

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION
FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2013**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2013	Relationship to Target
<i>Goal Part 1: Ensure Early and Continuous Public Notification</i>				
<p>* Central city, minority, and low-income group updates via personal letter, often with informational materials, and emails, and follow-up as appropriate</p>	<p>Such letters and emails correspond to all major stages in relevant planning programs, notably transportation. Additionally, routine updates are provided as part of organizational networking</p>	<p>At least 2 updates per year to as many as 90 organizational contacts (the number of organizations and recipients varies over time due to organizational and leadership changes)</p>	<p>Two letters with personalized, handwritten notes were distributed to 77 community organizations, and two emails were distributed to between 100 to 200 community-organization recipients throughout Southeastern Wisconsin. The initial letter and first email described VISION 2050 and offered opportunities to meet with the Commission and participate in the VISION 2050 process. Subsequent correspondence provided updates and offers to meet and participate. Letter enclosures and email links provided recipients with VISION 2050 materials.</p>	<p>The target/measure was greatly exceeded with the addition of the email list, which covers all seven counties in the Region.</p>

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* 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 activities advertised per year in multiple publications	32 paid ads were published in October, November, and December 2013 for the newspapers of record for the seven counties of Southeastern Wisconsin including <i>The Milwaukee Journal Sentinel</i> , and the minority newspapers <i>The Milwaukee Community Journal</i> , <i>Milwaukee Courier Star</i> , <i>Milwaukee Times</i> , and <i>El Conquistador</i> (Spanish and English), pertaining to the <i>Interim Review and Update of the Year 2035 Regional Transportation System Plan</i> and 14 VISION 2050 public workshops on land use and transportation system planning.	The target/measure was greatly exceeded. Newspaper ads helped to provide continuing notification of Commission activities and also complemented and reinforced additional means of communication outlined in this summary report.
* Website hits to be monitored numerically and for trends; website comments also monitored for content and any trends	Researched recent SEWRPC website use patterns and monitored changes for recent years	Increase Internet hits by 5 percent from 108,161	SEWRPC website hits for 2013 increased to 111, 678. In addition, the VISION 2050 website was launched in October 2013 and received 3,163 hits from Oct. 3 to Dec. 31, 2013, bringing the total number of hits for both sites to 114,841. VISION 2050 comments were included in VISION 2050 public comments. Other comments were distributed to the appropriate Commission division for inclusion in the comments regarding specific plans or for other follow-up.	The target/measure was exceeded, with an increase of 6.2 percent in website hits. Additional outreach related to Visioning Workshops and VISION 2050 ads and publications, as well as the launch of the online SEWRPC newsletter in 2014 (which includes direct links to the websites), are expected to increase Internet engagement further. All comments needing or requesting responses were answered by the appropriate Commission staff.

Goal Part 2: Provide Meaningful Information				
<p>* Briefings, presentations, or other meetings with groups representing environmental justice interests</p>	<p>Direct, in-person contacts with group directors, boards, clientele, members, or other parties</p>	<p>Reach at least 100 groups, totaling at least 200 meetings annually (includes primary contacts and key partners)</p>	<p>422 direct contacts were made with recurring contacts and 593 direct contacts were made with new contacts in 2013 (in addition to contacts made at SEWRPC public meetings). These activities included individual meetings, small group discussions, and events sponsored by the contact organization, such as annual dinners, conferences, and other specific initiatives.</p>	<p>The target/measures for meetings and group numbers were greatly exceeded, helping to provide meaningful and continuing notification and dialog, as well as to build long-term connections.</p>
<p>* SEWRPC publication development and distribution, intended to share information and maintain continuity. This includes newsletters and plan summary publications and brochures that summarize plan and report content, and other planning material, or introduce programs or basic concepts</p>	<p>Publications are developed and distributed according to audience needs and the publication of Commission reports and plans and public outreach efforts</p>	<p>At least 5 publications per year</p>	<p>Two VISION 2050 newsletter issues were published, distributed, and linked on the VISION 2015 website in 2013: the first announcing VISION 2050 and the second providing an update of VISION 2050. The newsletters were also published in Spanish.</p> <p>Four summary publications were developed and distributed in 2013 for the following projects:</p> <ul style="list-style-type: none"> – Regional Water Quality Management Plan Update – Regional Housing Plan – Racine County Public Transit Plan: Improvement alternatives Racine County Public Transit Plan: Recommended improvements 	<p>The target/measure was exceeded. Publications for different audiences and needs also fulfilled a recommendation of the Commission’s Environmental Justice Task Force.</p>

<p>Formal meetings with representatives from the primary organizational contacts identified by SEWRPC and its Environmental Justice Task Force</p>	<p>Written summary of key concerns and suggestions; follow-up contacts; and involvement in joint activities</p>	<p>At least 2 direct contacts with each of some 28 primary organizations per year, totaling at least 60 meetings</p>	<p>An average of three direct, personal contacts were made with 27 primary existing organizations during 2013, including:</p> <ul style="list-style-type: none"> – 39 individual efforts with primary organizations (several efforts involved more than one meeting) to engage in direct dialog about VISION 2050, transportation, housing, and other issues – Recurring, regularly scheduled (monthly, quarterly or irregularly scheduled) meetings involving 21 committees or ongoing initiatives – 15 annual recognition or informational events. 	<p>The target/measure was greatly exceeded, with primary organizations directly receiving VISION 2050 and other Commission information on a regular basis in a variety of situations and formats.</p>
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Goal Part 3: Obtain Participation and Input

<p>* Public informational meetings held at each major stage of planning efforts</p>	<p>Numbers and locations of meetings are appropriate to the planning study/program; meetings are held in each appropriate county, including central cities</p>	<p>One or more meetings or series of meetings each year, regardless of planning activity</p>	<p>45 noteworthy public meetings and presentations—33 for VISION 2050 and 12 to present the major findings of the Regional Housing Plan—were held throughout the Region to provide information about the Commission’s current major regional initiatives, in addition to numerous other efforts conducted by individual divisions and Commission staff.</p> <p>VISION 2050 Visioning Workshops included:</p> <ul style="list-style-type: none"> – 14 workshops with the general public (2 in each county) – 16 workshops with 	<p>The target/measure was greatly exceeded, as VISION 2050 and the Regional Housing Plan, in addition to other efforts that were not conducted across the entire Region, created multiple meaningful opportunities for outreach.</p>
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			community partners – 2 workshops with the City of Wauwatosa – 1 workshop with the Waukesha Environmental Action League. All major public meetings were accessible by public transit and ADA-compliant, with the exception of a location in Walworth County.	
* 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 with publications / handouts were provided at: – Urban Economic Development Association annual summit event; – Sustainability Summit; – Kenosha Expo; and – Tosa Green Summit	The target/measure was met using non-traditional techniques to provide outreach to general and sometimes hard-to-reach audiences.

2013 Evaluation Conclusion:

The year 2013 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2013 was the second year for evaluation of targeted measures specified in the Commission’s *Public Participation Plan* documents. In that regard, most targets/measures were exceeded. All three parts of the Commission’s Public Participation goal have thereby been addressed: 1) to ensure early and continuing public notification; 2) to provide meaningful information; and, 3) to obtain participation and input. Upon evaluation, the Commission’s goals for public participation were achieved for 2013 and will continue to be a priority.

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 2013. Additionally, the *Record of Public Comments* for the Regional Housing Study provides complementary quantitative information.