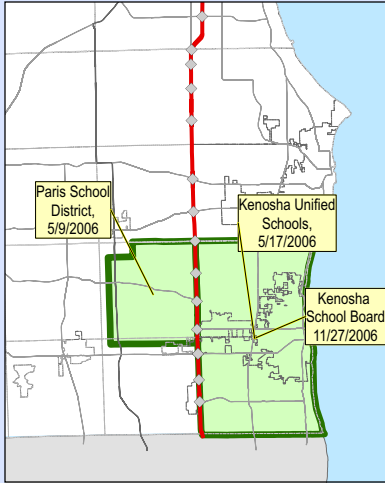


3.6. *Outreach*

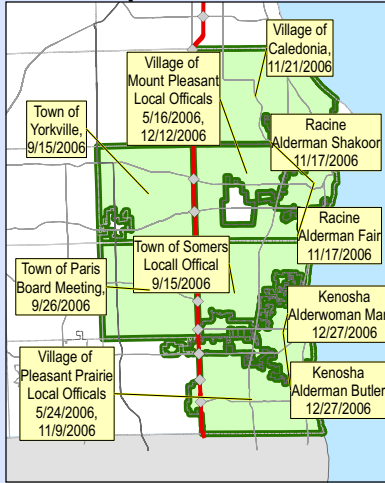
Maps showing outreach meetings have been created and will continue to be updated. These maps show:

- The location of site-specific community organization and business meetings
- The jurisdictions of state legislatures, county governments, municipal government, school districts and local organizations where meetings have been held with agency officials and/or elected officials.
- A list of meetings with regional organizations that have an interested in the entire corridor.

