

Public Participation Process Quantitative Evaluation for the Southeastern Wisconsin Regional Planning Commission: 2017

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2017	Relationship to Target
Goal Part 1: Ensure Early and Continuous Public Notification				
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, 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 to 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	One paid ads pertaining to the Ozaukee Transit Development Plan was sent to Ozaukee County newspapers. One news release announcing VISION 2050 multimodal options and one news release announcing public meetings for the Ozaukee Transit Development Plan was sent to about 40 reporters and editors.	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.
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 per year (there were 102,573 hits in 2016)	SEWRPC website hits for 2017 included 93,019 hits on the main site.	The target/measure was not met for 2017, as website hits decreased approximately 9 percent since 2016. All website comments needing or requesting responses were answered by the appropriate Commission staff.

Figure continued on next page.

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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 320 direct contacts were made with community organizations – almost all of which serve low-income populations and minority populations and a small number of which serve primarily transportation and environmental interests – including more than 284 recurring contacts, more than 45 new contacts, and more than 140 contacts with SEWRPC’s designated Primary Organizations. (These contacts do not reflect SEWRPC public meeting contacts).</p> <p>One presentation relative to the VISION 2050 process was provided to a wide range of groups and organizations, including organizations that serve minority residents and low-income residents, community and neighborhood organizations, service clubs, business associations, school groups, and environmental organizations.</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 2017.</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 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>One VISION 2050 electronic newsletter issue was published, distributed, and linked on the VISION 2050 website. One VISION 2050 fact sheet was posted and distributed.</p> <p>Two issues in January & June, of the print and electronic SEWRPC Regional Planning News 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>The target/measure was not met for 2017. 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>An average of 3.4 direct, personal contacts were made with each Primary Organization during 2017 to engage in direct dialog about VISION 2050, transportation, housing, and other issues, including:</p> <ul style="list-style-type: none"> • 141 total individual efforts with Primary Organizations • 93 total recurring contacts with ten Primary Organizations (a minimum of five contacts were made with each of these twelve organizations) • 48 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>
<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>Commission staff held public meetings in various areas of the region for efforts conducted by individual divisions and Commission staff including the Ozaukee Transit Development Plan and the traffic engineering study for the City of Franklin.</p>	<p>The target/measure was met for 2017.</p>

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Figure E (Continued)

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Goal Part 3: Obtain Participation and Input																																												
Non-traditional 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 three to four times per year	SEWRPC-staffed exhibit tables and provided publications and handouts at 39 events in 2017, including: <table border="1" data-bbox="1058 337 1598 1469"> <tbody> <tr><td>1</td><td>Kenosha Chamber of Commerce – Kenosha Expo</td></tr> <tr><td>2</td><td>The Business Council Annual Strategic Partnership Luncheon</td></tr> <tr><td>3</td><td>Fox River Summit in Burlington</td></tr> <tr><td>4</td><td>University of Wisconsin Milwaukee School of Freshwater Sciences Career Day</td></tr> <tr><td>5</td><td>ECOFest Racine</td></tr> <tr><td>6</td><td>Kenosha County Veterans Council Luncheon</td></tr> <tr><td>7</td><td>WCVB & WBBA Spring Luncheon</td></tr> <tr><td>8</td><td>RAMAC Annual Membership Dinner</td></tr> <tr><td>9</td><td>Kenosha Turn the Town Blue Family Fun Run/Walk</td></tr> <tr><td>10</td><td>Clean Waters Clean Lakes</td></tr> <tr><td>11</td><td>Racine Special Needs Resource Fair</td></tr> <tr><td>12</td><td>Racine Unified School District Family Empowerment Day</td></tr> <tr><td>13</td><td>Elder Conference with Urban League of Racine and Kenosha and League of United Latin American Citizens</td></tr> <tr><td>14</td><td>Juneteenth - Urban League of Racine and Kenosha</td></tr> <tr><td>15</td><td>La Mexicana Fiesta - Urban League of Racine and Kenosha</td></tr> <tr><td>16</td><td>Sustainability Fair hosted by the Green Alliance and Waukesha County Green</td></tr> <tr><td>17</td><td>SDC Summit on Poverty: Dismantling Systems of Poverty</td></tr> <tr><td>18</td><td>Tosa Green Summit in Wauwatosa</td></tr> <tr><td>19</td><td>WI Board for People with Developmental Disabilities</td></tr> <tr><td>20</td><td>Racine Hispanic Roundtable annual luncheon</td></tr> </tbody> </table>	1	Kenosha Chamber of Commerce – Kenosha Expo	2	The Business Council Annual Strategic Partnership Luncheon	3	Fox River Summit in Burlington	4	University of Wisconsin Milwaukee School of Freshwater Sciences Career Day	5	ECOFest Racine	6	Kenosha County Veterans Council Luncheon	7	WCVB & WBBA Spring Luncheon	8	RAMAC Annual Membership Dinner	9	Kenosha Turn the Town Blue Family Fun Run/Walk	10	Clean Waters Clean Lakes	11	Racine Special Needs Resource Fair	12	Racine Unified School District Family Empowerment Day	13	Elder Conference with Urban League of Racine and Kenosha and League of United Latin American Citizens	14	Juneteenth - Urban League of Racine and Kenosha	15	La Mexicana Fiesta - Urban League of Racine and Kenosha	16	Sustainability Fair hosted by the Green Alliance and Waukesha County Green	17	SDC Summit on Poverty: Dismantling Systems of Poverty	18	Tosa Green Summit in Wauwatosa	19	WI Board for People with Developmental Disabilities	20	Racine Hispanic Roundtable annual luncheon	The target/measure was greatly exceeded using non-traditional techniques to provide specific outreach to general, minority, low-income, or special-interest audiences such as ethnic, urban, or environmentally oriented groups.
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			21	Kenosha Transportation Options Expo (CUSH)
			22	Open Doors Milwaukee
			23	UEDA (Urban Economic Development Association) Annual Summit
			24	Eastern Racine Networking Breakfast
			25	Young Professionals Summit
			26	On The Table MKE with the Hispanic Professionals of Greater Milwaukee
			27	Western Racine Networking Breakfast
			28	City of Racine Fair Lending and Small Business Summit
			29	Southside Organizing Committee Retro Ball
			30	Racine Interfaith Annual Dinner
			31	Connect. Inspire. Empower MKE
			32	Settlement House Neighborhood Summit
			33	NAACP Kenosha Freedom Fund dinner
			34	Walworth County Economic Development Association Annual Luncheon Meeting
			35	Urban League of Racine and Kenosha Equal Opportunity Dinner
			36	NAACP Racine Freedom Fund dinner
			38	NAACP Ozaukee Freedom Fund dinner
			39	MarketPlace - Governor's Minority Business Conference

2017 Evaluation Conclusion:

The year 2017 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2017 was the sixth 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. The Commission's goals for public participation were achieved for 2017 and will continue to be a priority.

