

2014 Public Participation Plan Update for the Green Bay Metropolitan Planning Organization



Brown County Planning Commission/Green Bay MPO
January 7, 2015

Brown County Planning Commission Green Bay MPO

2014 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 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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Information in this report is subject to change based on the final disposition of the federal transportation reauthorization bill Moving Ahead for Progress in the 21st Century (MAP-21).

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Summary of Abbreviations	
BCPC.....	Brown County Planning Commission
FHWA.....	Federal Highway Administration
GIS.....	Geographic Information Systems
Green Bay Metro...	The Green Bay Metropolitan Area’s public transit system
MAP-21.....	Moving Ahead for Progress in the 21 st Century
MPO.....	Metropolitan Planning Organization
PPP.....	Public Participation Plan
SAFETEA-LU	Safe, Accountable, Flexible, Efficient, Transportation Equity Act – A Legacy for Users
TIP.....	Transportation Improvement Program
WisDOT.....	Wisconsin Department of Transportation
WisDNR.....	Wisconsin Department of Natural Resources

Introduction

The development of an MPO Public Participation Plan (PPP) is required by 23 CFR 450.316 to enable and encourage citizens, affected public agencies, and other interested parties to be involved in the metropolitan transportation planning process.

The Green Bay MPO's PPP aims to engage interested parties in the development of:

- **The MPO's Long-Range Transportation Plan**, which is a federally-required document that includes long- and short-range strategies and actions that lead to the development of an integrated multimodal transportation system within an MPO's Metropolitan Planning Area. All MPO Long-Range Transportation Plans must address a planning horizon of at least 20 years, and the Green Bay MPO's plan must be updated at least once every five years.
- **The MPO's Transportation Improvement Program (TIP)**, which is a federally-required document that contains a program of transportation projects over a period of at least four years. Proposed roadway, transit, bicycle/pedestrian, and other transportation projects within the Green Bay Urbanized Area must be included in an adopted TIP to be eligible for federal funding through the MPO. Although the minimum TIP period is four years, the Green Bay MPO's TIP includes projects for a five year period. The Green Bay MPO updates the TIP annually.

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 of the long-range transportation plan, TIP, and other major plans and studies, the PPP identifies when and how opportunities for participation will be provided, methods of informing interested parties of participation opportunities, and how the effectiveness of these methods will be assessed.

Public Participation Plan Development Process

The Green Bay MPO's original PPP and subsequent PPP updates (including this update) were developed in consultation with all interested parties. These parties are included in the MPO's PPP contact list, and this list continues to grow as additional parties show interest in participating in the development and/or review of the PPP and other MPO plans and studies.

To attempt to engage interested parties in the development of previous PPP updates, MPO staff informed the parties on the PPP contact list of the opportunity to participate in the PPP update process by letter. However, because this approach did not yield many comments during the update processes, MPO staff chose to inform interested parties of the opportunity to participate in the 2014 PPP update process electronically (via email). In addition to increasing the efficiency and cost-effectiveness of the MPO's notification process, informing interested parties electronically enabled them to read the message and easily forward it to others who may be interested. The email message that was received by the interested parties is included in Appendix 1 of this document, and the interested parties are listed in Appendix 2 and Appendix 3.

When the draft 2014 PPP update was completed, MPO staff developed a legal notice that was published twice in the Green Bay Press-Gazette. This notice informed the public of the PPP's 45-day public review and comment period and of a public hearing that will be conducted in front of the Brown County Planning Commission Board of Directors (MPO Policy Board). MPO staff also informed interested parties of the public review/comment period and public hearing via email, and the proposed PPP update was posted on the Brown County Planning Commission/Green Bay MPO website. The legal notice, email message to interested parties, and comments received from the public are included in Appendix 4.

The approved 2014 PPP update can be found in the Transportation section of the Brown County Planning Commission/Green Bay MPO website (www.co.brown.wi.us/Planning). The development of the 2014 PPP update was consistent with the MPO's PPP guidelines.

