

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION
FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2015**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2015	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)	Two letters with personalized, handwritten notes were distributed to 76 community organizations, and two emails were distributed to 200 community-organization recipients throughout Southeastern Wisconsin. The first letter provided information about the Comprehensive Economic Development Strategy. The second letter and two emails invited recipient organizations to attend VISION 2050 workshops, meet with the Commission about VISION 2050, 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 2015 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. Four news releases were sent to about 40 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 2015 included 95,397 hits on the main site and 8,743 hits on the VISION 2050 website, bringing the total number of hits for both sites to 104,140.</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 2015, as website hits were more than double that of 2010; however website hits were 9% lower than 2014. This is attributed to the discontinued hosting of the Racine County GIS mapping website.</p> <p>All website comments needing or requesting responses were answered by the appropriate Commission staff.</p>

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<p><i>Goal Part 2: Provide Meaningful Information</i></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>More than 470 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 380 recurring contacts, more than 80 new contacts, and more than 140 contacts with SEWRPC’s designated 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 Diverse Business Coalition,</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 existing-staff hours assigned to outreach in 2015.</p>

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			<p>Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association, Urban League of Racine and Kenosha, and Common Ground, 24 presentations were provided by public outreach staff and other SEWRPC staff to:</p> <ol style="list-style-type: none"> 1. Aging and Disability Resource Center of Racine County 2. American Planning Association Wisconsin Chapter 3. Future Milwaukee 4. Kettle Moraine Technical College 5. MetroGO Regional Transit Leadership Council 6. Racine County Family Resource Network 7. Racine Hispanic Roundtable 8. University of Wisconsin-Milwaukee School of Architecture and Urban Planning 9. Eastern Racine County Networking 10. Gateway Business Department 11. Granville's Chamber of Commerce 12. La Causa School 13. Lifecourse Initiative for Healthy Families 14. Lutheran Family Services 15. Migrant Farm Workers of Wisconsin 16. Milwaukee Professionals Association LLC 17. Multicultural Student Union 18. Racine Interfaith Council 19. Racine Workforce Development 20. SE WI Recruiters Network 21. United Way 22. Walworth County Literacy Council 23. Western Racine County Networking 24. Wisconsin Farmers Union 25. YMCA of Racine 	

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<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 five publications per year</p>	<p>Eight VISION 2050 electronic newsletter issues were published, distributed, and linked on the VISION 2050 website throughout the year. One print VISION 2050 brochure was distributed and posted, in English and Spanish, in the fall. Two VISION 2050 flyers were posted and distributed. In addition, a total of more than 10,000 location-specific postcards were distributed for 1) all seven public workshops, 2) each one of the seven public workshops, 3) each one of the eight community partner workshops, and 4) the website.</p> <p>Seven issues of the print and electronic SEWRPC <i>Regional Planning News</i> newsletter were distributed and posted on the SEWRPC website. They included articles about VISION 2050 as well as information about current planning efforts and publications.</p> <p>Two summary publications were developed and distributed in 2015:</p> <ol style="list-style-type: none"> 1. <i>VISION 2050 Alternatives Summary Booklet</i> 2. <i>Comprehensive Economic Development Strategy for Southeastern Wisconsin: 2015-2020</i> 	<p>The target/measure was greatly 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 Organization 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 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 2015. Therefore, the metrics for 2015</i></p>	<p>The list of primary organizations was expanded to include 40 organizations in 2015. The expanded list and a document providing background information about the organizations and public involvement objectives were reviewed by the Environmental Justice Task Force in December 2015.</p> <p>An average of 3.6 direct, personal contacts were made with the Primary Organizations during 2015 to engage in direct dialog about VISION 2050, transportation, housing, and</p>	<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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		<p><i>cannot be precisely correlated with Public Participation Process Quantitative Evaluation data from previous years.</i></p>	<p>other issues, including:</p> <ul style="list-style-type: none"> - 145 total individual efforts with Primary Organizations - 117 total recurring contacts with eleven Primary Organizations (a minimum of five contacts were made with each of these eight organizations) - 19 total contacts with eight Primary Organizations (a minimum of two contacts were made with each of these seven organizations) 	

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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>Nine VISION 2050 task force meetings were also held in 2015. Three of the 10 task forces—Human Services, Public Transit, and Women’s Land Use and Transportation Issues—are designed gather feedback about issues of concern to the general public; minority and low-income populations; persons with disabilities; and women and families.</p> <p>*All major public meetings were accessible by public transit and ADA-compliant, with the exception of a location in Walworth County.</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>* 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 38 events in 2015, including:</p> <ol style="list-style-type: none"> 1. Big Brothers Big Sisters of Racine and Kenosha 2. Clean Rivers, Clean Lake Conference 3. Community Health Systems of Racine 4. Downtown Kenosha 5. Eastern Racine County Networking 6. Governor's Small Business Academy 7. Granville's Chamber of Commerce 8. Kenosha Chamber of Commerce 9. Kenosha Community Health Center 10. Kenosha NAACP 11. Kenosha Non Profit Roundtable 12. Kenosha Nonprofit Leadership Conference 13. Lake Michigan Stakeholders 14. Lutheran Family Services 15. Marketplace 2015 -Wisconsin Governor's Conference on Minority Business Development 16. Milwaukee Area Health Education Center 17. Milwaukee County Trails Council 18. Mount Pleasant Day 19. Racine Area Manufacturers & Commerce 20. Racine Hispanic Roundtable 21. Racine Interfaith Coalition 22. Relay For Life Kenosha 23. Southeast Area Land & Water Conservation Association 24. Special Needs Resource Fair 25. Sustainability Summit 26. Sweet Water 27. The Business Council 28. United Way 29. Urban Economic Development 	<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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			Association 30. Urban League of Racine and Kenosha 31. Walworth County Economic Development Association 32. Waukesha County UW-Extension 33. Wauwatosa Green Summit 34. Wisconsin Women's Business Initiative Corporation 35. Young Leaders in Kenosha	

2015 Evaluation Conclusion:

The year 2015 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2015 was the fourth 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 2015 and will continue to be a priority.