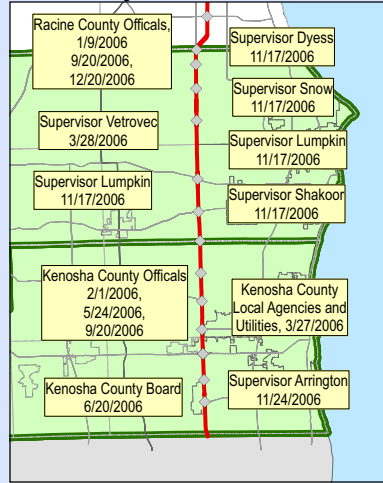
School Districts



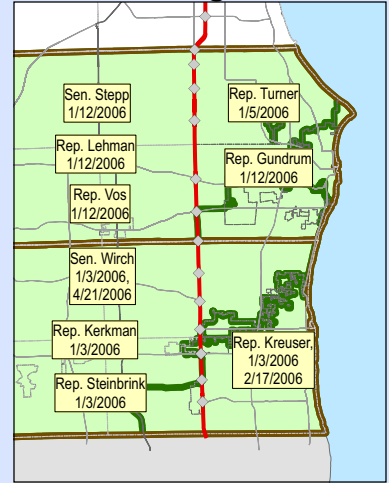
Municipal Government



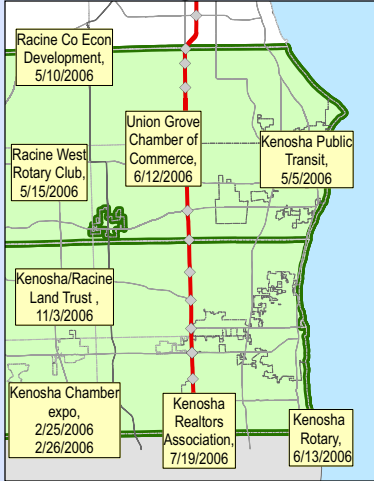
County Government



State Legislators



Local Organizations



Community Organizations and Businesses



Regional / Corridor Organizations

Early Risers Kiwanis, West Bend, 1/12/2006,
ACLU Wisconsin, 3/20/2006, 1/5/2007
 Public Policy Forum, 3/29/2006
Teamsters Local 200, 4/5/2006, 5/9/2006
 Minority labor interests, 4/8/2006
 Bicycle Federation of Wisconsin, 4/13/2006
 Building and Trades Council, 4/28/2006
 Sierra Club, 5/4/2006
 Goodwill of SE Wisconsin, 5/4/2006
 International Union of Operating Engineers, 5/9/2006
 African American Chamber, 5/9/2006
 Statewide groups, TDA, ACEC, WTBA, etc., 5/10/2006
 Laborers Local 113, 5/15/2006
 UMOS internal staff meeting, 6/30/2006
 Milw. North Shore Rotary Club, 8/7/2006
 State Patrol SE Region, 8/22/2006
 M&I Political Awareness Forum, 10/4/2006
 Judge Valerie Hill, 10/13/2006
 FHWA Interagency Environment Conference, 11/15/2006
 Mini Service Expo, 11/18/2006
 Institute of Transportation Engineers, 11/7/2006
American Society of Civil Engineers, 11/7/2006, 12/21/2006
 NAACP, 11/27/2006
 Engineers and Scientists of Milwaukee, 12/21/2006
 Engineer/Contractor Conference, 1/17/2007
 Context Sensitive Design Workshop, 1/25/2007

I-94 Corridor Outreach Meetings



U.S. Department of Transportation
 Federal Highway Administration

One to Two Meetings ✖
 Three or More Meetings ✨
 One to Two Environmental Justice Related Meetings ◆
 Three or More Environmental Justice Meetings ◆

3.7. Population Projections

