



# Chicago Metropolitan Agency for Planning

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## MEMORANDUM

**To:** CMAP Board

**Date:** July 1, 2009

**From:** Erin Aleman, Associate Regional Planner

**Re:** *GO TO 2040* Public Engagement Update

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The main public engagement phase of the *GO TO 2040* plan, termed “Invent the Future,” was kicked off in June and will continue through the summer. This memo describes the role of this public engagement phase in the *GO TO 2040* plan, the methods used to promote the opportunity for public engagement, the activities that have occurred to date, the types of feedback that have been received, and plan for the remainder of the summer.

### **Role of public engagement**

Public engagement is an important part of any long-range planning process. In *GO TO 2040*, the public engagement effort focuses on informing residents about the impacts of transportation investments and development decisions, and collecting input on priorities for the region’s future direction. All public engagement activities conducted for *GO TO 2040* are meant to both be educational and provide opportunities for feedback.

The results of the public engagement phase will be considered, along with CMAP’s technical analysis and input from key stakeholders, in developing the plan’s recommendations. Conceptual recommendations based on these sources of information will be prepared during fall 2009 and presented to the Board for endorsement at the end of this year.

### **Promotion methods and media coverage**

Staff have made a concerted effort of reaching out to mainstream media through press releases and contact via the phone, email, and in person. Coverage to date has included the Chicago Tribune, the Sun-Times News Group, the Sun newspapers, Daily Herald, Northwest Herald, the Pioneer Press newspapers, WTTW-11 (Chicago Tonight interview with Mayor Bennett), ABC-7 (Frank Mathie interview with Randy Blankenhorn and Daniel Burnham V), the Drive 97.1 FM, and WCPT-820AM (Mike Nowak interview with Randy).

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Due to the emergence of "new media" sources, staff have placed particular emphasis on getting coverage from bloggers and partners sites. CMAP and *GO TO 2040* have been written about at the following: Gapers Block, Chi-Town Daily News, the Windy Citizen, the Urbanophile, the Burnham Plan Centennial blog, the Next American City, Chicago Content, Community Media Workshop, the Journal of Oak Park and River Forest, the Woodstock Advocate, and the Town Crier.

Among the non-traditional mechanisms for getting the word out, staff have created *GO TO 2040* pages on Facebook, Twitter, and the CMAP and *GO TO 2040* blogs. In addition to promoting Invent the Future in Randy Blankenhorn's weekly email updates, staff have used Constant Contact "e-blast" software to send dozens of targeted email announcements for the workshops and on-line tools. A video package was created with footage from workshops and kiosk locations, and clips were featured at YouTube on the web and as part of the WTTW Chicago Tonight segment.

### **Public engagement activities**

The primary public engagement tool is interactive software that lets users experiment with different types of transportation investments and development patterns and view the outcomes of these decisions. This software is being used at public meetings, on the web, and also in kiosks across the region. The design workshops, another public engagement activity that began in the spring and extended into the summer, are also described in this section.

### Public workshops

Ten workshops were held during June, in the following locations:

- Thursday, June 4<sup>th</sup>: Unity Temple Restoration Foundation, Oak Park
- Tuesday, June 9<sup>th</sup>: College of Lake County, Vernon Hills
- Wednesday, June 10<sup>th</sup>: Armitage Baptist Church, Logan Square, Chicago
- Monday, June 15<sup>th</sup>: Barrington-North Shore Association of Realtors, Northbrook
- Tuesday, June 16<sup>th</sup>: Chicago Korean American Chamber of Commerce, Glenview
- Thursday, June 18<sup>th</sup>: Carol Stream Public Library
- Tuesday, June 23<sup>rd</sup>: DuPage County Government Center, Wheaton
- Tuesday, June 23<sup>rd</sup>: Washington Township Center, Beecher
- Wednesday, June 24<sup>th</sup>: Naperville City Hall
- Thursday, June 25<sup>th</sup>: Crystal Lake City Hall

In addition, an abbreviated workshop was held with the Illinois Humanities Council on June 30<sup>th</sup>, in conjunction with another event concerning oil and water policy.