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 intermodal transportation system and encourage them to participate in the creation of this system.

Plan Objectives

- Encourage meaningful stakeholder involvement in the development of all plans, studies, programming documents, and other MPO planning processes.
- Distribute notices and other materials to metropolitan area residents to inform them of opportunities to participate in the development of transportation plans, studies, and programming documents.
- Make MPO publications and major work products available at the Brown County Planning Commission office and on the MPO's website.
- Enable all residents of the metropolitan area to participate in the development of transportation plans, studies, and programming documents by holding as many meetings as possible at sites that can be reached on foot, by bicycle, and by public transit.
- Engage metropolitan area residents in the transportation planning process by informally meeting with them in their neighborhoods, at their businesses, at their schools, at their community centers, and in other locations throughout the area.
- Maintain a database of Public Participation Plan contacts and ensure that the information in the database is up-to-date.
- Experiment with several public participation and visioning techniques to identify effective methods of engaging all metropolitan area residents in the transportation planning process.

- 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.

Identification of Stakeholders

The MPO will use a variety of techniques to identify stakeholders for various MPO plans, studies, and programming documents. Some of these techniques 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 within and near project areas, citizen committees, public visioning sessions, and posters and other visuals placed throughout communities. These and other techniques will continue to be used as appropriate to encourage people to participate in the MPO planning process, and staff will experiment with other techniques to determine what does and does not work.

Minority and Low-Income Populations

In addition to the techniques identified in the previous section, MPO staff will continue to use US Census block group data and GIS technology to identify concentrations of minority and low-income populations in the Green Bay Metropolitan Planning Area. This information will continue to be used to determine if proposed transportation projects will adversely affect these populations. MPO staff will also make additional efforts to engage minority and low-income residents by working with advocacy groups, conducting informal interviews, and continuing to work with area translators (within the MPO's budget) to provide information in non-English languages.

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 its plans, studies, and programming 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

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.

1. Consultation Process Participants

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

Federal Agencies

- US Army Corps of Engineers
- US Fish and Wildlife Service
- US Coast Guard
- US Environmental Protection Agency
- National Park Service

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

Local Agencies (within the Metropolitan Planning Area)

- Brown County Planning Commission
- Brown County Health Department
- 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

An agency list is included in Appendix 3 of the PPP.

2. 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, 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 Highways Program).

3. Consultation with the Oneida Tribe of Indians of Wisconsin

The MPO will involve the Oneida Tribe of Indians of Wisconsin in the development of the long-range transportation plan and TIP. For the long-range transportation plan, this consultation will include inviting tribal representatives to participate in the plan's initial discussion group meeting, serve on the plan's advisory committee, and participate in public hearings, open house meetings, and adoption meetings. For the TIP, this consultation will include inviting tribal representatives 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 hearings and adoption meetings.

4. 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.

5. Consultation Process with Environmental Resource Agencies

To involve the environmental resource agencies in an active exchange of information during the development of the long-range plan and TIP, MPO staff will seek the agencies' input at the following points during each process:

Long-Range 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, 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. As discussed above, 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 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 a meeting to evaluate the proposed projects and discuss methods of mitigating potentially negative environmental impacts.

Public review period and public hearing participation. 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 Plan and TIP Amendments

MPO staff will invite the environmental resource agency representatives to participate in the long-range 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 Green Bay MPO's Public Participation Plan will be reviewed annually by MPO staff to determine if revisions are necessary. If revisions occur, the draft of the new policy will be made available for public review for 45 days. The availability of the draft will be publicized through the publication of two notices in the Green Bay Press-Gazette, 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. The draft PPP 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.

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 at a time and location that are accessible to 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 BCPC Board of Directors (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 in an appendix of the PPP.

Long-Range Transportation Plans

The Green Bay MPO's Long-Range Transportation Plan preparation process evolved significantly after the Wisconsin Comprehensive Planning (Smart Growth) Law was enacted in 1999 and the communities within the MPO area began completing their own comprehensive plans at different times. This situation has proven to be challenging and rewarding for MPO staff, and it has enabled staff to offer a wide variety and significant number of public participation opportunities that were not offered during previous long range plan development processes.

