



ON TO 2050 PUBLIC ENGAGEMENT SUMMARY

Overview

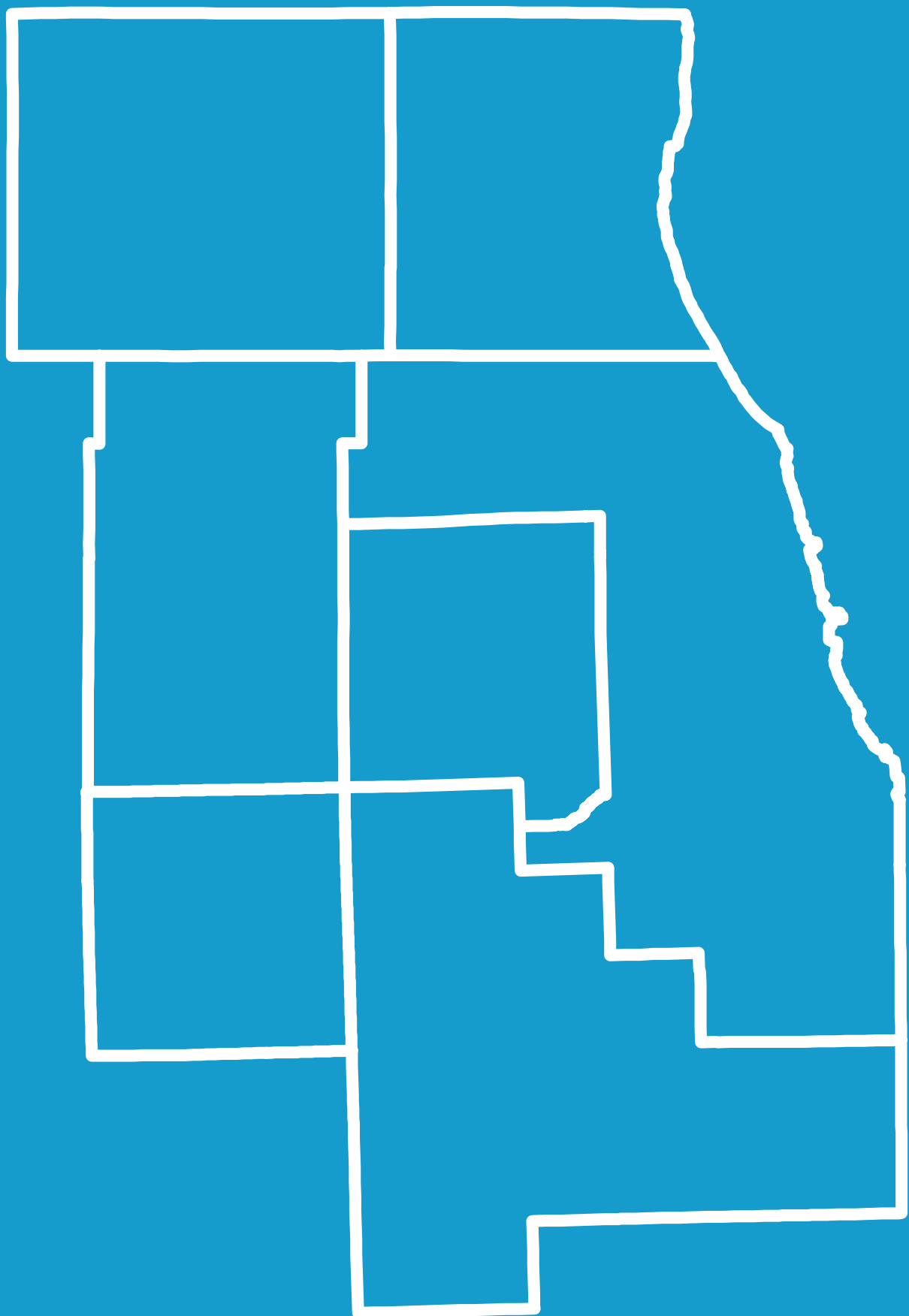
Meaningful public participation is a key component of the Chicago Metropolitan Agency for Planning's (CMAP) long-range planning process, to produce a comprehensive plan that reflects the values and priorities of the people who live and work in the region. Achieving the principles and recommendations set forth in the plan depends on coordinated action not only by CMAP, but also by the region's many committed stakeholders. To ensure the implementation of ON TO 2050, the plan needed to be informed by the perspectives and experiences of these stakeholders.

