



# Chicago Metropolitan Agency for Planning

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**To: Planning Coordinating Committee**

**Date: October 2, 2007**

**From: Erin Aleman, Assistant Community Planner**

**Re: Public Engagement for Regional Comprehensive Plan**

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To be successful, the Regional Comprehensive Plan will require a substantial public engagement process that reaches our planning partners and the general public alike. Attached to this memo is a draft of the Public Engagement Plan (FY 08) for the Regional Comprehensive Plan.

This document describes public engagement activities planned through summer 2008, which include the following activities:

- Overall regional education
- Leadership workshops
- Website development
- Photography contest
- Visioning workshop
- Public input on vision
- Promotion of vision
- Strategy research website
- Public input on scenario construction and indicator development

The draft Public Engagement Plan will be presented to the Citizens Advisory Committee for feedback on October 9. At the Planning Coordinating Committee on October 10, staff will briefly review the draft plan for committee comment and discussion.

**ACTION REQUESTED:** Discussion.

**DRAFT – FOR COMMITTEE REVIEW ONLY**  
**Regional Comprehensive Plan – Public Engagement Plan, Fiscal Year 2008**

**Introduction**

This document describes the Chicago Metropolitan Agency for Planning’s (CMAP) public engagement activities related to the Regional Comprehensive Plan.

The document is focused on activities proposed to be undertaken during Fiscal Year 2008, which began on July 1, 2007, and ends on June 30, 2008. Future activities are identified in this document and will be described in greater detail in future fiscal years. An new version of the public engagement plan which focuses on Fiscal Year 2009 will be prepared in spring 2008 to cover upcoming activities during that fiscal year.

The process of engaging the region will happen in phases. Each of the 8 phases of the Public Engagement Plan that will occur in Fiscal Year 2008 are shown in table format, listing the following components: Purpose, Description, Activity Timeline, Outreach: Methods & Tools, Engage: Methods & Tools, Sustain, Activities and Potential Activities. “Activities” are the outreach events that CMAP is planning to accomplish in each specified phase. Activities listed under the “Potential Activities” heading are items that CMAP will be exploring, but cannot yet commit to undertaking.

**Relationship to CMAP Public Participation Plan**

This document has been designed and developed to be consistent with CMAP’s *Public Participation Plan*, published in May of 2007.

The Chicago Metropolitan Agency for Planning (CMAP) was created recently to integrate planning for land use and transportation in the counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. CMAP and its partners are removing barriers to cooperation across geographical boundaries and subject areas such as land use, transportation, natural resources, housing, and economic development. By understanding how these issues -- and our communities' futures -- are inter-related, CMAP seeks to change the way planning is conducted in northeastern Illinois. For more information, visit <http://www.chicagoareaplanning.org>.

The purpose of CMAP’s *Public Participation Plan* is to “develop a proactive public participation process in northeastern Illinois that provides complete information, timely public notice, full public access to key decisions and supports early and continuing involvement of the public in developing regional plans and capital programs.” Based on this goal, CMAP has developed a more in-depth Public Engagement Plan to outline the specific events and key points where we will be seeking public engagement in our 2040 regional comprehensive plan update. Furthermore, “CMAP recognizes that public participation is a key component in effective planning. If northeastern Illinois is to realize its growth potential in the 21<sup>st</sup> Century, it is essential that the residents of the region have a voice in how the region’s plans are formulated.”

CMAP has identified three distinct actions that are vital to public participation: outreach, engage and sustain.

**Outreach** – the task of identifying and providing notice to participants across multiple demographic sectors;

**Engage** – the task of informing, educating, listening and sharing in the planning process;

**Sustain** – maintaining the relationships with residents to keep them interested in participating.

These three components will be integral in planning for public participation throughout the Regional Comprehensive Plan process. As CMAP looks to engage our region we will attempt to reach out to as many individuals and organizations as possible. To accomplish this, CMAP will embrace a series of educational and informational public relations endeavors, paying specific attention to the needs of traditionally underrepresented minority groups in planning. Minorities as defined in the broadest sense include, but are not limited to: African Americans, Latinos, immigrants, disabled individuals, elderly and youth.

Education is key to the success of the Regional Comprehensive Plan and we can achieve this by engaging the public in a meaningful way. Continual education of the region's residents will allow our public to make informed planning decisions that are best for their individual communities. Through this process we aspire to instill the significance of understanding the importance of regionalism when making everyday planning decisions at the local or community level.

