

**PUBLIC PARTICIPATION PROCESS QUANTITATIVE EVALUATION
FOR THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION: 2016**

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	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 approximately 100 community organizations, and two emails were distributed to 200 community-organization recipients throughout Southeastern Wisconsin. The letters provided updates about VISION 2050 and offered opportunities to meet individually with Commission staff 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 2016 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 VISION 2050 public workshops on land use and transportation system planning.	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.

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
			One news release was sent to about 40 reporters and editors announcing the public workshops and inviting people to attend.	
* 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 www.sewrpc.org hits by 5 percent (the 2010 base was approximately 50,000)	SEWRPC website hits for 2016 included 102,573 hits on the main site and 10,966 hits on the VISION 2050 website, bringing the total number of hits for both sites to 113,503. 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.	The target/measure was met for 2016, as website hits increased approximately 7.5% since 2015. All website comments needing or requesting responses were answered by the appropriate Commission staff.

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
Goal Part 2: Provide Meaningful Information				
<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 390 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 225 recurring contacts, more than 90 new contacts, and more than 150 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, 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. Athena Communications 2. Boys & Girls Club of Milwaukee 3. Bronzeville District 4. City of Milwaukee Aldermanic District 7 5. Community Brainstorming Forum 6. Congregations United to Serve Humanity 7. Hazard Mitigation Planning 8. Migrant Farm Workers of WI 	<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 2016.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
			9. Retail Fusion Workshop 10. Riveredge Nature Center 11. Southeast Area Land & Water Conservation Association 12. Testing the Waters 13. U.S. Green Building Council 14. University of Milwaukee 15. University of Wisconsin System Strategic Plan 16. Urban League of Racine and Kenosha 17. Wisconsin Land and Water Conservation	
<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 that 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>Five VISION 2050 electronic newsletter issues were published, distributed, and linked on the VISION 2050 website throughout the year. One VISION 2050 brochure 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>Three 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 2016:</p>	<p>The target/measure was met for 2016. Publications for different audiences and needs also fulfilled a recommendation of the Commission's Environmental Justice Task Force.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
			1. <i>VISION 2050 Draft Plan Summary Booklet</i> 2. <i>VISION 2050 Plan Summary</i>	
<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>An average of 3.9 direct, personal contacts were made with the Primary Organizations during 2016 to engage in direct dialog about VISION 2050, transportation, housing, and other issues, including:</p> <ul style="list-style-type: none"> – 156 total individual efforts with Primary Organizations – 94 total recurring contacts with twelve Primary Organizations (a minimum of five contacts were made with each of these twelve organizations) – 45 total contacts with seventeen Primary Organizations (a minimum of two contacts were made with each of these seventeen 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>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
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>Seventeen noteworthy region-wide public meetings and presentations—one series of 16 VISION 2050 Visioning Workshops and one public meeting 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>In spring 2016, the Commission staff met with several of the task forcers. Three of the 10 task forces—Human Services, Public Transit, and Women’s Land Use and Transportation Issues—are designed to gather feedback about issues of concern to the general public; minority and low-income populations; persons with disabilities; and women and families.</p>	<p>The target/measure was exceeded, as VISION 2050, in addition to other efforts that were conducted on a smaller geographical scale than the entire Region, created multiple meaningful opportunities for outreach.</p>

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2016	Relationship to Target
<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 25 events in 2016, including:</p> <ol style="list-style-type: none"> 1. Congregations United to Serve Humanity 2. Farming for the Future Expo 3. Gateway Technical College (2) 4. Hmong Wisconsin Chamber of Commerce 5. Kenosha Community Health Center 6. Marketplace 2016 -Wisconsin Governor's Conference on Minority Business Development 7. Midwest Water Analysts Association 8. Near Westside Partners 9. Racine Area Manufacturers & Commerce 10. Racine County Special Needs Fair 11. Racine Hispanic Roundtable 12. Racine Unified School District Empowerment Day 13. Racine-Kenosha Community Action Agency 14. Social Development Commission Poverty Summit 15. United Way of Racine County 16. Urban Ecology Center 17. Urban Economic Development Association Summit 18. Urban League of Racine and Kenosha (2) 19. Visioning a Greater Racine (2) 20. Washington County Economic Development 21. Wisconsin Farm Technology Days 22. Young Non-Profit Professionals Summit 	<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>

2016 Evaluation Conclusion:

The year 2016 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2016 was the fifth 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 2016 and will continue to be a priority.