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

Technical Advisory Committee

At the beginning of the MPO plan development process, the MPO policy board will appoint a technical advisory committee (TAC) that is comprised of representatives of federal, state, and local environmental and other agencies. The committee will also include citizen representatives. The committee will advise staff during the plan development process, review plan recommendations, discuss the plan elements with public meeting participants, and recommend a final draft of the plan to the MPO policy board. The public will be invited to attend each committee meeting as well, and 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. Meeting information will be distributed at least one week before the meetings occur.

Website

People will be encouraged 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

Once the plan is starting to take shape, 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 and 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. 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 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 the Green Bay Press-Gazette, 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. Information about 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. Meeting information will be distributed at least one week before the meetings occur.

MPO 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 public will also be invited to attend the amendment adoption meetings. The availability of draft amendments and the opportunity to comment on draft amendments will be publicized by placing one notice in the Green Bay Press-Gazette. 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. The notice in the Green Bay Press-Gazette 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 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 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:

- MPO staff will distribute project applications in April to the urbanized area municipalities, Green Bay Metro, Brown County Department of Public Works, WisDOT, and other potential applicants (e.g. Red Cross and Forward Service Foundation).
- 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 minority and low-income populations using US Census block group data and the MPO's GIS system.
- 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.
- 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 the Green Bay Press-Gazette 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.
- 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.
- 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 August 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.
- 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 September 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 the distribution of letters, emails, and/or postcards.

- 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

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 to 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 reserve for the state and the MPO, and subject to reconciliation.
- To maintain accountability and fiscal constraint as changes occur during 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 up of the TIP project schedule will account 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 that is approved for federal funds in the TIP is replaced by another project in the TIP's priority list, when a project is moved into the first four years of the TIP, 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:

- 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 the Green Bay Press-Gazette at the beginning of and during the 15-day review period. Draft Major TIP Amendments 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.
- 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 also be sent to the MPO's PPP organizations and the Green Bay Press-Gazette. 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 in digital and hard copy formats. The hard copy will be available for review at the Brown County Planning Commission office.

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 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 or 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 Federal Transit Administration (FTA) after administrative modifications are made to the TIP.

Planning Studies

The MPO's major planning studies will involve the following components as appropriate:

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, 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 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 a 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 completing draft documents, 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 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 available for review at the Brown County Planning Commission office.

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

Outreach Efforts

In addition to the outreach efforts identified earlier in this policy, MPO staff will use the following techniques as appropriate during its planning studies:

- Presentations to professional, citizen, and student organizations.
- Articles in community newsletters.
- Press releases and meetings with local media representatives.
- “Drop-in” meetings with business owners and others.
- 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.
- Telephone and on-board transit surveys.
- 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.
- Surveys and questionnaires concerning various planning issues.
- Posting transportation-related studies and plans on the department’s website.
- Three dimensional diagrams and animation to help people visualize transportation and other improvements.
- Facilitating the Brown County Transportation Coordinating Committee (TCC).

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 and Plan

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 MAP-21.	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 50 percent during a planning effort.	Distribute committee materials before meetings, establish consistent meeting schedules.
Direct Mailings (letters, fliers, emails, postcards, etc.).	Completed flier surveys returned, number of people reached by the mailings, etc.	Minimum 1 percent of flier surveys returned or mailings reach at least 90 percent of the people 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 50 hits per month.	Advertise the site, encourage people to obtain information from the site.
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.
Open House Meetings.	Attendance.	Minimum 1 percent of affected population attends during each project.	Schedule the meetings at convenient times and locations, hold additional meetings to attain the 1 percent goal.