Population projections for each of the major race / ethnic categories as reported by the Census Bureau are provided. Each Census has a slightly different definition of Hispanic and “Other Race”. In addition, until Census 2000, only one race category was allowed to be selected, starting in 2000, a person can provided multipable race categories. In order to provide the most consistent measure across the various census, the totals provided are for race, not Hispanic, or Hispanic of any race.

The sources used are as follows:

1980: U. of Wisconsin, Applied Population Lab (WisStat) using data from 1980 Census

1990: Census 1990, STF1, Table P10

2000: Census 2000, SF1, Table P8

2005: 2005 American Community Survey (Census Bureau), Table C03002

2010-2035: Based on methodology described below.

3.7.1. Population Projection Methodology

The procedure for performing minority population projections is a straight-line projection of past growth. It is based on the assumption that past population changes will be similar to future population changes. The formula also weights the more recent growth rates more so than growth rates longer ago. The formula is:

$$G = \left(\frac{(P2005 - P1980)}{25} + \frac{(P2005 - P1990)}{15} + \frac{(P2005 - P2000)}{5} \right) / 3$$

Where:

P is the minority or low-income population for the given year, with 2005 as the base year, and 1980, 1990 and 2000 being that year’s Census counts, and

G is the average annual growth

Thus the population in 2035 would be:

$$P2035 = P2000 + (35 \times G)$$

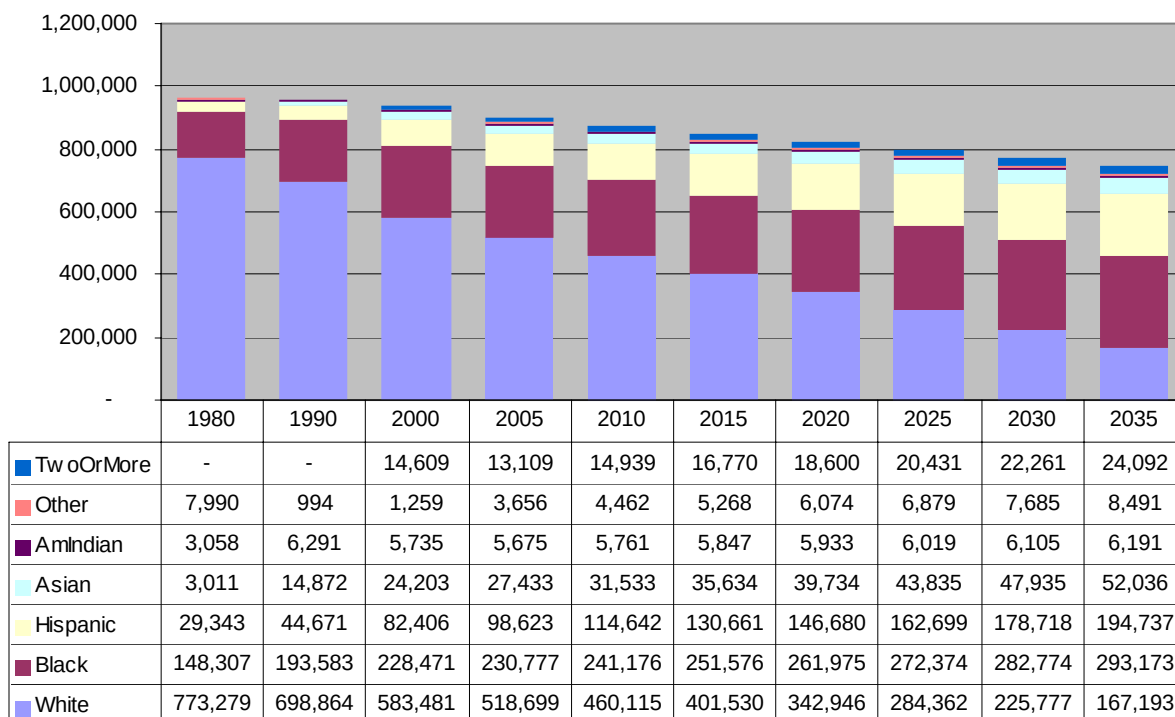
This formula is based on the methodology used by the Wis. Dept. of Administration in conducting population projections for municipalities as described in “Methodology for Developing Minor Civil Division Projections”,

