

## Public Participation Process Quantitative Evaluation for the Southeastern Wisconsin Regional Planning Commission: 2019

Measured Activity Descriptions by Public Participation Goal Components	Evaluation Criteria/Mechanisms	Target or Measurement	Status for 2019	Relationship to Target
Goal Part 1: Ensure Early and Continuous Public Notification				
<b>Central city, minority, and low-income group updates</b> 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 75+ organizational contacts (the number of organizations and recipients varies over time due to organizational and leadership changes)	Two letters in April and November with personalized, handwritten notes were distributed to approximately 75+ community organizations. 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.
<b>Paid advertisements</b> 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	Fourteen paid advertisements were published to newspapers of record to announce the VISION 2050 public workshops.	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.
<b>Website hits</b> 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 96,343 hits in 2018)	SEWRPC website hits for 2019 included 93,667 hits on the main site.	The target/measure was not met for 2019, as website hits decreased approximately 3 percent since 2018.  All website comments needing or requesting responses were answered by the appropriate Commission staff.

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Goal Part 2: Provide Meaningful Information				
<p><b>Briefings, presentations, or other meetings</b> 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 425 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 300 recurring contacts, more than 49 new contacts, and more than 109 contacts with SEWRPC’s designated Primary Organizations. (These contacts do not reflect SEWRPC public meeting contacts).</p> <p>One presentation relative to the 2020 update of VISION 2050 land use and transportation 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><b>SEWRPC publication</b> 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>Four SEWRPC <i>Regional Planning News</i>, in May, June, September and December, were distributed to the general public relative to VISION 2050 and the chloride study.</p> <p>The Workforce Mobility Team was developed cooperatively by the Regional Transit Leadership Council and the Southeastern Wisconsin Regional Planning Commission in response to concerns from employers in the Region who experience challenges retaining and attracting workers as a result of those workers having limited or no commuting transportation options. Our services are summarized in <a href="#">this brochure</a></p>	<p>The target/measure was met for 2019.</p>
<p><b>Formal meetings with representatives</b> 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>A minimum of 3 direct contacts were made with each Primary Organization during 2019 to engage in direct dialog about VISION 2050, transportation, housing, and other issues, including:</p> <ul style="list-style-type: none"> <li>• An annual meeting with the community partners was held in August to update them on VISION 2050 amendments &amp; other SEWRPC projects and allow them to share with SEWRPC and amongst themselves how each organization was impacting their communities;</li> <li>• 109 total one-on-one efforts with Primary Organizations</li> <li>• 49 recurring contacts with the community partners</li> </ul>	<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><b>Public informational meetings</b> 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 Round 1 of the 2020 update of VISION 2050.</p>	<p>The target/measure was met for 2019.</p>

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**Figure E (Continued)**

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Goal Part 3: Obtain Participation and Input					
<b>Non-traditional public outreach techniques</b> 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 38 events in 2019, including:	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.	
			1		Kenosha Chamber of Commerce – Kenosha Expo
			2		The University of Wisconsin Milwaukee School of Freshwater Sciences Career Day
			3		Ozaukee Economic Development Association Outreach Event
			4		IndependenceFirst – Housing Options for All
			5		ECOFest Racine
			6		WI Veterans' Legislator Meet & Greet
			7		RAMAC Business Blender @ River Bend Nature C
			8		The Business Council 19 <sup>th</sup> annual Strategic Partner luncheon
			9		Walworth County Economic Development Association, Walworth County CVB and WBBA Spring Luncheon
			10		Lakeside Curative Services annual Employment First - Legislative Breakfast
			11		Clean Waters Clean Lakes
			12		16th Street Health Center – 2019 HEALTH EQUITY SUMMIT ZNA vs DNA
			13		Racine Unified School District Family Empowerment Day
			14		Racine Area Manufacturers & Commerce (RAMAC) Annual Membership Dinner
			15		Racine County Special Needs Fair
			16		Clean Lakes Clean Water
			17		Kenosha Community Health Center – Health Fair
			18		Root River Festival

			19	Tosa Green Summit	
			20	Racine Hispanic Roundtable – Hispanic Heritage month celebration	
			21	Racine-Kenosha Community Action Agency – Baby Expo	
			22	Kenosha-Racine Smart City Sustainability Summit	
			23	Milwaukee Promise Zone	
			24	Green School Consortium	
			25	Fox River Summit	
			26	Clean Lakes Clean Water	
			27	Door Open Milwaukee	
			28	United Neighborhood Centers of Milwaukee	
			29	Mount Pleasant Days	
			30	Nature Homeschool Day at RiverEdge	
			31	STEM/Technology at RiverEdge	
			32	Lake Country Clean Water Festival	
			33	League of United Latin American Citizens (LULAC) National meeting in Milwaukee	
			34	Eastern Racine Nonprofit Resource Fair	
			35	Western Racine Nonprofit Resource Fair	
			36	Kenosha Transit Expo	
			37	Common Ground 10 <sup>th</sup> anniversary event	
			38	MarketPlace 2019 -Governor’s Conference on Minority Business	

**2019 Evaluation Conclusion:**

The year 2019 was again an impactful one with regard to public participation activities conducted by the Southeastern Wisconsin Regional Planning Commission. 2019 was the seventh 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 2019 and will continue to be a priority.