<u>Participation Techniques</u>	<u>Evaluation Criteria</u>	<u>Performance Goals</u>	<u>Methods of Meeting Goals</u>
Public Hearings.	None – required by Wisconsin Statutes and MAP-21	N/A	Schedule meetings at convenient times and locations.
Legal Advertisements.	None – required by Wisconsin Statutes.	N/A	N/A
Presentations to Professional, Citizen, and Student Organizations.	Comments from participants.	Most comments indicate that presentations are clear and informative.	Use pictures and other visuals to demonstrate 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.	Most comments indicate that presentations are clear and informative.	Hold presentations at convenient times and locations, publicize the presentations thoroughly.
Surveys (mailed).	Number of responses.	At least 25 percent of recipients return the surveys.	Keep surveys relatively short, include self-addressed stamped envelopes with the surveys, offer other incentives for returning the surveys.
Surveys (telephone).	Number of responses.	At least 90 percent of target number.	Call at times when people are often home (evenings, weekends, etc.), keep surveys relatively short, inform people of importance of survey.

<u>Participation Techniques</u>	<u>Evaluation Criteria</u>	<u>Performance Goals</u>	<u>Methods of Meeting Goals</u>
Surveys (transit patrons).	Number of responses.	At least 10 percent of average daily ridership.	Keep surveys relatively short, enlist drivers to distribute and collect surveys, offer to help riders complete the surveys.
Social Media (Facebook & Twitter).	Number of visits to Facebook page and number of Twitter followers.	50 Facebook page visits per month, 200 twitter followers by January of 2016.	Advertise the Facebook page and Twitter feed. Also post/tweet information concisely and include pictures, videos, and other engaging features when possible.

These criteria will be reviewed and modified each year as necessary. If new techniques are tried and found to be successful between review periods, the list will be updated to include the new techniques.

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, and include the comments 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, and US mail. A small fee to cover the cost of printing or copying the information may be required.

Appendix 1: 2014 Public Participation Plan Update Request for Public Input

DATE: October 9, 2014

RE: Update of the Green Bay Metropolitan Planning Organization's 2013 Public Participation Plan

Dear Green Bay MPO Public Participation Process Organizations and Agencies:

A Metropolitan Planning Organization (MPO) is a federally-mandated transportation planning agency that is designated for every urbanized area in the United States that has at least 50,000 people. The board that governs an MPO is usually composed of local elected officials and others who review and approve various work products and decide how the federal transportation funds for the area will be spent. MPOs also rely heavily on public input to help them develop plans and policies that effectively serve the needs of their areas' residents.

In 2013, the Green Bay MPO updated its Public Participation Plan (PPP) that summarizes the methods it will use to involve the public when creating plans, studies, and other products that affect the area's transportation system. MPO staff will soon be reviewing and updating the 2013 PPP, and staff would like your input at the beginning of this process. If representatives of your organization would like to review and offer comments about the 2013 PPP, the plan can be viewed by clicking on the attached link. If you would like to receive a hard copy of the 2013 PPP, please contact me by phone at (920) 448-6480 or email at runge_cm@co.brown.wi.us.

If you choose to submit comments to MPO staff, please do so at the phone number or email address listed above before Friday, October 24, 2014. Thank you.

Sincerely,

Cole Runge
Principal Planner/MPO Director

Appendix 2: Public Participation Plan Mailing List

Company/Agency

Brown County Executive
Cerebral Palsy (CP) Center
Syble Hopp School
Brown County Human Services Department
Red Cross - Northeast Wisconsin Chapter
Aspiro
Oneida Nation
Brown County Aging & Disability Resource Center
Wisconsin Department of Transportation – NE Region Office
Wisconsin Department of Transportation – Central Office
Federal Transit Administration
Federal Highway Administration
Options for Independent Living
Brown County Planning Commission/MPO Policy Board (28 Members)
NEW Curative Rehabilitation
Brown County Public Works Department
Austin Straubel International Airport
Bay Lake Regional Planning Commission
Brown County Health Department
Escanaba Lake Superior Railroad
Green Bay Metro
Green Bay Transit Commission (7 Members)
Wisconsin Public Service
Brown County Homeless & Housing Coalition
MV Transportation
Elite Shuttle
Green Bay Yellow Cab
Lamers Bus Lines Inc
Kobussen Buses
Able Taxi and Tours LLC
A-1 Medi Mobile
American Shuttle
First Student, Inc
Bay Bus Shuttle LLC
Escort Limousine Service
Oneida Public Transit System
Brown County Central Library
City of De Pere
City of Green Bay
Town of Green Bay
Town of Ledgeview
Town of Lawrence
Town of Scott
Village of Allouez
Village of Ashwaubenon