To make this process sustainable, CMAP will begin with educating its own staff so that no opportunity to address the public goes without mention of this plan's process. Our network of proponents of the plan, from the CMAP Board to our working committees will also be integral to keeping the region informed on upcoming events and opportunities for involvement. CMAP will maintain our relationships with all communities and organizations we work with on a regular basis as well as engage new partners. In addition, CMAP will be looking specifically to the Citizens Advisory Committee, at key junctures, to provide us with assessments of our outreach and participation process. CMAP will continue to assess our successes and failures so that we can build off them throughout the Regional Comprehensive Plan process.

Finally, CMAP will be asking the region for their commitment to the Regional Comprehensive Plan plan. Without the region's support and participation, this plan cannot succeed.

CMAP's *Public Participation Plan* can be found online at [http://www.chicagoareaplanning.org/citizens/documents-cac/public\\_participation\\_plan.pdf](http://www.chicagoareaplanning.org/citizens/documents-cac/public_participation_plan.pdf)

### Activity Timeline, Fiscal Year 2008

The following timeline shows the start and end dates of planned activities graphically. Shaded cells indicate the activities that will be occurring during that month.

Activity	July 07	Aug	Sep	Oct	Nov	Dec	Jan 08	Feb	Mar	Apr	May	June	Continues into Fiscal Year 09?
Education of the region (p. 4)													Yes – through entire process
1. Leadership Workshops (p. 6)													No – complete in October 07
2. Website Development (p. 7)													Yes – through entire process
3. Photography Contest (p. 8)													No – complete in November 07
4. Visioning Workshop (p. 9)													No- single event in September 07
5. Public Input on Vision (p. 10)													No – complete in January 08
6. Promotion of Vision (p. 13)													Yes – complete in July/Aug 08
7. Strategy Research Website (p. 14)													Yes – complete in August 08
8. Public Input on Scenario Construction and Indicator Development (p. 15)													Yes – complete in July 08

Other activities beyond Fiscal Year 2008 are planned, but are not shown on this timeline or described in detail in this document.

### Continual Phase: Education of the Region

<b>Purpose</b>	To increase regional awareness of planning, what it is, why involvement is important, and how to get involved.
<b>Description</b>	Throughout the Regional Comprehensive Planning process CMAP will continually find new ways to engage and educate the region.
<b>Activity Timeline</b>	Throughout the entire process
<b>Outreach: Methods &amp; Tools</b>	All Initiatives (the broadest public) - CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative, Community Initiative, Youth Initiative, Web Initiative, Interest Groups Initiative All methods and tools (see CMAP Public Participation Plan for details)
<b>Engage: Methods &amp; Tools</b>	All engagement methods (see CMAP Public Participation Plan for details) All engagement tools (see CMAP Public Participation Plan for details)
<b>Sustain</b>	Sustaining the education of a region with over 8 million residents will be a challenge. Every future effort that CMAP makes to reach out to the region should include a status update on the Regional Comprehensive Plan process and also promote what is coming up in the future, especially opportunities to provide input. Also key is the inclusion of everyone – we need to tell people not just what is coming up but <i>how</i> to get involved and <i>when</i> we need their help. CMAP’s new database of contacts will be integral to the process of keeping our region informed.
<b>Activities</b>	<p><b>Workshops:</b> Every CMAP workshop, meeting or event held throughout the region is an opportunity for us to reach out to the region and ask for their support by helping them understand who CMAP is and what we do. There will be no workshop held without an educational component on the Regional Comprehensive Plan and how to get involved.</p> <p><b>Minority Workshops:</b> Targeted to African American, Latino and other minority groups. Workshops will focus on the goals of educating and creating new opportunities for involvement in future planning efforts. Format of workshops would be similar to previous “Leadership Workshops.” In the case of Latino Workshops, they would also include a summary or wrap up on the results of Regional Conversation Meetings we had with Latino groups earlier in the year. The purpose behind these workshops is not only important to the Regional Comprehensive Plan but it is an agency-wide goal to reach out to the broadest public and include traditionally under-represented groups in planning. We plan to have these workshops in November 2007.</p> <p><b>Youth Outreach:</b> Involving youth in this planning process is key to the long-term implementation of the plan. A variety of web-based methods are being explored to provide an opportunity for youth to get involved and engaged in</p>