In developing the ON TO 2050 plan, CMAP spent approximately three years working with partners to conduct extensive research, issue more than two dozen reports, and engaged over 100,000 residents of the seven-county region. As described below, CMAP involved thousands of residents and stakeholders in creating ON TO 2050 during three primary phases of the plan's development. Residents participated in workshops, open houses, topical forums, interactive kiosks, online surveys, and social media to contribute their ideas for the region's future. CMAP's extensive public engagement activities produced voluminous comments, data points, and insights, which have guided the plan's development.

CMAP made a concerted effort to hear from low-income populations, people with disabilities, those disconnected from transit, and others who face significant barriers to participating in public process. To optimize this, CMAP partnered with organizations in our region already doing important work in these communities. We sometimes joined their existing agenda or helped them facilitate special meetings for in-depth discussions.

100,000+

**residents engaged across
the seven-county region**



Youth outreach

Today's 13-year-olds will be 45 in 2050. Recognizing that ON TO 2050 must grapple with current challenges and opportunities and prepare for the needs and wants of future residents, CMAP gathered feedback from more than 500 students at all grade levels. Outreach to the region's youth included focus groups and workshops in classrooms and at youth-serving programs across the region, as well as participation in school career days and sustainability fairs. Taking care not to "talk down" to young residents, CMAP used nearly identical materials as those presented to other community groups. High school students participating in CMAP's Future Leaders in Planning (FLIP) youth leadership program also projected their vision for the region's future. During the one-week summer program, they developed strategies to address transportation and land use challenges as part of the FLIP curriculum.

500+
students gave feedback on
ON TO 2050



Phase one: Challenges and opportunities

The first phase of public engagement for ON TO 2050 kicked off on March 2, 2016, with a launch event attended by nearly 300 people. This phase of engagement was designed to gather feedback on regional challenges and opportunities, as well as to identify high priority topics to be addressed by the plan. Over the next five months, CMAP used a suite of public engagement methods to capture as much input as possible. CMAP heard an abundance of feedback from residents, ranging from the need to address racial and economic segregation in housing to frustration with a lack of transit options in the collar counties. CMAP identified and partnered with key community organizations to ensure that the agency reached a diversity of residents in every county.

300+

**people attended the ON TO 2050
kick-off event on March 2, 2016**



Workshops, online survey, email

From March through August 2016, CMAP staff and stakeholder groups held more than 100 workshops and participated in related events across the region, engaging more than 3,000 individuals from the private sector, transportation agencies, educational institutions, municipalities, counties, community groups, and nonprofit and philanthropic organizations. The bread-and-butter of CMAP's public engagement is an in-person dialogue. CMAP brought ON TO 2050 directly to residents by partnering with regional community organizations to participate in their scheduled meetings, adding a flexible ON TO 2050 discussion item to their meeting agendas. CMAP facilitated interactive workshops to draw residents into meaningful conversations about ON TO 2050, using keypad polling to engage attendees in real time. This also enabled CMAP to collect data from every person who set aside the time to attend a meeting.

The agency's outreach professionals included Spanish-fluent staff who provided on-site translation when requested. In addition, host organizations provided language translation when they anticipated the need for their constituents.

CMAP also engaged residents as an exhibitor at regional community events, such as county fairs, senior fairs, block parties, and festivals, reaching people who might not otherwise attend a mid-week evening meeting. CMAP recorded feedback on community walkability, transportation options, and community health.