http://www.doa.state.wi.us/docs_view2.asp?docid=1688. While this method is a basic extrapolation method, the DOA found the difference between the county population projection and the sum of the municipal projections were usually within five percentage points even though the DOA uses the more complicated age cohort component method for county population projections. Since the objective is to compare minority and low-income population projections with the general population projections, this simpler method is sufficient.

This method is applied to each county in the study area: Milwaukee, Racine and Kenosha.

I-94 North-South Corridor Environmental Justice Analysis

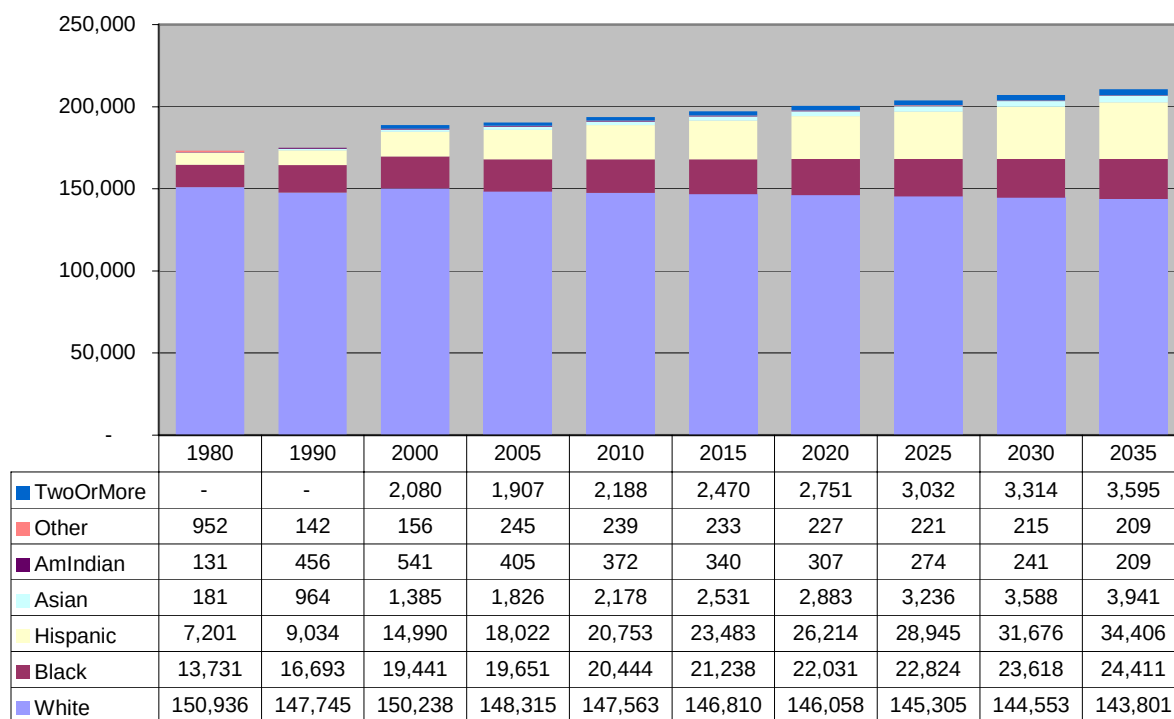
3.7.2. Milwaukee County



	Annual Change		Cumulative Change	
	Persons	Percent	Persons	Percent
Am.Indian	17	0.3%	516	9.1%
Asian	820	3.0%	24,603	89.7%
Black	2,080	0.9%	62,396	27.0%
Other Race	161	4.4%	4,835	132.3%
Hispanic	3,204	3.2%	96,114	97.5%
TwoOrMore	366	2.8%	10,983	83.8%
Minority	6,648	1.8%	199,447	52.6%
White	(11,717)	-2.3%	(351,506)	-67.8%
Total Population	(5,069)	-0.6%	(152,059)	-16.9%

I-94 North-South Corridor Environmental Justice Analysis

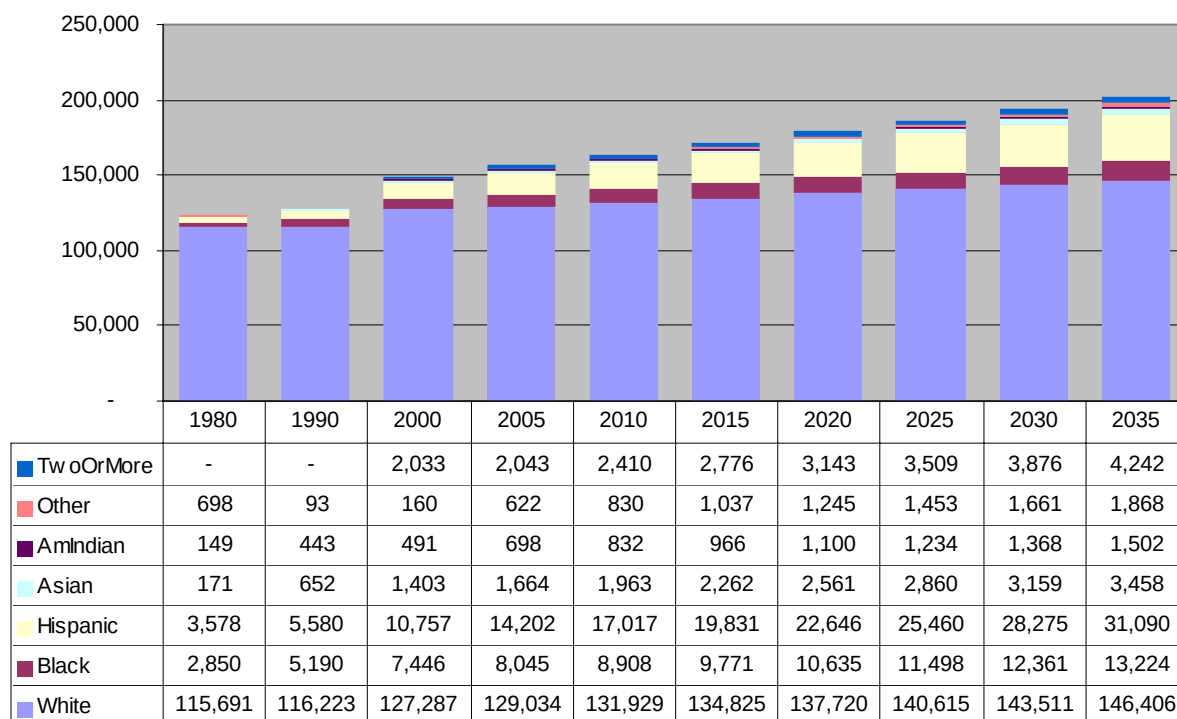
3.7.3. Racine County



	Annual Change		Cumulative Change	
	Persons	Percent	Persons	Percent
Am.Indian	(7)	-1.6%	(196)	-48.5%
Asian	70	3.9%	2,115	115.8%
Black	159	0.8%	4,760	24.2%
Other Race	(1)	-0.5%	(36)	-14.7%
Hispanic	546	3.0%	16,384	90.9%
TwoOrMore	56	3.0%	1,688	88.5%
Minority	824	2.0%	24,715	58.8%
White	(150)	-0.1%	(4,514)	-3.0%
Total Population	673	0.4%	20,191	10.6%