	<p>CMAP’s planning process and also in community planning in general. Youth could also be engaged by using surveys, connecting to youth by way of school systems, after school service providers, and youth outreach centers. CMAP hopes to form a focus group of high school or college students to help design ways to reach youth.</p> <p><b>Newsletter:</b> Produce periodic plan updates and opportunities for engagement e-news. In addition to an e-newsletter we will post this information to its own web location on the CMAP website as well as on community calendars throughout the region.</p>
<p><b>Potential Activities (feasibility still being determined)</b></p>	<p><b>“Planning 101” Website Component:</b> One of the first tasks that CMAP will investigate bringing to the public is a “Planning 101” webpage. This is our opportunity to reach out and explain what planning is and why residents should be interested in it. This web component should be translated into Spanish and potentially other languages commonly spoken in our region. We need the support of all of our populations regardless of language barriers and should make every effort to make this happen, thereby giving traditionally underrepresented groups in planning the resources to make an informed decision. Also on the webpage CMAP can include information on Daniel Burnham, the Burnham centennial celebration, and other information related to planning in northeastern Illinois.</p> <p><b>Cable Access Education TV Shows:</b> Educational cable access show. CMAP hopes to reach out to the general public by proposing a series of shows that discuss the process of the Regional Comprehensive Plan. Initially we may explore connections with County cable access to reach a broad segment of people. The series of shows should begin with simple “Planning 101” presentations or a PowerPoint that is parallel to our “Planning 101” web component. The format of the shows would be a half-hour casual conversation on a topic of exploration in our regional comprehensive planning process. Included in these conversations may be CAC members, CMAP Board Members, Committee members, local planning advocates and local planners. We are proposing that these shows start in December to correspond with the release of the sustainability snapshot and the global climate change summit. Ultimately these shows can be self generating using all of the groups in our agency to fill in content. Although this series of shows would mainly have passive engagement it is still good way to reach out to the region and educate them on planning issues as well as an excellent way to get CMAP’s name out there.</p> <p><b>CMAP/Planning &amp; Transportation Podcasts:</b> Downloadable interviews with local experts. CMAP may also explore a series of podcasts describing the results of our snapshots. To be used as an educational/marketing tool, podcasts are the new way urban professionals are getting to-go bite sized information that they can take on their morning commutes or weekend runs/bike-rides.</p> <p><b>Public Transopoly Workshops:</b> <a href="http://transopoly.cnt.org/">http://transopoly.cnt.org/</a> This game/tool developed by the Center for Neighborhood Technology is a way to help the public understand the connection between land-use planning and transportation planning. This was used during the update of the 2030 Regional Transportation Plan in 2006. By designing public</p>

	<p>workshops around this tool, or a variation of it, CMAP can help the region’s residents make better informed decisions in choosing scenarios. CMAP will investigate partnering with the Center for Neighborhood Technology to implement these workshops.</p> <p><b>CMAP Booths:</b> June through August is an effective time period for us to reach out to communities. CMAP should investigate having booths available at neighborhood fairs, festivals or farmers markets to distribute surveys on site and ensure that we get the best response rate possible. Another place to have booths/survey distribution would be at religious institutions. CMAP could partner with planning students to get additional volunteers to help with our surveys. In addition to survey distribution, booths are another way for regional residents to get to know who CMAP is and what we are doing for the region.</p> <p><b>Planner’s Chat Series:</b> To reach out to local planners and planning officials so that they know what is going on with the RCP and are able to become local liaisons and “cheerleaders” of the plan and its process, CMAP staff could hold a series of chats with planners at local locations. The chats should be organized around CMAP’s release of snapshots or around new ways to engage local residents at early stages in the process. CMAP will continue to ensure that we are constantly reaching out to African Americans, Latinos and other minorities throughout this chat series.</p>
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### Phase 1: “Leadership Workshops”

<b>Purpose</b>	A series of workshop around the region to educate the region about CMAP, engage local leaders in implementing the 2040 Regional Framework Plan and create new opportunities for involvement in future planning efforts. Workshops also included discussion around the integration of land use and transportation planning for the 2040 Plan.
<b>Description</b>	Participants at the <i>Leadership Workshops</i> learned about the merger of the Northeastern Illinois Planning Commission (NIPC) and the Chicago Area Transportation Study (CATS) into CMAP. We provided an overview of the direction of CMAP and an update of the agency’s progress thus far. Participants used the Centers Toolkit, a new planning tool developed by CMAP, to help emphasize what features will achieve communities’ desired regional centers. We gathered ideas on how to make the regional planning process more relevant to local planning efforts, what their role as local leaders could be in promoting this regional planning process, and what the best avenues are to encourage public involvement.
<b>Activity Timeline</b>	<i>Lead time:</i> April – May, 2007 <i>Activity Time:</i> May – October* 2007 <i>Wrap up:</i> November, 2007 <i>*October is National Planning Month</i>

<b>Outreach: Methods &amp; Tools</b>	CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative Mailers, Website, Newsletters, Partner planning agencies
<b>Engage: Methods &amp; Tools</b>	Round-table Discussion Workshop Centers Toolkit, PowerPoint, Facilitation, Group Discussion, Keypad Polling, Worksheets
<b>Sustain</b>	Leadership workshop reports provided to each attendee by email/mail. Local officials and key partners in each workshop area were also emailed/mailed the workshop report. Select elected officials and partner agencies will be mailed hard copies of reports. Reports also placed on CMAP website. Participants will be continuously updated via email with regards to the regional comprehensive planning process.
<b>Activities</b>	<b>Centers Toolkit:</b> These workshops unveiled a new planning tool, the Centers Toolkit, to the communities. Participants used this tool to prioritize the features and characteristics that they would like to see in their regional centers.

