

## 11. COMMUNITY AND STAKEHOLDER ENGAGEMENT

The Master Plan Update included a robust program intended to ensure that the master planning process and conclusions benefited from the input of stakeholders, the public, and other interested parties. Elements of the engagement program included:

- **Project Webpage**—A webpage ([www.MKEupdate.com](http://www.MKEupdate.com)), linked to the Airport’s website, was developed as a mechanism for sharing project-related information with the public and stakeholders. The webpage provided an opportunity for viewers to comment on the Master Plan Update during the duration of the project.
- **Advisory Groups**—Two advisory groups were formed to provide specific opportunities to present detailed master planning information, materials, and conclusions; to engage committee members in discussions of the master planning analyses and intermediate conclusions; and to gather feedback and input from advisory committee participants. The advisory committees included:
  - **Stakeholder Advisory Group (SAG):** Participants in the SAG provided insight and guidance on the community perspective, sensitivities, and desires for the Airport’s long-term development, as well as elements of community interest and priority.
  - **Technical Advisory Group (TAG):** Participants in the TAG, having technical competence in areas relevant to aviation planning, provided input and insight on technical and operational issues and related elements that were addressed through the master planning process.
  - A total of 8 Advisory Committee meetings were convened, spanning the duration of the Master Plan Study. Typically, the SAG and TAG would meet separately but on the same day with common presentations discussed specifically with each advisory group. Specifically, meetings were held on the following dates:
    - December 4, 2018 (in-person)
    - June 27, 2019 (in-person)
    - November 18, 2019 (in-person)
    - September 25, 2020 (virtual webinar) – combined SAG and TAG presentation
    - December 2, 2021 (virtual webinar) – combined SAG and TAG presentation

While the first six meetings of the advisory groups were convened in-person at the Airport, meeting restrictions warranted by COVID-19 required that the final two advisory group meetings be convened virtually. Copies of presentations made to the SAG and TAG over the course of the project are included in **Appendix E**.

- **Public Information Workshops**—A total of four public information open houses were convened to provide updates to the public and related stakeholders. The public information open houses included milestone presentations of Master Plan Update conclusions and milestones, an opportunity for input and feedback, and interactions with the master planning team and Airport representative to discuss questions and issues of interest. Specifically, three meetings were held in-person on the following dates:
  - January 16, 2019 (Introduction of Master Plan Study, Data Collection Overview, Baseline Forecasts)
  - July 1, 2019 (High Growth Forecast Scenario and Facility Requirements)
  - January 22, 2020 (Master Plan Goals and Alternatives Analysis)

- A fourth public meeting occurred in a virtual format given that public gatherings and onsite meetings were limited by COVID-19-related restrictions. Consideration was also given to the potential for diminished public participation relating to pandemic-related concerns if the fourth meeting were held in-person. A dedicated webpage ([www.MKEplan.com](http://www.MKEplan.com)) was established to allow participants to access the master plan materials in a self-directed manner, beginning on September 14, 2021. Along with the Master Plan Update webpage, the public meeting site provided the viewer the opportunity to submit comments electronically. Comments were accepted through the dedicated public meeting site through October 10, 2021. After that date, while the virtual public meeting site remained available and functional, viewers interested in submitting comments were directed through an active link back to the Master Plan Update project webpage to comment.
- While an average of more than 180 persons attended each of the first three public meetings, the virtual-format fourth meeting generated more than 1,500 unique visits. Approximately 1,750 total site visits were made within the first three weeks that the public meeting site was active.
- Copies of materials available for review during the open houses over the course of the project are included in Appendix E as well as copies of the meeting advertisements and mailings.

In addition to the Advisory Group Meetings and public open houses, additional meetings were convened, and presentations made over the course of the Master Plan Update including tenant and airline presentations, as well as presentations made to the Milwaukee County Transportation, Public Works and Transit Committee in March 2020 and March 2022. Copies of these presentations are included in Appendix E.