Company/Agency

Village of Bellevue
Village of Hobart
Village of Howard
Village of Suamico
Town of Little Suamico
Oconto County Planning Zoning & Solid Waste
Oconto County Veterans Services
Oconto County Health & Human Services
Village of Pulaski
City of Green Bay Neighborhood Associations
Astor
Astor East River
Baird Creek
Bay Highlands
Colburn
Downtown
East Shore Drive
Fireman's Park
Fisk Addition
Fort Howard
Fritsch Park
Graceland
Joannes Park
John Muir Park
MacArthur Heights
Maple Arches
Marquette Park
Mather Heights
McAuliffe Park
Navarino
Nicolet Drive
Oak Grove
Olde North
Olde Norwood
Preble Park
Red Smith
Schmitt Park
Seymour Park
Starlite
Three Corners
Wilder Park
Woodside Heights
Imperial Pride
Lake Largo
Lombardi
North Baird
Northwest Railway Garden
Perkins Park Area
Tank Park

Company/Agency

Family and Childcare Center
Howe Neighborhood Family Resource Center
Forward Service Corporation
Salvation Army
Hispanic Community Resource Center
United Hmong Community Center
Volunteer Center
Multicultural Center of Greater Green Bay
3NProduction
Mason Manor
Green Bay Area Chamber of Commerce
Northeast WI Tech College (NWTC)
St Norbert College
UW-Green Bay
League of Women Voters
Fort Howard Apartments
WDUZ Radio
Green Bay Press-Gazette
US Army Corps of Engineers
US Fish and Wildlife Service
US Coast Guard
US Environmental Protection Agency - Region 5
National Park Service - Midwest Regional Office
Wisconsin DNR - Northeast Region
Wisconsin Bureau of Aeronautics
Wisconsin DATCP
Wisconsin Historical Society

Appendix 3: Environmental Consultation and Mitigation Agency Representatives

US Army Corps of Engineers USACE Green Bay Office	Wis. State Historical Society Madison Office	Village of Hobart Village Administrator
US Fish and Wildlife Service USFWS New Franken Office	Brown County Planning Executive Director	Village of Howard Village Administrator
US Coast Guard Ninth Coast Guard District	Brown County Health Dept. Health Director	Village of Suamico Public Works Director
US Environ. Protection Agency US EPA Region 5 Office	Bay-Lake RPC Executive Director	Town of Lawrence Town Clerk
National Park Service Regional Environmental Coordinator	City of Green Bay Public Works Director	Town of Ledgeview Town Administrator
Wisconsin Dept. of Nat. Resources WDNR Northeast Region Office	City of De Pere City Administrator	Town of Pittsfield Town Clerk
WisDOT Bureau of Aeronautics Airport Development Engineer	Village of Allouez Village Administrator	Town of Rockland Town Clerk
WisDOT Bureau of Equity and Environmental Services Bureau Chief	Village of Ashwaubenon Village Administrator	Town of Scott Town Clerk
Wisconsin DATCP Agricultural Impact Program	Village of Bellevue Village Administrator	Town of Green Bay Town Clerk
Town of Little Suamico Town Clerk	Oconto County County Administrator	Oneida Tribe of Indians Tribal Planner

Appendix 4: Legal Notice, Email Message to Interested Parties, and
Comments Received from Interested Parties and Public