### Phase 2: Regional Comprehensive Plan Website

<b>Purpose</b>	To continually update the region about the Comprehensive Plan and serve as a portal to disseminate upcoming information on the planning process as well as to serve as an archive for the process.
<b>Description</b>	An interactive website that includes (but not limited to) a blog, pages on the snapshots and scenario creation and evaluation, surveys, media advisory pages, with a link to CMAP's homepage and other relevant sites. The survey should be a resource for regional agencies, our partner agencies and all residents of northeastern Illinois.
<b>Activity Timeline</b>	<i>Activity time:</i> October* 2007 – ongoing <i>*October is National Planning Month</i>
<b>Outreach: Methods &amp; Tools</b>	All Initiatives (the broadest public) - CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative, Community Initiative, Youth Initiative, Web Initiative, Interest Groups Initiative Websites, List-serves, Newsletters, Media/Postcards, Ads, Blogs, Press Releases, Newspapers, Public Service Announcements
<b>Engage:</b>	Interactive website with blog/discussion forum, Moderated online discussion

<b>Methods &amp; Tools</b>	
<b>Sustain</b>	The website will be regularly updated and serve as a direct access to news about the 2040 Regional Comprehensive Plan. Participants should be able to sign-up to receive email updates or RSS feeds when our blog/website is updated. A specific webpage could also be incorporated to disseminate information.
<b>Activities</b>	CMAP will develop a new interactive website that will be focused on the 2040 Regional Comprehensive Plan.
<b>Potential Activities (feasibility still being determined)</b>	<p><b>RSS Feed:</b> “Really Simple Syndication” is an XML-based format to syndicate information which may be considered. When new info is posted to our website subscribers to our feed would receive full or partial text updates as updates occur. Including an RSS feed on our website or blog would allow people to sign up to receive emails as soon as we’ve updated our blog/website – real time communication for those who want it.</p> <p><b>CMAP MySpace Page/CMAP Facebook Page:</b> Both of these tools may help CMAP reach a broader audience especially youth. The American Planning Association has a MySpace page and uses it to reach out to young planners and student planning organizations. By being in their network we can build awareness of both CMAP and our Regional Comprehensive Plan process. These pages may be important to reaching youth for workshops designed specifically for them.</p> <p><b>Blog:</b> A public blog would be a way for us to promote our public events as well as receive “real time” feedback on issues posted, scenario development or upcoming research and reports. It can be set up in a way that someone at CMAP will moderate comments before they are posted.</p> <p><b>CMAP on Wikipedia:</b> Add CMAP to wikipedia.org. Presently CMAP is mentioned on wikipedia but there is no full description page for us. From the creation of an introduction to CMAP page we can add different sections on the Comprehensive Plan, or expertise and any other projects that we are working on.</p> <p><b>Links:</b> Linking to all of our partner agencies’ websites, including minority focused partners, and asking them to include a link to CMAP’s new website will create synergy and increase our online “hits.”</p>

### Phase 3: Images of Northeastern Illinois Photography Contest

<b>Purpose</b>	To raise awareness to residents about planning across the region and to gather what our residents value about the northeastern Illinois region.
<b>Description</b>	CMAP asked residents of Cook, DuPage, Will, Kane, McHenry, Lake and Kendall Counties to capture and share what

	they value about the region. Top submissions will be showcased in CMAP’s comprehensive plan. The photo contest will be used to collect visual materials to put in the Regional Comprehensive Plan and also to get our name out there.
<b>Activity Timeline</b>	Lead time: July – August, 2007 Activity time: August-November 2007
<b>Outreach: Methods &amp; Tools</b>	All Initiatives (the broadest public) - CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative, Community Initiative, Youth Initiative, Online Web Initiative, Interest Groups Initiative Website, List-serves, Newsletters, Media/Postcards, Ads, Blogs
<b>Engage: Methods &amp; Tools</b>	Judged Photography Contest Passive Engagement, Possible web-based photo group
<b>Sustain</b>	CMAP will give credit when possible to photographers when their images are used in publications. Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
<b>Activities</b>	Promote Photography Contest through a comprehensive list of African American, Latino and other minority organizations and our partners’ websites with links from their web pages to our web page.