Nearly 300 people attended these workshops to date (not including the Illinois Humanities Council meeting, which drew over 100 attendees), with the highest attendance at the Oak Park and Logan Square meetings. After the meetings, staff send a follow-up report to the attendees

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of each workshop, with a link to the group's scenario that can be forwarded to friends, family, and co-workers.

### Online participation

Web traffic at [www.cmap.illinois.gov](http://www.cmap.illinois.gov) and [www.goto2040.org](http://www.goto2040.org) has spiked since our June 1 launch of "Invent the Future" activities. For comparison, weekly pageviews at the CMAP site in April and May were approximately 63,000. That average has exceeded 80,000 in June. Likewise, traffic at the *GO TO 2040* site has increased more than 50 percent, from a weekly average of just over 14,000 in April and May to just under 22,000 in June.

The primary mode of online participation is the web version of our interactive software, which has been available for public use for the past month. It provides the same options as the software used in the public workshops, but is designed for individual unfacilitated use. Since its launch, approximately 1,200 people have used the online software. Users can rate their scenarios, and email the scenario web page or link to it from their own web pages.

Additional analysis of scenarios is available on CMAP's "Scenario Evaluation" page, reached through the *GO TO 2040* website. Since it was launched in mid-June, the Scenario Evaluation pages have been viewed more than 4,200 times. The results of the design workshops are particularly highly visited.

The most common locations from which these websites have been visited are Chicago, Naperville, Geneva, and Wheaton.

### Kiosks and staff presence at fairs and festivals

A shorter, introductory version of the interactive software has been installed on kiosks in high-traffic locations around the region. Some locations will have a kiosk for the entire summer; these include Millennium Park, the Sears Tower lobby, and the Chicago Architecture Foundation's "Chicago Model City" display. Other kiosks will move from location to location throughout the summer. During June, kiosks were placed in the Blue Island Public Library and the Naperville City Hall. During July, they will be available at Governors State University in University Park and public libraries in Lansing, Gurnee, Elgin, and Arlington Heights. The RTA has also made the software available on their kiosks in major transit stations and customer service centers.

The kiosk software was also installed on laptops for CMAP staff to have available at festivals or other public events over the summer. During late May and June, staff attended events including the Chicago Green Festival, Matteson Festival, Villa Park Summerfest, Downers Grove Heritage Fest, and a Chicago Bandits game. Additional events, including county fairs, will also be attended for during the remainder of the summer.

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### Design workshops

A series of design workshops began in the spring to “translate” how regional scenarios might affect local communities. With the help of several architecture and design firms, illustrations were created for a number of communities across the region to show how alternative scenarios would affect particular sites within these communities. The results of these workshops are being posted online as they are available at:

<http://www.goto2040.org/scenarios/designworkshops/main/>

Participating communities included Arlington Heights, Barrington, Blue Island, Chicago (the Rogers Park and UIC / Greektown neighborhoods), Elgin, Fox River Grove, Grayslake, Lockport Township (led by Will County), Streamwood, Sugar Grove, Tinley Park, Wheeling, Winfield, and Yorkville.

### **Feedback received through public involvement**

At the workshops and through the online software, participants are asked to make choices concerning future development density and location, roadway and transit investment, support for alternative transportation, and environmental policy.

At the public workshops, most respondents selected a future with moderately higher densities than today and with development focused in community and metropolitan centers. There has been consistent support for high levels of transit investment and support for alternative modes. Mixed results have been received on road investment, with two workshops favoring high levels of investment, two workshops preferring little investment, and the other seven workshops choosing a middle course. Maximizing environmental policies also received strong support at the workshops.

Online results received to date are similar to the public meeting results. Moderate or high densities and more focused development have been favored by respondents. Increased investment in transit and encouragement of alternative transportation modes have been strongly supported as well. There has been a split of opinion on road investment, with some respondents favoring increased investment in roads and some preferring to focus solely on maintenance. There has also been support for expansion of environmental programs, but this has generally not received as strong support as transit investment or denser development patterns.

