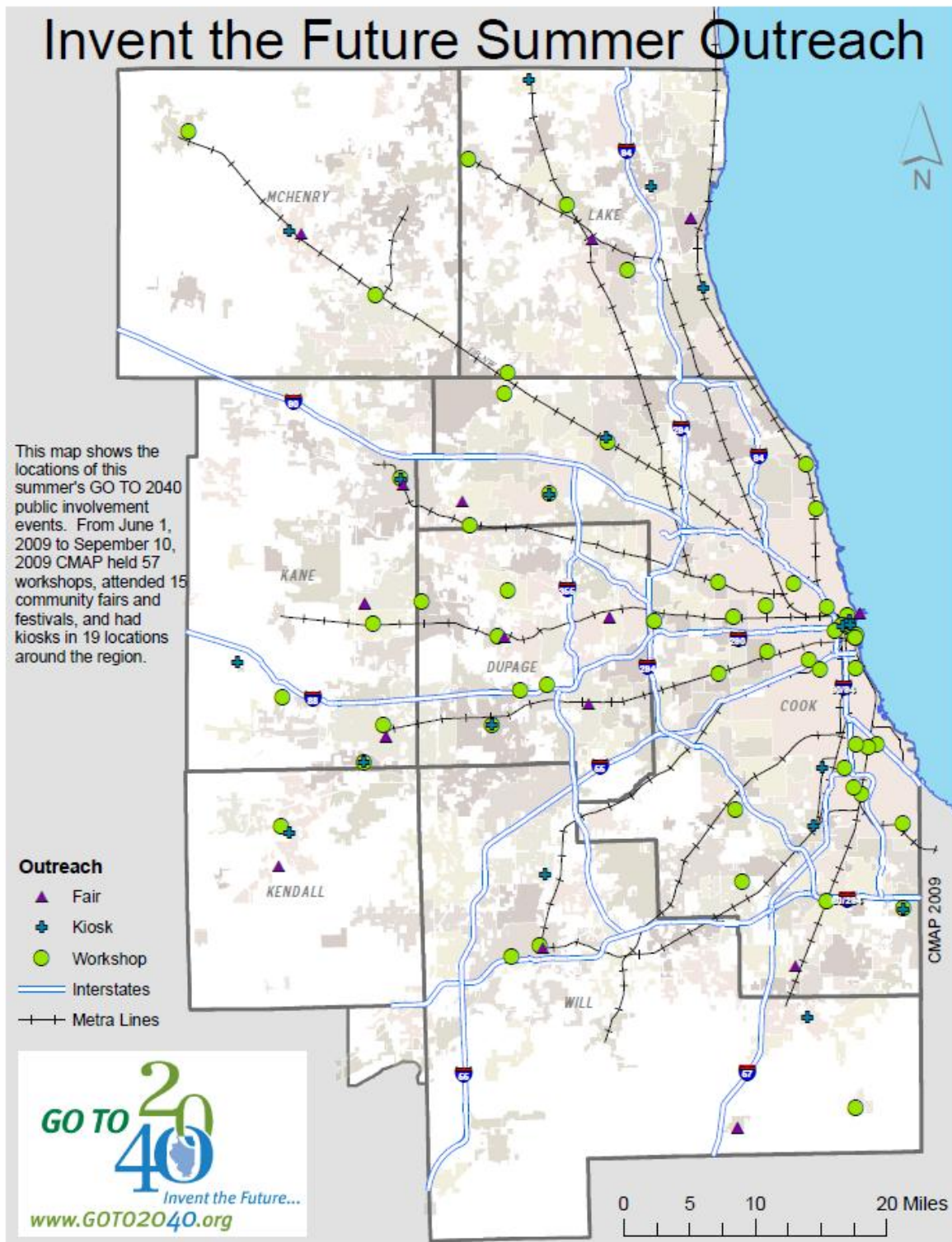


### 3. Participation, Results, and Feedback

Public engagement activities were widely distributed across the region, as shown in the map below. Twenty-one workshops were held in the City of Chicago, 14 in Cook County and 22 workshops were held in the collar counties.



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. It should be noted that the responses collected and shown here are not meant to be used as statistically valid survey results, because participants cannot be assumed to be representative of the region.

### 3.1 Kiosks

Based on usage data periodically collected from the kiosks, it is estimated that over 35,000 individuals began kiosk sessions, and approximately 14,000 answered both survey questions and completed the kiosk session. The kiosks were primarily meant for educational purposes, but the responses to the survey questions were also collected.

### 3.2 Fairs and Festivals

CMAP staff gathered over 2,800 survey cards. Survey cards included responses to questions, gender, and zip code. Women represented the majority of survey respondents. Participants were distributed across a variety of age ranges.