#### **Phase 4: Visioning Workshop “Kickoff”**

<b>Purpose</b>	The Visioning Workshop “kickoff” is to develop priorities for themes to include in the regional vision and also to develop supporting material for these themes. Results of this participatory meeting will be a critical piece of the 2040 Regional Comprehensive Plan, which will integrate planning of land use and transportation in the seven-county region of northeastern Illinois.
<b>Description</b>	All CMAP committee members and major partners were invited to participate in shaping the vision for the 2040 RCP plan. At the workshop participants discussed “core themes,” had a panel discussion and heard from two exciting guest speakers, each with a unique perspective. Local historian Geoffrey Baer of WTTW-TV ( <a href="http://www.wttw.com/main.taf?p=1,9">http://www.wttw.com/main.taf?p=1,9</a> ) provided a virtual tour of the region, from past to present. Noted designer Bruce Mau ( <a href="http://www.brucemaudesign.com/">http://www.brucemaudesign.com/</a> ) spoke about the power of design to transform virtually every aspect of daily life for residents of metropolitan Chicago.

<b>Activity Timeline</b>	<p><i>Lead time:</i> July – September  <i>Activity time:</i> September 12, 2007  <i>Wrap up Time:</i> September – October*  *October is National Planning Month</p>
<b>Outreach: Methods &amp; Tools</b>	<p>CMAP Board &amp; Committees (and other key partners)  Mailers, Workshop, Forum, email/listserv</p>
<b>Engage: Methods &amp; Tools</b>	<p>Round-table Discussion Workshop, Panel Discussion  Facilitators, Keypad Polling, PowerPoint Presentation, Worksheets</p>
<b>Sustain</b>	<p>Participants will be asked again at meetings and through surveys to review and affirm the vision statements refined and created in this process. Participants will also continually be updated on the RCP process at board and working committee meetings and also via email/listserv and newsletter communications.</p>
<b>Activities</b>	<p><b>Workshop:</b> Interactive workshop with the CMAP Board, working committees and key partner agencies with focused discussions on developing vision statements.</p> <p><b>Newsletter:</b> Report back to the committee members and produce the first in a series of newsletters to promote the results of the event as well as serve as a bookend/historical marker to CMAP’s first step in a major project.</p>

### Phase 5: Public Input on Vision Development

<b>Purpose</b>	<p>Present draft vision material to public for input, allowing CMAP to refine the vision based on input received.</p>
<b>Description</b>	<p>Development, distribution and collection of a survey on vision statements that came out of the Visioning Workshop (Phase 4), and at least one public meeting.</p>
<b>Activity Timeline</b>	<p><i>Lead time:</i> September/October 2007 – survey development and public notices placed in appropriate media  <i>Activity time:</i> September/October* 2007-January 2008 (at least 45 days)  *October is National Planning Month  <i>Wrap-up:</i> January – February 2008, compile survey results and comments</p>
<b>Outreach:</b>	<p>All Initiatives</p>

<b>Methods &amp; Tools</b>	Website, Newspaper – Public Notice, email/listserv blasts, Postcards, Paper Survey, Online Survey
<b>Engage: Methods &amp; Tools</b>	<p>To engage citizens from all outreach groups we will conduct both a web-based and paper survey to gain feedback on CMAP’s draft vision statements for the region. We will reach out to schools, community groups, minorities, senior citizen organizations and other traditionally under-represented groups. Survey questions will be developed around each “core value vision statement” as identified at the Visioning Workshop (Phase 4). Surveys and rest of material throughout the entire public participation process will be posted in Spanish.</p> <p>There will be both a quantitative and qualitative component to this survey. The quantitative component will be comprised of the survey results and analysis. Qualitative results will also be able to be gathered through the survey but will also be gathered by way of the public hearing and hotline</p> <p>In addition to the email/online survey there will be a paper survey because this is the best way to reach older individuals, immigrants and people who do not have the resources to access the internet, reaching those who are traditionally under-represented in planning processes.</p> <p>Public Hearing, Passive participation through surveys, Blog, Hotline, Facilitated meeting or discussion, emails</p>
<b>Sustain</b>	Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
<b>Activities</b>	<p><b>Online/email survey distribution and publicity:</b></p> <ul style="list-style-type: none"> <li>• Develop a comprehensive email list of organizations</li> <li>• The online/email survey will be the same as the paper survey</li> <li>• Included on the survey will be a place to include your name to be part of our mailing list</li> <li>• Produce brochures that describe survey, provide link to online survey, and indicate who to contact to request paper surveys.</li> </ul> <p><b>Paper survey distribution and publicity:</b></p> <ul style="list-style-type: none"> <li>• Paper surveys will be distributed by all of our working committee members, Board members, CAC members Planning Liaisons and staff.</li> <li>• The public participation team will develop a comprehensive list of regional meetings and start to schedule appointments to publicize, distribute and collect surveys at these community meetings. Some of the places we anticipate reaching out to include: Farmer’s Organizations, Community Development Corporations, Senior Centers, Chambers of Commerce, Churches, Schools, APA chapters, League of Women Voters, Non-profit</li> </ul>

