the contents of the document as necessary, add the MPO's responses to the comments, and include the comments and responses in the appendices of planning products after they are approved and published. Comments received after studies and other planning products are completed and approved will be documented and referenced when amending or updating the planning products.

Responses to Information Requests and Comments

Information can be requested from MPO staff in person and by phone, fax, email, US mail, and through the MPO's Facebook page and Twitter feed. A small fee to cover the cost of printing or copying the information may be required.

Appendix I

2020 Public Participation Plan Update Request for Public Input

Date: January 28, 2020

RE: 2020 Update of the Green Bay MPO's Public Participation Plan

Dear Green Bay MPO Interested Parties:

A Metropolitan Planning Organization (MPO) is a federally-mandated transportation planning agency designated for all urbanized areas in the U.S. with a population of at least 50,000 people. The MPO is governed by a policy board that is composed of local elected officials and others who review and approve various work products and decide how federal transportation dollars for the metropolitan area will be spent. MPOs rely heavily on public input in the development of plans, studies, and policies that serve the transportation needs of the areas' residents.

In 2016, the Green Bay MPO developed a Public Participation Plan (PPP) document that summarizes the methods it will use to involve the public in the development of MPO planning documents, studies, and other products that address the area's transportation system. MPO staff will soon be reviewing and updating the 2016 document, and staff would like your input at the beginning of this process.

If you and/or representatives of your organization would like to review the Public Participation Plan, the document can be viewed by clicking on the following link:

[http://www.public.applications.co.brown.wi.us/plan/planningfolder/transpotation/PPP/GB%20MPO%20Public%20Participation%20Plan%20update%20for%202016%20\(approved\)%20-%20December%202016.pdf](http://www.public.applications.co.brown.wi.us/plan/planningfolder/transpotation/PPP/GB%20MPO%20Public%20Participation%20Plan%20update%20for%202016%20(approved)%20-%20December%202016.pdf)

If you choose to submit comments about the PPP document to MPO staff, please do so by February 17. Comments can be submitted to me by email at Karl.Mueller@browncountywi.gov or phone at (920) 448-6480.

Thank you.

Sincerely,

Karl Mueller

Transportation Planner 1/GIS

Brown County Planning Commission/Green Bay MPO

305 E. Walnut Street, Room 320

Green Bay, Wisconsin 54305

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Phone: (920) 448-4436

www.co.brown.wi.us/planning