3,000+

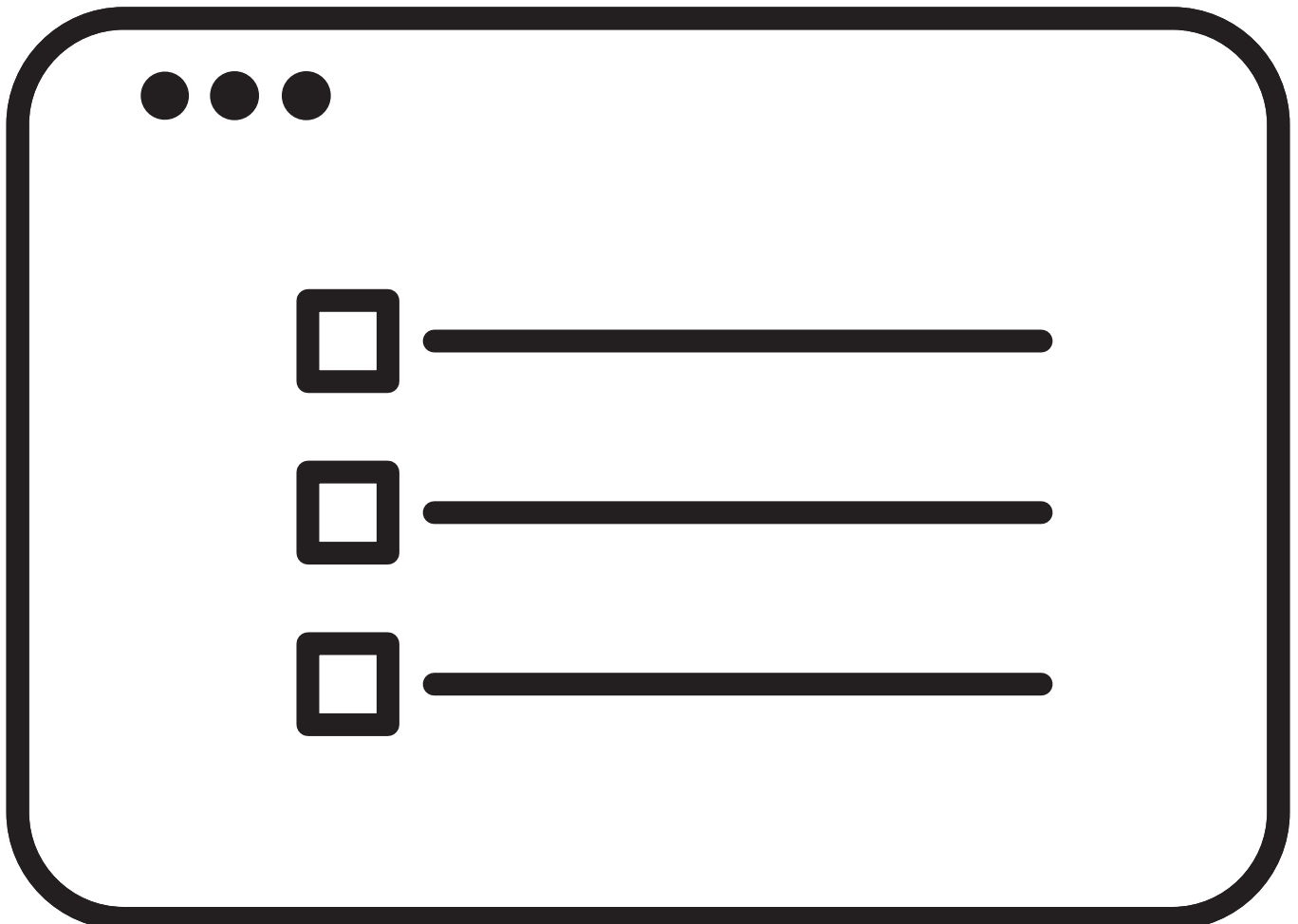
**individuals engaged
through 100+ workshops
across the region**

More than 500 people participated in a detailed online survey, which included questions similar to those discussed at the in-person workshops. Content across all outreach methods was designed to be as consistent as possible, allowing better comparison across multiple formats.

CMAP also promoted a dedicated email address (onto2050@cmmap.illinois.gov) as a vehicle for submitting comments. In addition, the agency hosted five forums during the first phase of engagement; see page 21 for more information about the forums.

500+

**people took a detailed
online survey**



Emerging Priorities Report

During the first phase of public engagement for ON TO 2050, people and organizations of all types showed significant interest in shaping regional efforts and outcomes. Their comments' themes included concerns about growing inequity and access to opportunity, the continuing need for improved housing affordability, concerns about the condition of our transportation system, and the need to address stormwater and flooding. The feedback and insights gathered from this first phase of outreach, combined with staff research and policy analysis, significantly shaped the topics CMAP addressed in the Emerging Priorities Report released in September 2016.