Similar questions are also asked on a short survey distributed by staff at the fairs and festivals that have been attended. This survey asks two questions, which are identical to the questions asked in the kiosks; one concerns development location and one asks whether transportation investment should be focused on roads, transit, or mixed. Approximately 500 surveys have been completed to date. Respondents have expressed a strong preference for development in community centers, rather than unfocused development. Results to the transportation question have been more varied; approximately one-half of respondents have preferred mixed

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investment, one-third preferred a focus on transit, and one-sixth preferred a focus on roads. These results have been consistent across geographies, with similar responses from residents of different parts of the region.


**Upcoming activities**

Public workshops currently scheduled for the remainder of the summer are listed in the attachment. This list is continually being expanded as additional workshops are scheduled.

Activities to drive visitors to the online interactive software will continue through the remainder of the summer. There has been considerable interest in the results of the design workshops, so these results will be promoted and linked to the interactive software when the majority of the illustrations are complete by early July.

**ACTION REQUESTED:** Information and discussion.

###



*Should rapid growth outward continue?  
Or should we consolidate housing and jobs  
where infrastructure already exists?*



*Should we emphasize roads or transit —  
or invest in both?*



*How can we reduce energy use while also  
strengthening our region's economy?*

To accommodate **2.8 million new residents** expected by 2040, our region has some urgent decisions to make in the very near future.

*Have Your Say! Invent the Future  
at a **GO TO 2040** workshop!*



Chicago Metropolitan  
Agency for Planning

# Invent the Future with **GO TO 2040**

## Get ready to Have Your Say!

We can't solve everything at once, so it's all about trade-offs. The Chicago Metropolitan Agency for Planning (CMAP) has begun a new **"Invent the Future"** public-input phase of the **GO TO 2040** comprehensive regional planning process. You are invited to attend one of 50 scenario workshops that CMAP is holding with partners across the seven counties. With interactive software and keypad polling, attendees will express preferences about real-world choices that will shape the **GO TO 2040** plan – and the future of our region.

Pre-registration is appreciated, but not required. To register for this workshop, for special accommodations, or for more information about the **GO TO 2040 Invent the Future** workshops or CMAP, please contact Joey-Lin Silberhorn at 312-386-8814 or [Jsilberhorn@cmap.illinois.gov](mailto:Jsilberhorn@cmap.illinois.gov).

You can also *have your say* at [www.GOTO2040.org](http://www.GOTO2040.org).

