

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION FOR 2012* FOR THE
SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Study for Criteria/Mechanisms	Target or Measurement	Status for 2012	Relationship to Target
<i>Goal Part 1: Ensure Early and Continuous Public Notification</i>				
* Central city, minority, and low-income group updates via personal letter, often with informational materials, and follow-up as appropriate	Such letters correspond to all major stages in relevant planning programs, notably transportation, otherwise routine updates are given	At least 2 updates per year to some 90 organization contacts; (subgroupings for local studies)	Update letters with personalized handwritten notes were sent regarding the <ol style="list-style-type: none"> 1. Regional Transportation Improvement Program: 2013-2016 2. Regional Housing Study preliminary recommended plan 3. Socio-economic Impact Analysis by UW-Milwaukee jointly with #2, announcing associated dual purpose public meetings. 	The target/measure was met.
* Paid advertisements for public meetings and/or planning program announcements in a variety of newspapers (dependent on number of planning programs active and their respective stages of planning)	Publication in newspapers of record for counties as appropriate, and minority-owned papers	Approximately 10 events or activities advertised per year, many with multiple ads	Paid advertisements for nine efforts, including placement within minority community newspapers, were purchased regarding the following Commission efforts: <ul style="list-style-type: none"> - Proposed Lake Parkway Extension (STH 794); - Regional Transportation Improvement Program: 2013-2016; - Regional Transportation System Planning Certification Review; - the Waukesha Metro Transit Development Plan (2) 	The target/measure was practically met. Important to the applicable continuous notification subgoal, the presence of information regarding Commission planning efforts in purchased newspaper ads was regular throughout 2012, and complemented and reinforced other means of communication outlined in this summary report.

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			<ul style="list-style-type: none"> - Regional Housing Study preliminary recommended plan and Socio-economic Impact Analysis by UW-Milwaukee, announcing associated public meetings; and - Three meetings of the Commission's Environmental Justice Task Force. 	
<p>* Website hits to be monitored numerically and for trends; website comments also monitored for trends</p>	<p>Researched recent SEWRPC website use patterns; monitored use changes and comments</p>	<p>Increase hits by 5 percent</p>	<ul style="list-style-type: none"> - SEWRPC website hits for January-December 2012 were 48.4 thousand, compared with 26.9 thousand during May-December 2010, an increase of 80.0 percent during these periods. 	<p>The target/measure was greatly exceeded. Though attributing this large increase to one particular factor would be difficult, this is an encouraging outcome following the website redesign for increased attractiveness and user-friendliness during 2010.</p>
<p><i>Goal Part 2: Provide Meaningful Information</i></p>				
<p>* Briefings, presentations, or other meetings with groups representing environmental justice interests</p>	<p>In-person contacts with group directors, boards, clientele, membership, or other parties</p>	<p>Reach at least 100 groups, totaling at least 200 meetings annually (includes primary contacts and key partners)</p>	<p>375 individual meetings were conducted with a total of over 200 groups and organizations during 2012.</p>	<p>The target/measure meetings and group numbers were greatly exceeded, helping to provide the early and continuous public notification desired.</p>
<p>* SEWRPC Newsletter development and distribution, intended to share information and maintain continuity</p>	<p>Newsletter published and distributed to interested parties and contacts</p>	<p>At least 2 issues per year</p>	<p>Four SEWRPC Newsletter issues were produced and distributed during 2012.</p>	<p>The target/measure was exceeded. Although Newsletter issues are typically quite different from one another, these publications and their dissemination helped provide the desired information sharing and continuity for and with the public.</p>

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* Summary publications including brochures to help shorten and simplify newsletter content and other planning material, or to introduce programs or basic concepts	Publications are developed and used, matching needs	At least 3 products per year	Six summary publications were developed and used in 2012, two for the Regional Housing Study. Many, but not all, such efforts began with a longer newsletter and resulted in a condensed brochure or a short flyer.	The target/measure was exceeded. For the Housing Study, a brochure shortened and simplified the Newsletter content; and a one-sheet flyer or bulletin further shortened and simplified the brochure content. This provided multiple “tools” for differing audience and event needs, and fulfilled a recommendation of the Commission’s Environmental Justice Task Force.
Formal meetings with representatives from the primary organizational contacts identified by SEWRPC and its Environmental Justice Task Force	Written summary of key concerns and suggestions; follow-up contacts; and involvement in joint activities	At least 2 direct contacts with each of some 28 primary organizations per year, totaling at least 60 meetings	An average of three direct contacts involving in-person meetings were conducted with each of the 28 primary organizations during 2012. In some cases, as many as 10 meetings were conducted with an organization, for a total of 75 meetings for the year.	The target/measure was exceeded by approximately 50 percent for primary organizations contacted, and 25 percent for planned total number of meetings conducted.
<i>Goal Part 3: Obtain Participation and Input</i>				
* Public informational meetings held at each major stage of planning efforts	Numbers and locations of meetings are appropriate to the planning study/program; meetings are held in each appropriate county, including central cities	One or more meetings or series of meetings each year, regardless of planning activity	Nine public meetings were held under the Regional Housing Study, generally one per county, with two additional such meetings held in the City of Milwaukee at minority neighborhood center locations. All meeting sites (with the exception of the meeting in Walworth County) were accessible by public transit and fully ADA compliant. Importantly, the Regional Transit Plan element	The target/measure was exceeded, due in part to the regional meetings held for the Housing Study.

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			of the Regional Transportation System Plan was displayed and discussed as an important determinant of Job/Housing imbalances which exist in portions of the Region. Public transit is thereby seen as a means to bridge accessibility gaps between low-income and/or unemployed populations and major employers or economic activity centers in Southeastern Wisconsin.	
* Nontraditional public outreach techniques used in addition to the more traditional efforts noted above	SEWRPC exhibits at festivals, fairs, neighborhood events and/or similar activities	Approximately 3-4 times per year	Displays during 2012 were placed at the: <ul style="list-style-type: none"> - Urban Economic Development Association annual summit event; - Granville-Brown Deer Chamber VISION series reception and luncheon; and the - Milwaukee County Fair in association with Milwaukee County UW-Extension held during the annual Harvest Festival event taking place at Wisconsin State Fair Park. 	The target/measure was met using non-traditional techniques providing and outreach to general and sometimes hard-to-reach audiences.

* The years 2009 and 2010 will be considered a base period for formal monitoring and evaluation of annual activity.

2012 Evaluation Conclusion:

The year 2012 was an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2012 was also the first year for evaluation of targeted measures specified in the Commission's *Public Participation Plan* documents. In that regard, all targets/measures set forth were met or exceeded during the year, as planned. Importantly, all three parts of the Commission's Public Participation goal have thereby been addressed, namely: 1) ensure early and continuous public notification; 2) provide meaningful information; and, 3) obtain participation and input. Upon evaluation, the Commission's three-part goal for public participation was achieved for 2012, it remains relevant, and will stand as listed for future years.

A complete qualitative evaluation of public participation conducted during the Regional Housing Study provides, in a separate report document, additional insights and detail regarding public participation performance during recent years, including 2012. Additionally, the *Record of Public Comments* for the Regional Housing Study provides additional and complementary quantitative information.