

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION
FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2014**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2014	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 emails, and follow-up as appropriate	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	At least two 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)	Three letters with personalized, handwritten notes were distributed to 77 community organizations, and one email was distributed to 200 community-organization recipients throughout Southeastern Wisconsin. The letters and email provided updates about VISION 2050 and offered opportunities to meet with the Commission and/or participate in the VISION 2050 process. Letter enclosures and email links provided recipients with VISION 2050 materials.	The target/measure was exceeded.
* 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 advertisements per year in multiple publications	Sixteen paid ads were published in fall 2014 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 seven VISION 2050 public workshops on land use and transportation system planning. Two news releases were sent to more than 35 reporters and editors announcing the public workshops and inviting people to attend.	The target/measure was 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.

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<p>* Website hits to be monitored numerically and for trends; website comments also monitored for content and any trends</p>	<p>Researched recent SEWRPC website use patterns and monitored changes for recent years</p>	<p>Increase www.sewrpc.org hits by 5 percent (the 2010 base was approximately 50,000)</p>	<p>SEWRPC website hits for 2014 included 109,279 hits on the main site and 5,487 hits on the VISION 2050 website, bringing the total number of hits for both sites to 114,766.</p> <p>VISION 2050 website 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.</p>	<p>The target/measure was met for 2014, as website hits were significantly above the base level. 2014 website hits were essentially equal to 2013 hits.</p> <p>All website comments needing or requesting responses were answered by the appropriate Commission staff.</p>

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<p>Goal Part 2: Provide Meaningful Information</p>				
<p>* Briefings, presentations, or other meetings with groups representing environmental justice and non-traditional groups and interests</p> <p>Activities include individual meetings, small group discussions, and events sponsored by the contact organization, such as annual dinners, conferences, and other specific initiatives.</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><i>Note: The reporting method for these activities was updated in 2014. Therefore, the metrics for 2014 cannot be precisely correlated with previous Public Participation Process Quantitative Evaluation data from previous years.</i></p>	<p>More than 600 direct contacts were made with community organizations – almost all of which serve low-income and minority populations and a small number of which serve primarily transportation and environmental interests – including more than 260 recurring contacts, more than 200 new contacts, and nearly 130 contacts with SEWRPC’s designated 2011-2014 Primary Organizations. (These contacts do not reflect SEWRPC public meeting contacts).</p> <p>In addition to the official eight VISION 2050 Visioning Workshops with community partners the Ethnically</p>	<p>The target/measures were greatly exceeded, helping to provide meaningful and continuing notification and dialog and build long-term connections.</p> <p>The increase in direct contacts can be attributed to the addition of a public involvement and outreach staff member plus other additional existing-staff hours</p>

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			<p>Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association, Urban League of Racine and Kenosha, and Common Ground, 17 presentations were provided by public outreach staff and other SEWRPC staff to:</p> <ol style="list-style-type: none"> 1. Avenues West Association 2. Five Points Neighborhood Association 3. Islamic Environmental Group of Wisconsin 4. Lincoln Park Friends 5. MetroGO transportation advocacy group 6. Milwaukee Area Refugee Consortium 7. Milwaukee Area Technical College Sustainability Committee 8. Milwaukee Downtown Business Improvement District 9. Milwaukee Professionals Association 10. National Black MBA Association Milwaukee Chapter 11. Racine Interfaith Council 12. Riverwest Neighborhood Association 13. Riverworks Development Corporation 14. Sherman Park Neighborhood Association 15. Southeast Wisconsin Division of Employment & Training-UMOS Migrant Seasonal Farm Workers Quarterly Meeting 	<p>assigned to outreach in 2014.</p>

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			16. Southeastern Wisconsin Domestic Violence Agency Directors 17. TEMPO Waukesha women's organization	
* 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	Publications are developed and distributed according to audience needs and the publication of Commission reports and plans and public outreach efforts	At least five publications per year	<p>Twelve VISION 2050 electronic newsletter issues were published, distributed, and linked on the VISION 2015 website throughout the year. One print VISION 2050 brochure was distributed and posted, in English and Spanish, in the fall. In addition, about 3,500 copies of the special publication <i>Guiding the Vision</i>—which describes the 15 VISION 2050 Guiding Statements—were distributed at Visioning Workshops, VISION 2050 task force meetings, and public outreach activities in the last four months of the year. 2,800 copies of <i>Guiding the Vision</i> were mailed to the SEWRPC mailing list, including environmental justice contacts.</p> <p>Two issues of the new print and electronic SEWRPC <i>Regional Planning News</i> newsletter were distributed in summer and fall and posted on the SEWRPC website. They included articles about VISION 2050 as well as information about current planning efforts and publications.</p> <p>Six summary publications were developed and distributed in 2014:</p> <ol style="list-style-type: none"> 1. <i>The Economy and Population of the Southeastern Wisconsin Region</i> 2. <i>Interim Review and Update of the</i> 	The target/measure was greatly exceeded. Publications for different audiences and needs also fulfilled a recommendation of the Commission's Environmental Justice Task Force.