	<p>Organizations, Ward Offices, Libraries, County Hospital, etc.</p> <ul style="list-style-type: none"> <li>• Collaborate with our many partner agencies on survey distribution, paying special attention to include African American, Latino and other minority organizations newsletters as well. The advantage in utilizing our partners is that they already have their own databases to send information to. We save mailing cost and they have additional content to add to their newsletter to engage their constituents.</li> <li>• Surveys will be translated into Spanish in an effort to reach the Latino community.</li> <li>• High school interns at CMAP can also serve as liaisons to local high school students.</li> <li>• Included on the survey will be a place to include your name to be part of our mailing list.</li> </ul> <p><b>Public hearing:</b> CMAP will schedule at least one public hearing at a non Sears Tower location so that it is less intimidating and less complicated for residents to attend.</p> <p><b>Public Service Announcement on radio stations/promotion of the survey:</b> Announcements will be made on different radio stations that target different ethnic groups throughout the region. PSAs will be delivered in the primary language of the radio station (Spanish, Polish, etc.)</p>
<p><b>Potential Activities (feasibility still being determined)</b></p>	<p><b>Survey distribution:</b></p> <ul style="list-style-type: none"> <li>• External Relations group could have focused, targeted group discussions across the region to gain more pertinent information on the vision statements and also distribute surveys to communities that might not access CMAP’s website.</li> <li>• We may have an initial training meeting to explain to our distribution team what the process will be. CMAP could develop a “survey script” so that when the surveys are handed out the description of who what where when why and how will all be answered in the same way.</li> <li>• CMAP employees could be assigned to distribute surveys to community groups and organizations that are in their neighborhoods so that it is convenient for them to participate in this process.</li> <li>• CMAP will consider mapping all the organizations that have been hit and fill in the gaps with special distribution to areas that don’t have distribution.</li> <li>• For locations like Ward Offices, Village Halls and Libraries we can leave surveys and “drop boxes” so that surveys can be left and gathered at the end of the specified period</li> </ul> <p><b>Additional public hearing activities:</b></p> <ul style="list-style-type: none"> <li>• Multiple public hearings may be held at appropriate locations within the region to capture as much participation as possible from different minority groups. One way to accomplish this is by developing an interactive meeting format where we can web-cast and link to other locations. The meeting could be held at a central Chicago university location that possesses live telecast technology and partner with other regional universities with the</li> </ul>

	<p>same technology and link everyone together allowing multiple locations with low staff involvement maximizing our time and inputs.</p> <ul style="list-style-type: none"> <li>• CMAP may have a live phone bank with operators “standing by” to listen and record comments from individuals who may not be able to attend the meeting. The phone bank may or may not be at the same time as the public hearing. We will discuss which option might get us the best results. Employees working the phone bank would be trained to field questions and record the results of the conversations.</li> <li>• Live Chat: people could submit online questions that could be fielded live over the internet using a blog or simple email responses.</li> <li>• In addition to having multiple public hearings we may have translators available.</li> </ul>
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### **Phase 6: Promoting the Vision to the Region**

<b>Purpose</b>	Promotion of final regional vision to build public awareness of CMAP, the planning process, and the vision.
<b>Description</b>	An opportunity to educate the public on the Regional Comprehensive Plan and the new vision that has come out of the initial planning stages. This is also an opportunity to give interested parties a status report on the planning process as well as inform them of future opportunities to participate.
<b>Activity Timeline</b>	Lead time: February – April 2008 Activity time: April – July 2008 Wrap-up: July – August 2008
<b>Outreach: Methods &amp; Tools</b>	All Initiatives Mailers, Workshop, Forum, email/listserv
<b>Engage: Methods &amp; Tools</b>	After receiving public comment and making appropriate changes, we will present the final vision to the public. The format will be a series of interactive educational forums/workshops on the planning process and what the next steps will be.  In addition to this forum we will be promoting the regional vision through a PR campaign; including mailers, email blasts, press advisories, etc.
<b>Sustain</b>	The vision promotion will serve mainly as information and an article for the newsletter will be written to highlight the general discussion themes. Participants will be continuously updated via email (or hard copy mail as available) with

	regards to the regional comprehensive planning process.
<b>Activities</b>	<b>Newsletter:</b> Produce regular plan update/opportunities for engagement e-news. We can highlight photo submissions from our photo contest in these newsletters. News and updates on meetings and status of the process will also be directed to different minority group newsletters and newspapers translated into their native language.
<b>Potential Activities (feasibility is still being determined)</b>	<p><b>Cable Access Education TV Show:</b> Educational cable access show, potentially taped through cooperation with the Village of Addison's studio. We could reach out to the public by proposing a series of shows that discuss the process of the regional comprehensive plan. Included in these conversations could be CAC members, CMAP Board Members, Committee members and local planners.</p> <p><b>CMAP/Planning &amp; Transportation Podcasts:</b> Could be downloadable interviews with local experts. We could also do a series describing the results of our snapshots. To be used as an educational/marketing tool.</p>