Phase two: Alternative Futures

Public engagement for the second phase of ON TO 2050 development, known as Alternative Futures, took place between April through August 2017. CMAP's Alternative Futures framework deployed a scenario planning process and used public engagement to stress-test assumptions about the macro trends that will shape the future of the CMAP region. Compelling and intentionally provocative, the Alternative Futures engaged residents in educational conversations about strategies and priorities for addressing five macro trends:

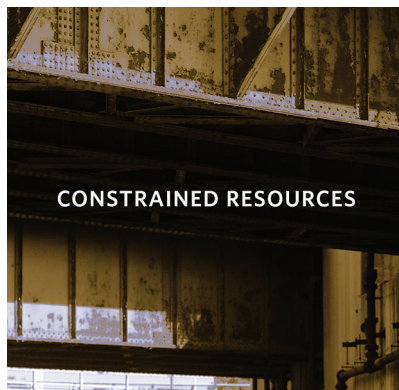
Changed Climate

Walkable Communities

Innovative Transportation

Constrained Resources

Transformed Economy



As in the first phase of public engagement, CMAP traveled to every county and used multiple methods to solicit people’s insights during the Alternative Futures phase, including the following:

- In-person workshops
- Participation in regional events, such as fairs and farmers markets
- Interactive iPad kiosks
- Online surveys
- Social media
- Public forums

During the Alternative Futures phase, CMAP connected with more than 2,500 diverse residents who attended over 125 in-person workshops and five topical forums, as well as more than 61,000 residents who interacted with the kiosks. CMAP summarized the public engagement for Alternative Futures in the [Engagement Summary report](#), part of the [ON TO 2050 Preview Report](#).

Workshops and other events

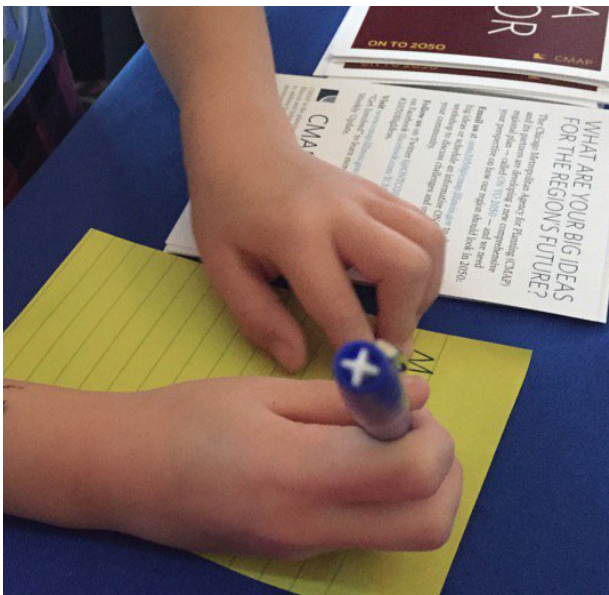
In-person discussions again figured prominently in the Alternative Futures phase of public engagement. CMAP presented interactive workshops with partners including neighborhood and community organizations, nonprofits, foundations, advocacy groups, local businesses, elementary and high schools, and a host of other stakeholders throughout the region.

2,500+

**diverse residents attended
Alternative Futures workshops
and five topical forums**

The workshop's slide presentation included videos and keypad polling, generating lively conversations and allowing participants to respond in real time to survey questions about each Alternative Future. Municipal partners participated in another series of ON TO 2050 workshops specifically designed to elicit feedback on municipal capacity and how ON TO 2050 could best provide communities with tools to apply the plan's recommendations locally.

CMAQ collaborated with Enterprise Community Partners to develop a series of workshops with community organizations that serve residents in minority communities and economically disconnected areas. CMAQ provided grants and training to enable six of those organizations — mostly housing providers — to engage their residents and constituents in Alternative Futures workshops and to solicit and record their feedback for development of ON TO 2050.



At the Alternative Futures workshops, CMAP again used keypad polling to allow participants to weigh in on each of the five Futures. Here is a sampling of the questions asked during these workshops:

As climate change continues to intensify, which impact worries you most in our region?

What are the two biggest benefits of more walkable communities?

If you had a convenient commute no matter where you lived, where would you choose to live?

What's your primary way of getting around now, and how would you prefer to get around?

How do you think your community should respond in a future with less federal and state funding?

What does our region need to enable everyone to succeed in the future economy?

CMAP's outreach methods sought to enable every person who attended an event to contribute their input, whether during the discussion, through keypad polling, or via a follow-up communication. CMAP prepared workshop materials in English and Spanish, including the standard slide presentation and Alternative Futures website. CMAP produced videos in English and Spanish as an additional way to describe the Alternative Futures, and frequently used the videos to set the stage at the workshops.