| Workshop Location  | Date and Time                                      | Workshop Co-Sponsors  | Workshop Location  | Date and Time                                       | Workshop Co-Sponsors   |
|--|--|---|--|---|--|
| Waubensee Community College<br>Academic & Professional Center, Room 110<br>D, Route 47 at Waubensee Dr., Sugar Grove | Wednesday, July 15, 2009<br>6:30 p.m. - 8:30 p.m.  | Waubensee Community<br>College, Fox River<br>Ecosystem Partners | Prairie Center for the Arts<br>201 Schaumburg Ct., Schaumburg                                | Thursday, August 6, 2009<br>6:00 p.m. - 8:00 p.m.   | Village of Schaumburg  |
| Avalon Branch Library<br>8828 South Stony Island Ave., Chicago   | Wednesday, July 15, 2009<br>6:00 p.m. - 8:00 p.m.  | State Representative<br>Marlow H. Colvin,<br>33rd District      | Joliet Historical Museum<br>204 N. Ottawa St., Joliet  | Tuesday, August 11, 2009<br>6:30 p.m. - 8:30 p.m.   | Will County  |
| Riverside Township Hall, 2nd Floor<br>27 Riverside Rd., Riverside  | Thursday, July 16, 2009<br>6:00 p.m. - 8:00 p.m.   | Village of Riverside  | Geneva Public Works Department<br>Training Room<br>1800 South St., Geneva                    | Tuesday, August 11, 2009<br>7:00 p.m. - 9:00 p.m.   | City of Geneva   |
| Gail Borden Public Library<br>270 N. Grove Ave., Elgin   | Tuesday, July 21, 2009<br>6:30 p.m. - 8:30 p.m.    | Elgin Alive, Fox River<br>Ecosystem Partners                    | South Central Community Services<br>1021 E. 83rd Street, Chicago                             | Tuesday, August 11, 2009<br>8:30 a.m. - 10:30 a.m.  | Chatham Business<br>Association  |
| Pullman - Hotel Florence<br>11111 S. Forrestville Ave., Chicago  | Wednesday, July 22, 2009<br>7:00 p.m. - 9:00 p.m.  | Pullman Historic Society  | Kendall County Health Department<br>811 John St., Yorkville                                  | Wednesday, August 12, 2009<br>6:00 p.m. - 8:00 p.m. | Kendall County Health<br>Department, Fox River<br>Ecosystem Partners   |
| South Suburban Mayors & Managers Assn.<br>1904 W. 174th St., East Hazel Crest  | Thursday, July 23, 2009<br>6:00 p.m. - 8:00 p.m.   | SSMMA   | Barrington Area Library<br>505 N. Northwest Hwy., Barrington                                 | Thursday, August 13, 2009<br>6:30 p.m. - 8:30 p.m.  | Fox River Ecosystem<br>Partners, Barrington Area<br>Conservation Trust |
| Rogers Park Library<br>6907 N. Clark St., Chicago  | Tuesday, July 28, 2009<br>6:00 p.m. - 8:00 p.m.    | Alderman Joe Moore,<br>49th ward                                | Berkeley Public Library<br>1637 N. Taft Ave., Berkeley                                       | Tuesday, August 18, 2009<br>6:30 p.m. - 8:30 p.m.   | Village of Berkeley<br>Berkeley Public Library                         |
| Active Transportation Alliance<br>9 W. Hubbard St., Suite 402, Chicago   | Wednesday, July 29, 2009<br>6:00 p.m. - 8:00 p.m.  | Active Transportation<br>Alliance                               | Arlington Heights Village Hall<br>33 S. Arlington Heights Rd., Arlington Heights             | Tuesday, August 18, 2009<br>6:30 p.m. - 8:30 p.m.   | Village of Arlington<br>Heights  |
| Argonne National Laboratory, TRAC Center<br>2700 International Dr., West Chicago                                     | Wednesday, July 29, 2009<br>6:00 p.m. - 8:00 p.m.  | Transportation<br>Research and Analysis<br>Computation Center   | Elmwood Park Village Hall<br>Third Floor Council Chambers<br>11 W. Conti Pkwy., Elmwood Park | Wednesday, August 19, 2009<br>7:00 p.m. - 9:00 p.m. | Village of Elmwood Park  |
| Bartlett Village Hall<br>228 S. Main St., Bartlett   | Thursday, July 30, 2009<br>6:00 p.m. - 8:00 p.m.   | Village of Bartlett   | Fox Waterway Agency Offices<br>45 South Pistakee Lake Road, Fox Lake                         | Thursday, August 20, 2009<br>7:00 p.m. - 9:00 p.m.  | Fox Waterway Agency  |
| Village of Tinley Park<br>Kallsen Center, 16250 S. Oak Park Avenue<br>Tinley Park                                    | Thursday, July 30, 2009<br>7:00 p.m. - 9:00 p.m.   | Village of Tinley Park  | Montgomery Village Hall<br>200 N. River St., Montgomery                                      | Wednesday, August 26, 2009<br>7:00 p.m. - 9:00 p.m. | Village of Montgomery  |
| Bronzeville Visitors Center<br>3501 S. King Dr., Chicago   | Tuesday, August 4, 2009<br>6:00 p.m. - 8:00 p.m.   | Bronzeville Visitors Center                                     |  |   |  |
| Harvard Public Library<br>900 E. McKinley Rd., Harvard   | Wednesday, August 5, 2009<br>7:00 p.m. - 9:00 p.m. | McHenry County  |  |   |  |

**In June, we held workshops in Oak Park, Vernon Hills, Logan Square, Carol Stream, Beecher, Wheaton, Naperville, and Crystal Lake. You still have time to attend one in July and August.**