### Phase 7: Strategy Research Website Component

<b>Purpose</b>	Develop an interactive website for strategy research to receive input and peer-evaluation from partners and general public on research results for implementation strategies.
<b>Description</b>	CMAP is conducting research on the effects of implementing a number of planning strategies. This portal will be a place for us to post our white papers on strategy topic areas, publicize the availability of these reports, and receive feedback from all sectors. Postings and feedback will occur in a wiki format so that we can increase our knowledge base. Also, this allows interested groups to engage in online conversations about the advantages or disadvantages of various strategy options.
<b>Activity Timeline</b>	Lead time: Preparation of white paper reports is ongoing. Activity time: October* 2007-August 2008 * <i>October is National Planning Month</i> Website will be updated continuously during the activity timeline.
<b>Outreach: Methods &amp; Tools</b>	Elected Officials Initiative, Planning Professionals Initiative (also other key planning partner agencies, particularly those that can represent groups that are typically not involved in the planning process) Website, Newsletters
<b>Engage: Methods &amp; Tools</b>	Interactive Website with Discussion forum

<b>Sustain</b>	The website will be regularly updated and serve as a direct access to news about the 2040 Regional Comprehensive Plan. Participants should be able to sign-up to receive email updates (or hard copy mail as available) or sign up for RSS feeds when our blog/website is updated.
<b>Activities</b>	<b>Wiki/Interactive Website:</b> CMAP will utilize technology to allow the region to discuss major planning topics. A wiki is a collaborative website where anyone can add content. The wiki will be the home of our strategy research white papers, which will allow the public to comment on them. Anyone from the general public will be able to contribute thoughts, but we expect that professional planners and our partners will be most interested in this engagement opportunity, due to the technical subjects covered. Our hope is that this interactive format will allow online brainstorming and discussions to occur. CMAP will benefit from this format by receiving new information and research that we may not be aware of that is happening around the world. The region will benefit by becoming aware of what CMAP has been working in such an open format.
<b>Potential Activities (feasibility still to be determined)</b>	<p><b>RSS Feed:</b> “Really Simple Syndication” is an XML-based format to syndicate information. When new info is posted to our website subscribers to our feed would receive full or partial text updates as updates occur. Including an RSS feed link on our website or blog would allow people to sign up to receive emails as soon as we’ve updated our blog/website – real time communication for those who want it.</p> <p><b>Blog:</b> A public blog would be another way for CMAP to promote public events as well receive “real time” feed back on issues posted, scenario development or upcoming research and reports. The blog can be set up in a way that CMAP will have to approve comments before they are posted as to avoid any derogatory commentary. The blog could be shared throughout the organization so that the burden of updating the blog would not fall on one person. For example Monday could always be a posting on watershed issues; Tuesday could be land-use; Wednesday transportation and so on. The content could either be new developments that relate to the plan as well as new developments in the field.</p>

### **Phase 8: Public Input on Scenario Construction and Indicator Development**

<b>Purpose</b>	Following the endorsement of the regional vision, quantitative indicators will be identified that can be used to measure whether certain actions or investments are effective at moving the region toward the vision. Also during this time, alternative future scenarios, each made up of a combination of implementation strategies, will be constructed. In fall 2008, the alternative scenarios and the indicators used to evaluate them will be presented to the Board for endorsement. The purpose of this phase is to receive input on the scenario construction and indicator development process.
<b>Description</b>	Workshops primarily involving partner agencies and local governments will be held to discuss potential indicators and the overall philosophy behind creating scenarios. Opportunities for general public involvement will be available, but