ON TO 2050

ALTERNATIVE FUTURES

- Changed Climate
- Walkable Communities
- Innovative Transportation
- Transformed Economy
- Constrained Resources

TEC

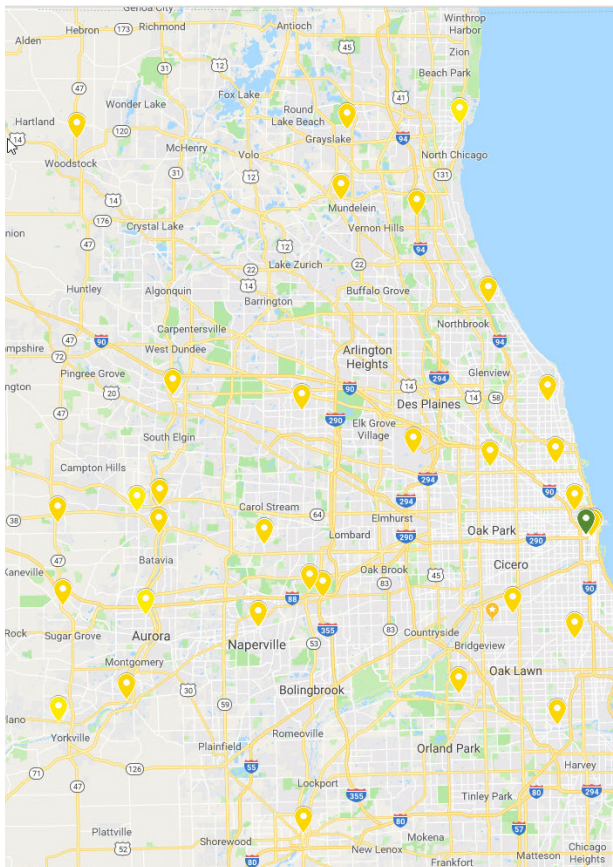
What are your
#2050visions?

EXIT

WHITE
TECHNOLOGY

Interactive kiosks

Over 100,000 people were engaged via interactive kiosks during the overall development of ON TO 2050, including more than 61,000 during the Alternative Futures phase of 2017. The kiosks were strategically placed in high-traffic public spaces in the region, including county buildings, community colleges, a high school, the Chicago Architecture Foundation, Chicago Botanic Garden, and libraries in Chicago and the suburbs. Each kiosk displayed an iPad Pro that presented five distinct apps describing the Alternative Futures and prompting users to take short surveys that paralleled the keypad polling used in the workshop presentations.



An infographic with a blue background. It features a large white rounded rectangle at the top, which contains a smaller white rectangle with a black border. Inside this inner rectangle, the text '100,000+' is written in large blue font, and 'people interacted with the kiosks' is written in smaller black font below it. A white vertical bar extends downwards from the bottom of the top rectangle, and a white horizontal bar is at the very bottom of the page.

100,000+

people interacted with the kiosks

Online surveys and email

Residents also weighed in via surveys on the CMAP website and more in-depth surveys using the MetroQuest platform on each Alternative Future. In addition, residents and partners had the opportunity to provide comments via CMAP's dedicated email address (onto2050@cmmap.illinois.gov).