I-94 North-South Corridor Environmental Justice Analysis

3.7.4. Kenosha County



	Annual Change		Cumulative Change	
	Persons	Percent	Persons	Percent
Am.Indian	27	3.8%	804	115.1%
Asian	60	3.6%	1,794	107.8%
Black	173	2.1%	5,179	64.4%
Other Race	42	6.7%	1,246	200.4%
Hispanic	563	4.0%	16,888	118.9%
TwoOrMore	73	3.6%	2,199	107.6%
Minority	1,036	3.8%	31,088	114.0%
White	579	0.4%	17,372	13.5%
Total Population	1,516	1.0%	45,482	29.1%

4. Methodology

4.1. Census data

For Census 2000, the US Bureau of the Census released two levels data detail, Summary Files 1 and Summary File 3 (SF1 and SF3). There are data files published, but they are not used as often, and address a particular subject, or contain more detailed race breakdowns.

The data are available at several levels of geographical detail. The smallest, most detailed geographic level is the Census Block. A Census Block is the smallest unit of geography the Census publishes data. A Census Block is akin to a typical city block that is bounded by streets. The next geographic level is the Census Block Group. A Census Block Group is just that, a group of several Census Blocks. A typical Census Block will have a population around 3,000.

The SF1 data set is released at the Census Block level. However, only basic population count, sex, race, and age information are available at the Census Block level due to privacy concerns. Additional population and housing information is available at the Census Block Group and larger geographic levels. The SF1 data set is derived from the Census “Short Form” that includes the entire population.

The SF3 data set contains all information that is derived from the Census “Long Form” and contains much more detailed population and housing information, but is derived from a sample of the population. The SF3 data set is not available at the Census Block level. It is only available the Census Block Group and larger geographic levels.

The terminology, subjects, and categories used in this document are intended to use the same definitions as the Census. Thus the terms such as “Asian”, “family”, and “poverty” have the same meaning as that used by the Census.

4.1.1. SEWRPC Data

Data received from SEWRPC is from the Census SF1, Table P9 and Census SF3, Table P87 thru P93. SEWRPC then computed various percentages and indicators whether a particular Census Block or Block Group was above the southeast regional average. It should be noted that the race/ethnic population counts was taken from data indicating race alone or in combination with other races. These categories not mutually exclusive. Census 2000 permitted persons to indicate that they are more than one race. Thus a person who indicated that they have both white and black, will be included in both the white population count, and the black population count. For this reason the population obtained by summing all of the racial categories will most likely exceed the total population for any given area. Total minority population was calculated as the sum of all non-white race groups, plus Hispanics indicating their race as “White.”

4.2. Corridor Estimation Method

This project will use a land-use based methodology to calculate population estimates for the study area. This method provides the most accurate way to provide estimates of population demographics for the study corridor.

4.2.1. Study Areas and Census Geography

The Study Area is comprised of the area within 0.25 and 1.0 miles of I-94. It is not surprising the Census Blocks and Census Block Groups boundaries do not follow the Study Area boundaries. This leads to the problem of how to determine the population and population characteristics of the Study Area when the Study Area does not follow Census geographies. The graphic below illustrates this problem. The Census Block boundaries are gray, the Study Area boundaries are blue, and I-94 is red.

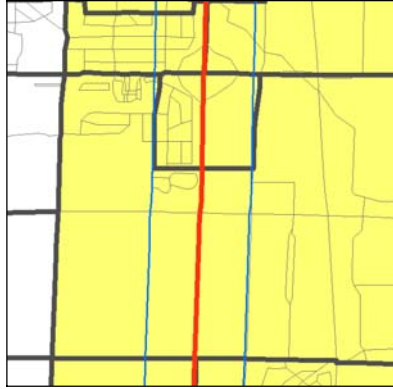


The simplest solution is to aggregate the Census data based on whether the center of the Census Block (or Block Group) is within the Study Area. While this works well for very large areas (such as tens of miles in width), it is not practical for smaller areas. The graphic below illustrates this problem. The Census Blocks that have their center within the Study Area are highlighted in yellow.