	due to the technical nature of the discussion, our primary targets are planning partner agencies.
<b>Activity Timeline</b>	Lead time: February-April 2008 Activity time: April-July 2008 (at least 45 days) Wrap-up: July-August 2008
<b>Outreach: Methods &amp; Tools</b>	CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative (ensure enough representation from targeted minority groups) Interviews, Plans, Working Papers, Reports, Surveys, Center for Neighborhood Technology's <i>Transopoly</i> , Website, Newspaper – Public Notice, email/listserv, Postcards
<b>Engage: Methods &amp; Tools</b>	Focus Groups, Workshops, Seminars, Public Hearing, Hotline Visual preference surveys, Wiki/blog, Reports, Website, Facilitated Conversations, Hotline, Keypad Polling
<b>Sustain</b>	Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
<b>Activities</b>	<p><b>Workshops:</b> CMAP will take a series of workshops back out to the region to sustain their participation in the Regional Comprehensive Plan. Due to the technical nature of this stage, these workshops will be focused on our partner organizations, but other regional residents who have been involved in our public engagement process will also be targeted. In addition CMAP will target traditionally underserved populations to ensure that their voice is heard at these meetings.</p> <p><b>Public hearing:</b> CMAP will schedule at least one public hearing at a non Sears Tower location so that it is less intimidating and less complicated for residents to attend.</p> <p><b>Public Service Announcement on radio stations and promotion of the public involvement opportunity:</b> Announcements will be made on different radio stations that target different ethnic groups throughout the region. PSAs will be delivered in the primary language of the radio station.</p>
<b>Potential Activities (feasibility still being determined)</b>	<p><b>Additional public hearing activities:</b></p> <ul style="list-style-type: none"> <li>Multiple public hearings may be held at appropriate locations within the region to capture as much participation as possible from different minority groups. One way to accomplish this is by developing an interactive meeting format where we can web-cast and link to other locations. The meeting could be held at a central Chicago university location that possesses live telecast technology and partner with other regional universities with the same technology and link everyone together allowing multiple locations with low staff involvement</li> </ul>

	<p>maximizing our time and inputs.</p> <ul style="list-style-type: none"> <li>• CMAP may have a live phone bank with operators “standing by” to listen and record comments from individuals who may not be able to attend the meeting</li> <li>• Like earlier public hearings, announcements in targeted minority newspapers, newsletters and radio stations</li> </ul> <p><b>Transopoly Workshops:</b> <a href="http://transopoly.cnt.org/">http://transopoly.cnt.org/</a> This game/tool developed by the Center for Neighborhood Technology is a way to help the public understand the connection between land-use planning and transportation planning. By designing public workshops around this tool, CMAP can help the region’s residents make better informed decisions in choosing scenarios. CMAP may partner with the Center for Neighborhood Technology to implement these workshops.</p>
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This is the end of our fiscal year 2008 phases. From this point on, our timeline simply includes the phase title, its purpose, a description of the phase, as well as an activity timeline. The following list of phases and activities will be updated summer of 2008, and considerable detail and additional activities will be added.

**Future Phase: Scenario Evaluation Initiation – Community Updates**

<b>Purpose</b>	Receive input from partners into scenario evaluation process at early stages of modeling. Also, inform the public of what we are doing at any opportunities that arise.
<b>Description</b>	CMAP will facilitate a community conversation series in each county, inviting our residents, our local partners, elected officials and professional planners to open an all inclusive dialogue on scenario evaluation.
<b>Activity Timeline</b>	Fall 2008

**Future Phase: Capital Project Evaluation Measures and Financial Planning**

<b>Purpose</b>	Receive input from partners concerning capital project selection process and financial plan.
<b>Description</b>	CMAP will engage the public in commenting on the measures proposed to evaluate major capital projects, and will also seek input on the financial plan, which provides the fiscal constraints that affect our plan.
<b>Activity Timeline</b>	Spring 2009

**Future Phase: Selection of Preferred Scenario and Celebration of Burnham Plan Centennial**

<b>Purpose</b>	Receive input from partners into selection of preferred scenario. Determine public preferences for selection of preferred scenario. Fulfill federal requirements by releasing draft documents for public comment on indicators and scenario selections.
<b>Description</b>	To link the planning process with celebration of Burnham Plan centennial CMAP will unveil our scenario selection survey. We will be looking to many organizations to help us distribute and collect the preferred scenario workshops.
<b>Activity Timeline</b>	Summer 2009

**Future Phase: Review Recommended Capital Projects**

<b>Purpose</b>	Receive input from partners on selection of capital projects before endorsing recommended list.
<b>Description</b>	CMAP will collaborate with partner agencies, Board members and working committee members to review all the recommended capital projects for conformance with the Regional Comprehensive Plan.
<b>Activity Timeline</b>	Fall 2009-Winter 2010

**Future Phase: Public Comment on Plan Document**

<b>Purpose</b>	Educate and inform the public about the plan and its recommendations and receive comments. Fulfill federal requirements for formal public comment period on draft final plan.
<b>Description</b>	The comment period on the plan document will give the public an opportunity to comment on the Regional Comprehensive Plan document, which will be the culmination of three years of work. On display will be the public education tools that we used to develop the plan as well as copies of the final 2040 plan. This will be a chance for anyone who is interested to come out to see what CMAP has done with their input and to get excited about the implementation of the plan.
<b>Activity Timeline</b>	Spring-Summer 2010