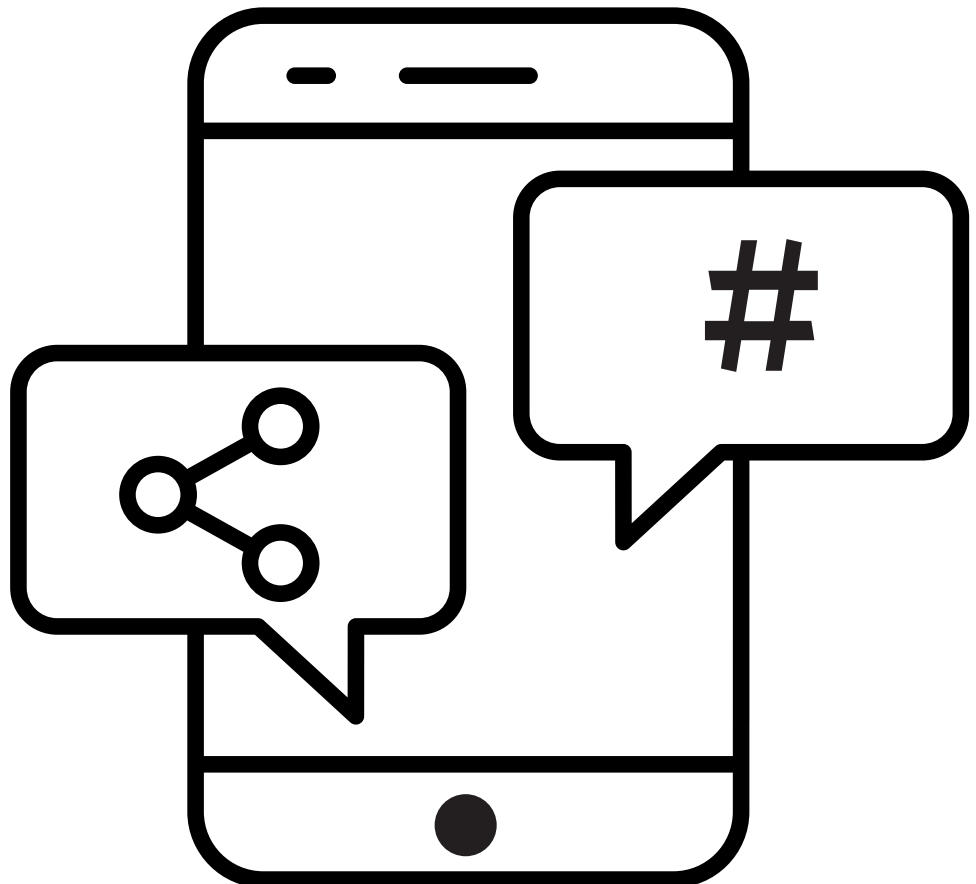
Social media and media engagement

Alternative Futures content also reached people (in English and Spanish) through the CMAP website and YouTube channel. Social media generated input for ON TO 2050 via CMAP's Twitter handle @ONTO2050, Facebook page, and hashtag #2050BigIdeas. Traffic on CMAP's ON TO 2050 webpages during public engagement for the plan exceeded 65,000 views.

In addition, the agency hosted five forums during the first phase of engagement; see page 21 for more information about the forums.

65,000+

**views on the
CMAP website**

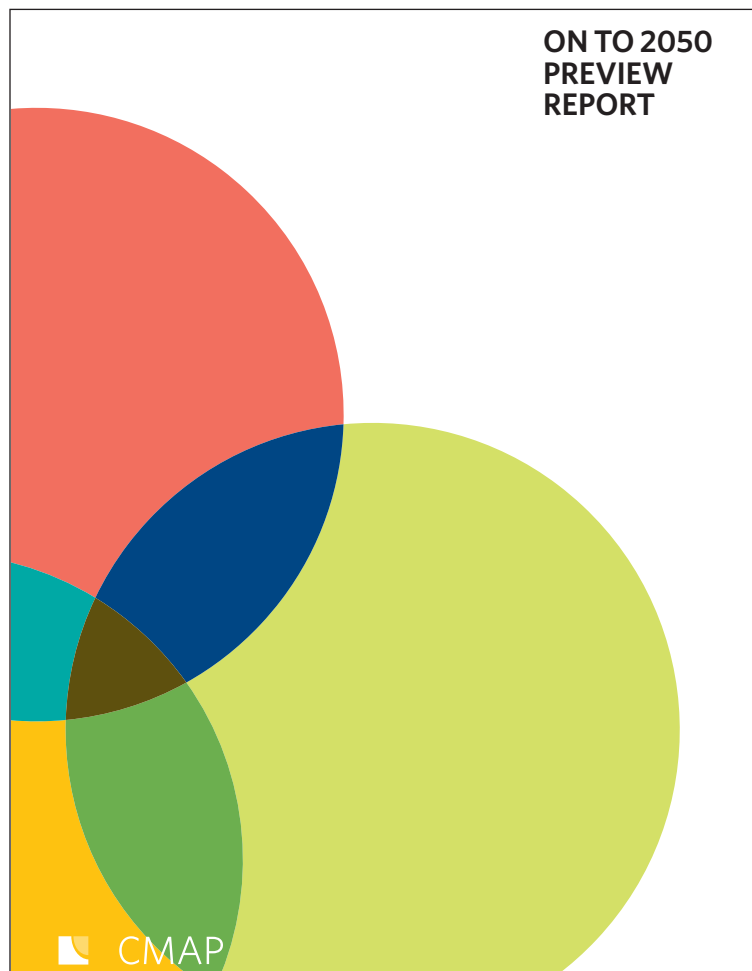


ON TO 2050 Preview Report

From the public stress-testing of CMAP's Alternative Futures through workshops, kiosks, surveys, and forums, CMAP crystallized the three principles guiding the ON TO 2050 plan: Inclusive Growth, Resilience, and Prioritized Investment. Together with staff research and policy analysis, these ideas shaped the ON TO 2050 Preview Report, first published as a working draft for review by CMAP committees, MPO, and Board members on June 2, 2017.