While the highlighted blocks roughly follow the Study Area boundaries, there are also areas that are completely missed. This even more noticeable when Census Block Group boundaries are used instead. The Census Block Group boundaries are the wide grey lines, while the Census Block boundaries are the narrow grey lines.

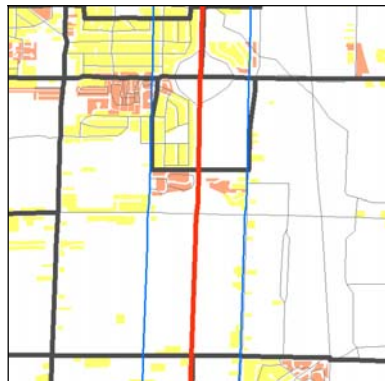
I-94 North-South Corridor Environmental Justice Analysis



Clearly the results would be skewed because large areas outside the Study Area would be counted.

Another method would be to determine the percentage of a Census Block's (or Block Group) area that is within the Study Area. This percentage would then be applied to the population count. For instance if a Block Group had 3000 persons, and 33% of the Block Group was in the Study Area, it would be estimated that 1000 persons are within the Study Area for that Block Group. However this approach has limitations. The area within the Study Area could be largely commercial or industrial, and thus have little resident population. The results would still be skewed. Because the Study Area is along a major transportation corridor, which often has adjacent non-residential uses, this would be a severe limitation for this study.

The method proposed is to incorporate land use into the calculation. The area of land designated as single-family residential, multi-family residential, and non-residential will be determined for each Census Block Group. The *SEWRPC Regional Land Use Inventory 2000* will be used as the land use source data. The graphic below illustrates the detail of this land use inventory. The yellow areas are single-family, the orange is multi-family, and non-residential is white.



The basically methodology is:

1. The population living in single-family residences, and multi-family residences for that Census Block Group will be determined (using SF3 Table H33).
2. The total area for each land-use within the Census Block is calculated.
3. A "density" rate will be computed for the single-family and multi-family areas in terms of population per area for each Census Block Group.
4. The next step would be to calculate the area of the single-family and multi-family for each Census Block Group that is within the Study Area.

I-94 North-South Corridor Environmental Justice Analysis

5. The final step is to apply the density rate to that area to calculate the estimated population within the Study Area.

The following is an example calculation:

- Step 1. Census Block Group 1 has 1000 persons in single-family residences and 300 in multi-family residences.
- Step 2. Using ArcGIS spatial analysis tools, it is determined that the *SEWRPC Regional Land Use Inventory* has 250 acres classified as single-family and 15 acres classified as multi-family within Census Block Group 1.
- Step 3. A Density rate is then computed:
$$\text{Single-Family} = 1000 \text{ persons} / 250 \text{ acres} = 4 \text{ persons per acre}$$
$$\text{Multi-Family} = 300 \text{ persons} / 15 \text{ acres} = 20 \text{ persons per acre}$$
- Step 4. Again using ArcGIS spatial analysis tools, it is determined that 50 acres classified as single-family and 10 acres classified as multi-family within Block Group 1 **and** the Study Area.
- Step 5. The estimated population within the Study Area and Block Group 1 is then calculated:
$$\text{Single-Family} = 50 \text{ acres} \times 4 \text{ person per acre} = 200 \text{ persons}$$
$$\text{Multi-Family} = 10 \text{ acres} \times 20 \text{ persons per acre} = 200 \text{ persons}$$
$$\text{Total} = 400 \text{ persons}$$

All four steps would then be repeated for each Census Block Group that is at least partially within the Study Area.

4.2.2. Estimating Population Characteristics

Once the base population for the each Block Group within the Study Area is computed, other population characteristics can be computed. This would be accomplished as a percentage of the total population for that Block Group.

Building on the previous example, we know that the total population for Block Group 1 is 1,300 (1000 in Single-family and 300 in multi-family), and that 400 persons are estimated in the Study Area. Let's say the total population below the poverty line in Block Group 1 is 45 persons. This would be 3.46% of the population of Block Group 1. We can then estimate that 13.8 persons within the study area are below the poverty line (400 persons x 3.46%).

Using the methods described, the population characteristics can be calculated for the entire corridor Study Area. All of the estimates that are based on Census data within this document are computed using this method.