STATE OF WISCONSIN
BROWN COUNTY

BROWN COUNTY PLANNING - LEGALS

305 E WALNUT ST STE 320
GREEN BAY WI 543015027



Alexandra Zakowski

Being duly sworn, doth depose and say that she/he is an authorized representative of the Green Bay Press Gazette, a newspaper Green Bay, Wisconsin, and that an advertisement of which the annexed is a true copy, taken from said paper, which was published therein on

Account Number: GWM-284368
Order Number: 0000158441
No. of Affidavits: 1
Total Ad Cost: \$100.29
Published Dates: 11/04/14, 11/18/14

NOTICE OF REQUEST FOR COMMENTS AND NOTICE OF PUBLIC HEARING CONCERNING THE DRAFT 2014 PUBLIC PARTICIPATION PLAN FOR THE GREEN BAY METROPOLITAN PLANNING ORGANIZATION (MPO)
All interested persons are invited to comment and are advised of a public hearing on the draft 2014 Public Participation Plan for the Green Bay Metropolitan Planning Organization (MPO). This document, which is an update of the plan adopted by the Brown County Planning Commission in 2013, identifies methods that will be used by the MPO to encourage people to participate in the development of significant transportation planning products.
Copies of the draft 2014 Public Participation Plan will be available at: Brown County Planning Commission Planning and Land Services Department 305 East Walnut Street, Room 320 Green Bay, WI 54301
The draft Public Participation Plan can also be viewed in the Transportation section of the Brown County Planning Commission's website (www.co.brown.wi.us/planning).
The public hearing will take place on: Wednesday, January 7, 2015 6:30 p.m.
Green Bay Metro Transportation Center 901 University Avenue Green Bay, WI 54302
The public review period for the Public Participation Plan will occur between November 4, 2014, and December 19, 2014.
Written comments should be mailed or emailed by December 19, 2014, to: Cole Runge, Principal Planner Brown County Planning Commission Planning and Land Services Department 305 East Walnut Street, Room 320 PO Box 23600 Green Bay, WI 54305-3600 runge_cm@co.brown.wi.us
Published by Sandy Juno County Clerk
RUN: November 4 & 18, 2014 WNAXLP

(Signed) Alexandra Zakowski (Date) 11/19/14
Legal Clerk



Signed and sworn before me

E. R.

My commission expires 5-28-18

BROWN COUNTY PLANNING - LEGALS
Re: Notice for request for comments

Dear Interested Party:

You are invited to comment and are advised of a public hearing on the draft 2014 Public Participation Plan for the Green Bay Metropolitan Planning Organization (MPO). This document, which is an update of the plan adopted by the Brown County Planning Commission/Green Bay MPO in 2013, identifies methods that will be used by the MPO to encourage people to participate in the development of significant transportation planning products.

A digital version of the draft 2014 Public Participation Plan can be viewed by clicking on the following link. When reviewing the digital version, please note that proposed additions to the plan are shown in **bold green** and that proposed deletions are shown in ~~red with strikethroughs~~.

[http://www.public.applications.co.brown.wi.us/plan/planningfolder/transpotation/Public%20Participati on%20Process%20update%20for%202014%20\(draft%20v1\)%20-%20October%202014.pdf](http://www.public.applications.co.brown.wi.us/plan/planningfolder/transpotation/Public%20Participati on%20Process%20update%20for%202014%20(draft%20v1)%20-%20October%202014.pdf)

If you would like to review a hard copy of the draft 2014 Public Participation Plan, copies are available for review at:

Brown County Planning Commission
Planning and Land Services Department
305 East Walnut Street, Room 320
Green Bay, WI 54301

The public review period for the draft 2014 Public Participation Plan will occur between November 4, 2014, and December 19, 2014.