CMAP staff incorporated this input and made a draft Preview Report available for public comment from June 19 through August 3, 2017. After public comments were considered, the CMAP Board reviewed and approved the final ON TO 2050 Preview Report in October 2017.

After release of the ON TO 2050 Preview Report until release of the draft ON TO 2050 plan in June 2018, CMAP continued to conduct outreach for ON TO 2050. Additional workshops and community events continued to build support for ON TO 2050 principles and key recommendations, as well as CMAP's base of allies and advocates to promote the plan. CMAP also actively engaged the private sector in discussion of the ON TO 2050 plan, meeting with more than 30 corporate and civic groups between October 2017 and June 2018 to integrate their insights into the draft plan chapters.



Phase three: draft chapters and draft ON TO 2050 plan

In Spring 2018, CMAP published drafts of the five ON TO 2050 chapters (Community, Prosperity, Environment, Governance, Mobility) for regional stakeholders and partners to review. In addition, CMAP's board, MPO policy committee, and most of its coordinating and working committees reviewed and provided comment on pertinent draft chapters and their recommendations.

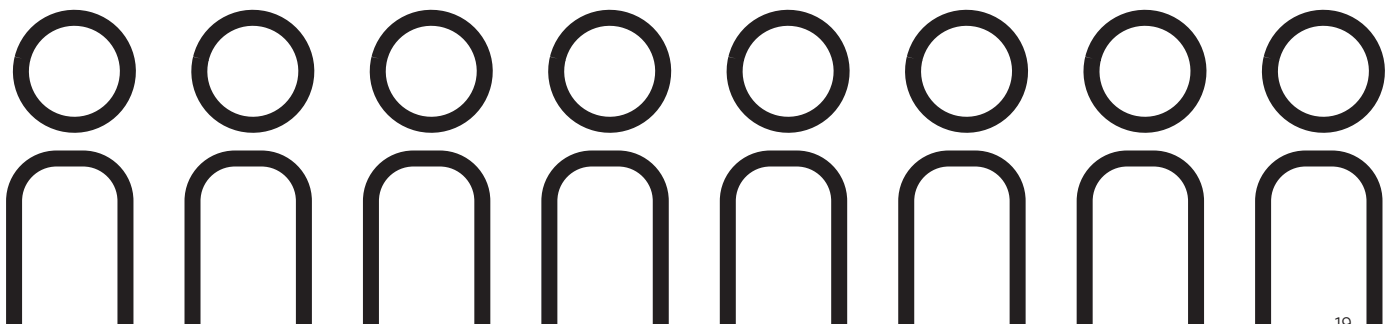
The draft ON TO 2050 plan was released for public comment from June 15 through August 14, 2018. CMAP published the draft plan on its website, enlisted hundreds of stakeholders who had weighed in on the initial phases of the plan's development to comment on the draft, and reached out to thousands of stakeholders via CMAP's Weekly Update newsletter during the public comment period. CMAP received feedback on the draft plan via web comments, emails, letters, maps, and conversations with residents at ten public open houses and one public hearing.

Open houses

To present the draft ON TO 2050 plan to the public for review and discussion, CMAP convened a series of ten open houses in communities across the region. CMAP partnered with the six collar counties and four Cook County Councils of Government to host the open houses, and worked with municipalities and community organizations to promote the events to residents. More than 200 people attended the ten open houses, generating in-depth discussions and valuable feedback about the draft plan.

200+

people attended ten
open houses



Public hearing

The open house series culminated in a final open house and statutorily required public hearing at CMAP's office at the end of July 2018. Almost half of the 40 attendees at the hearing provided comments through both formal remarks and written submissions.

Public comment on the draft ON TO 2050 plan concluded on August 14, 2018. In total, the draft plan generated more than 900 responses via web comments, emails and letters, comments at the open houses, and public hearing statements. The comments covered a variety of topics, and many of them went into great detail. As with the previous two stages of public engagement, CMAP staff considered and incorporated the comments received during this phase into the priorities and recommendations of ON TO 2050.



Forums

During the first two phases of public engagement, CMAP hosted two corresponding public forum series to engage residents in deeper discussions with experts about emerging themes and topics for the ON TO 2050 plan. The forums' panelists included national and regional thought leaders, academics, and practitioners. CMAP convened the forums in Chicago and suburban venues.