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			<p><i>Year 2035 Regional Transportation System Plan</i></p> <p>3. <i>Regional Natural Areas Plan, Environmental Corridors, and Biodiversity Case Study</i></p> <p>4. <i>Root River Watershed Restoration Plan Executive Summary</i></p> <p>5. <i>Village of Mount Pleasant Park and Open Space Plan: 2035 Plan Summary</i></p> <p>6. <i>Year 2035 Regional Housing Plan for Southeastern Wisconsin Summary Brochure</i></p>	
<p>Formal meetings with representatives from the Primary Organization contacts identified by SEWRPC and its Environmental Justice Task Force.</p> <p>The list of Primary Organizations from the years 2011-2013 will be reviewed for updates in 2015.</p>	<p>Written summary of key concerns and suggestions; follow-up contacts; and involvement in joint activities</p>	<p>At least two direct contacts with each of some 28 Primary Organizations per year, totaling at least 60 meetings</p> <p><i>Note: The reporting method for these activities was updated in 2014. Therefore, the metrics for 2014 cannot be precisely correlated with Public Participation Process Quantitative Evaluation data from previous years.</i></p>	<p>An average of 4.5 direct, personal contacts were made with the Primary Organizations during 2014 to engage in direct dialog about VISION 2050, transportation, housing, and other issues, including:</p> <ul style="list-style-type: none"> - 128 total individual efforts with Primary Organizations - 104 total recurring contacts with eight Primary Organizations (a minimum of five contacts were made with each of these eight organizations) - 15 total contacts with seven Primary Organizations (a minimum of two contacts were made with each of these seven organizations) 	<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>Eighteen noteworthy region-wide public meetings and presentations—one series of 16 VISION 2050 Visioning Workshops and two different public meetings on transportation programs—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"> – Seven workshops with the general public (one in each county)* – Eight workshops with community partners representing minority, low-income, and community-interest audiences – One workshop with the City of Wauwatosa. <p>New in 2014 was the addition of 10 VISION 2050 taskforces. The task forces included previous and new SEWRPC contacts with specific expertise and/or insight into land use and transportation issues in the Region. Three task forces—Human Services, Public Transit, and Women’s Land Use and Transportation Issues—were convened to gather feedback about issues of concern to the general public; minority and low-income populations; persons with disabilities; and women</p>	<p>The target/measure was exceeded, as VISION 2050, in addition to other efforts that were not conducted across the entire Region, created multiple meaningful opportunities for outreach.</p>

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			<p>and families.</p> <p>Other regional public meetings were held for:</p> <ul style="list-style-type: none"> - 2035 Regional Transportation Program - Regional Transportation Improvement Program: 2015-2018 <p>*All major public meetings were accessible by public transit and ADA-compliant, with the exception of a location in Walworth County.</p>	
<p>* Non-traditional public outreach techniques used in addition to the more traditional efforts noted above</p>	<p>SEWRPC exhibits at festivals, fairs, neighborhood events and/or similar activities</p>	<p>Approximately 3-4 times per year</p>	<p>SEWRPC-staffed exhibit tables and provided publications and handouts at 18 events in 2014, including:</p> <ol style="list-style-type: none"> 1. 2014 Summit on Black Male Youth-Milwaukee 2. Avenues West Association 3. Fox River Summit 4. Governor's Small Business Summit 5. Granville Business Improvement District 6. Interfaith Earth Network Making Waves for Water 7. Johnson Foundation Root River Watershed Event 8. Kenosha Expo 9. Kenosha Transit Committee 10. Mexican Fiesta 11. Milwaukee County Community Business Development Partners Expo 12. Milwaukee Inner-city Congregations Allied for Hope (MICAH) Annual Public Meeting 13. Pan-African Community Association Resource Fair 	<p>The target/measure was greatly exceeded using non-traditional techniques to provide specific outreach to general, minority, low-income, and special-interest audiences such as ethnic, urban, or environmentally oriented groups.</p>

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			14. Relay for Life Kenosha 15. Sustainability Summit and Exhibition 16. United Way of Kenosha County Nonprofit Breakfast 17. Urban Economic Development Association Annual Community Development Summit 18. Zeidler Center Thriving Cities Networking Event	

2014 Evaluation Conclusion:

The year 2014 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2014 was the third year for evaluation of targeted measures specified in the Commission’s *Public Participation Plan* documents. In that regard, 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 2014 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.