If you would like to submit written comments about the draft 2014 Public Participation Plan, please mail or email your comments by December 19, 2014, to:

Cole Runge, Principal Planner/MPO Director
Brown County Planning Commission
Planning and Land Services Department
305 East Walnut Street, Room 320
PO Box 23600
Green Bay, WI 54305-3600
runge_cm@co.brown.wi.us

Following the review period, a public hearing regarding the draft 2014 Public Participation Plan will take place on:

Wednesday, January 7, 2015, at 6:30 p.m.
Green Bay Metro Transportation Center
901 University Avenue
Green Bay, WI 54302

Thank you for your interest in the Green Bay MPO.

Sincerely,

Cole Runge
Principal Planner/MPO Director
Brown County Planning Commission/Green Bay MPO
305 East Walnut Street, Room 320
PO Box 23600
Green Bay, WI 54305-3600
Phone: (920) 448-6480
Fax: (920) 448-4487
Web: www.co.brown.wi.us/planning



Comments on and revision suggestions for the 2013 PPP were requested from the interested parties on the MPO's PPP list between October 9 and October 24, 2014. No comments or revision suggestions for the PPP were received during this period.

A 45-day review period was held between November 4, 2014, and December 19, 2014. No comments regarding the draft 2014 PPP were received from interested parties or the public during the review period.

A public hearing was held before the BCPC Board of Directors on January 7, 2015. No comments regarding the draft 2014 PPP were received from interested parties or the public during the public hearing.

RESOLUTION NO. 2015-01

RESOLUTION OF THE BOARD OF DIRECTORS OF THE
BROWN COUNTY PLANNING COMMISSION
APPROVING THE 2014 PUBLIC PARTICIPATION PLAN UPDATE
FOR THE GREEN BAY METROPOLITAN PLANNING ORGANIZATION (MPO)

WHEREAS, the U.S. Department of Transportation requires the development of a Public Participation Plan (PPP) for all Metropolitan Planning Organizations (MPOs) in the United States; and

WHEREAS, in accordance with 23 CFR 450.334(a) the Green Bay MPO hereby certifies that the metropolitan transportation planning process is addressing major issues facing the metropolitan planning area and is being conducted in accordance with all applicable requirements of:

1. 23 U.S.C. 134 and 49 U.S.C. 5303, and this subpart;
2. Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d-1) and 49 CFR part 21;
3. 49 U.S.C. 5332, prohibiting discrimination on the basis of race, color, creed, national origin, sex, or age in employment or business opportunity;
4. Sections 1101(b) of the Moving Ahead for Progress in the 21st Century Act (MAP-21) (P.L. 112-141) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises in US DOT-funded projects;
5. 23 CFR part 230, regarding the implementation of an equal employment opportunity program on federal and federal-aid highway construction contracts;
6. The provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 *et seq.*) and 49 CFR Parts 27, 37, and 38;
7. The Older Americans Act, as amended (42 U.S.C 6101), prohibiting discrimination on the basis of age in programs or activities receiving federal financial assistance;
8. Section 324 of title 23, U.S.C. regarding the prohibition of discrimination based on gender; and
9. Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and 49 CFR 27 regarding discrimination against individuals with disabilities.

WHEREAS, an approved PPP is needed to obtain the federal and state funds that support each MPO's activities; and

WHEREAS, each MPO policy board must approve the MPO's PPP before submitting the program to the state and federal governments; and

WHEREAS, the Brown County Planning Commission is the designated MPO for the Green Bay Urbanized Area; and

WHEREAS, the Brown County Planning Commission Board of Directors is the Green Bay MPO's policy board.

THEREFORE, BE IT RESOLVED, that the Brown County Planning Commission Board of Directors approves the Green Bay MPO's 2014 Public Participation Plan Update.

BE IT FURTHER RESOLVED that the MPO planning process is compliant with the requirements of MAP-21 and that the Brown County Planning Commission certifies that the urban transportation planning process certification requirements of 23 CFR 450.114 (c) are satisfied.

Dated at Green Bay, Wisconsin, this 7th day of January 2015.

BROWN COUNTY PLANNING COMMISSION


Norbert Dantine, Jr., President

ATTEST:


Chuck Lamine, AICP, Planning Director