The first phase of public engagement for ON TO 2050 featured five ON TO 2050 Big Ideas Forums from June 2016 through February 2017, which invited attendees to imagine the challenges and opportunities our region will face by 2050 and strategies to address them. The ON TO 2050 Big Ideas Forums, hosted by CMAP and regional partners, were:

Reimagine our Region for 2050 (Stony Island Arts Bank, Chicago)

Have We Reached Peak Driving? Planning for Future Travel in the Chicago Region (Northwestern University, Evanston)

Designing the Future: Gen X and Millennials in 2050 (University of Illinois at Chicago)

Development at the Edge: The Future of Regional Urbanization (Two Brothers Roundhouse, Aurora)

Closer to Home: Creating a Balanced Regional Housing Supply by 2050 (Metropolitan Planning Council, Chicago)

For the Alternative Futures phase of public engagement, CMAP and its partners hosted another five forums from April through August 2017. The forums were well-attended and addressed:

Thriving in a Changing Climate (Peggy Notebaert Nature Museum, Chicago)

Where We'll Live in 2050 (Chicago Architecture Foundation, Chicago)

Harnessing Technology for Future Mobility (Illinois Institute of Technology, Chicago)

The Future of Economic Opportunity (Libertyville Civic Center, Libertyville)

Doing More with Less in 2050 (Homewood-Flossmoor Auditorium, Homewood)

Media engagement

Throughout the development of ON TO 2050, engagement with print, online, and broadcast media outlets enabled CMAP to inform an even broader public about the ON TO 2050 comprehensive plan and to seek public input. Throughout the plan's development, review of the draft chapters, and the public comment period, the media amplified CMAP's public engagement by providing information on featured regional issues and priorities, and by encouraging residents to contribute their ideas to the ON TO 2050 plan.

Since the plan's kickoff in early 2016, regional media has mentioned, discussed, and covered the ON TO 2050 plan more than 40 times. CMAP worked with Geoffrey Baer of WTTW Chicago Public Media to preview the plan's launch on the station's premier public affairs show, "Chicago Tonight." Other media that covered the ON TO 2050 plan included local, regional, and national outlets, such as the Chicago Tribune, Streetsblog Chicago, Crain's Business Chicago, the Daily Herald, WGN Radio, WBEZ Public Radio, CBS Chicago, Curbed Chicago, Chicagoist, the Aurora Beacon-News, and Elgin Courier-News.

During the Alternative Futures phase of public engagement, CMAP engaged local reporters as moderators of the five Alternative Futures forums, which sometimes netted additional coverage of the plan. CMAP also requested and received supportive editorials from the Chicago Tribune and Daily Herald, encouraging their readers to weigh in on the plan. The Chicago Tribune also ran a profile series during that second phase of engagement, featuring a Q&A with a prominent speaker from each of the five Alternative Futures forums. CMAP's media outreach was an effective part of CMAP's strategy for informing the region's stakeholders about the ON TO 2050 plan and engaging them in its development.

And at regular intervals throughout the process, CMAP staff arranged to brief newspaper editorial boards and reporters across the region. The coverage that ensued from all media outreach was almost uniformly positive and was an important aspect of informing the region's residents about progress toward developing and implementing the regional plan. See the CMAP media archive at www.cmap.illinois.gov/updates/news/coverage.

Going ON TO 2050 together

ON TO 2050 offers a vision for the future built upon three years of collaborative development of its goals and strategies. The plan's three principles — Inclusive Growth, Resilience, and Prioritized Investment — point the way toward a strong, sustainable quality of life for the entire region. Putting the ON TO 2050 recommendations in action will rely heavily on stakeholder involvement and partnership at all levels of government and across the public and private sectors.

Because implementation will require the same unified purpose to achieve a more prosperous region, CMAP will continue to conduct extensive public engagement in the months and years to come. To that end, CMAP encourages all stakeholders to familiarize themselves with the full plan at www.cmap.illinois.gov/onto2050, which includes links with many on-going involvement opportunities.

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ONTO2050@cmap.illinois.gov
www.cmap.illinois.gov

The Chicago Metropolitan Agency for Planning (CMAP) is our region's comprehensive planning organization. The agency and its partners developed and are now implementing ON TO 2050, a new long-range plan to help the seven counties and 284 communities of northeastern Illinois implement strategies that address transportation, housing, economic development, open space, the environment, and other quality-of-life issues. See www.cmap.illinois.gov for more information.