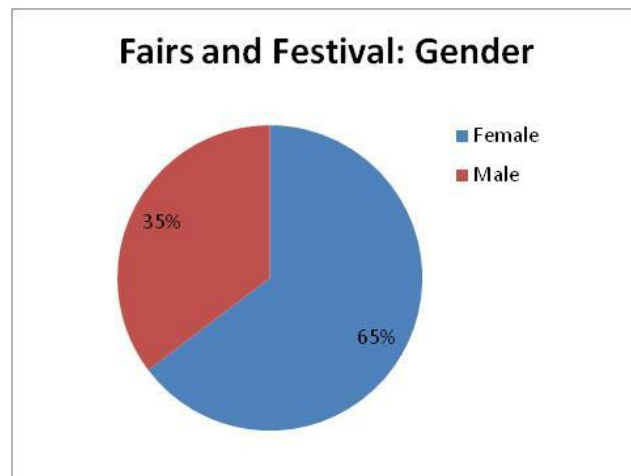


Figure 16 Survey card responses to gender

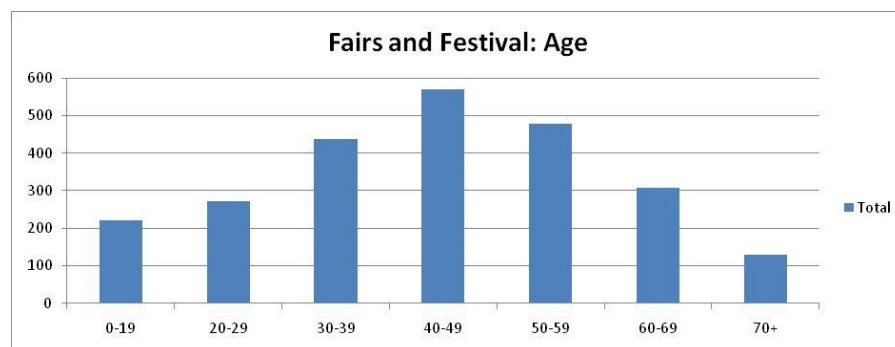


Figure 17 Survey card responses to age

Zip code data helped to determine geographic location of respondents; ultimately the data was consolidated by county. CMAP aimed to reach as many areas in the region. Based on survey cards collected, no county in the region represented a majority. The bulk of the survey cards received came from six out of the seven CMAP counties – DuPage, Kane, Kendall, Lake, McHenry, and Will. Of those counties CMAP received the greatest response from DuPage and Lake Counties.. Total survey card responses from Cook County were 35 percent, of which 42 percent came from the northwest portion of the county, followed by 26 percent from the city of Chicago, and 20 percent from south Cook County.

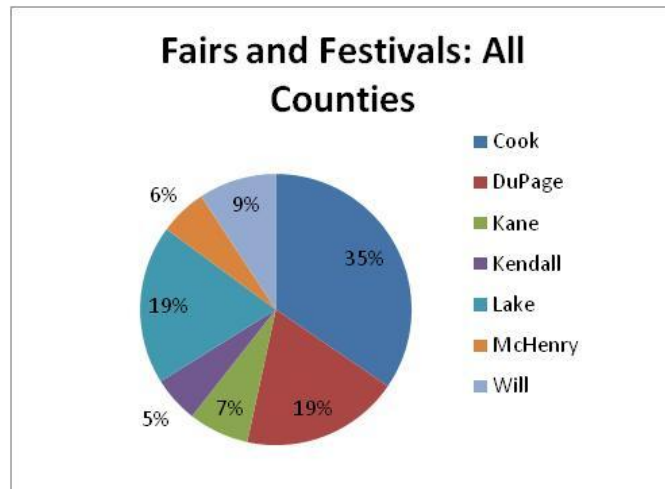


Figure 18 Survey card responses breakout by county

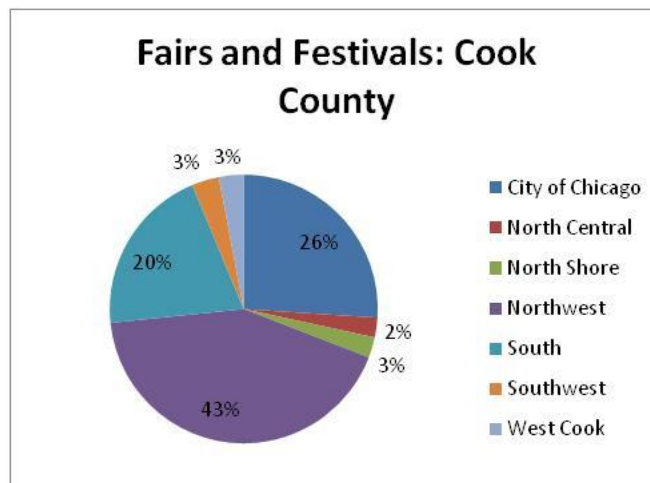
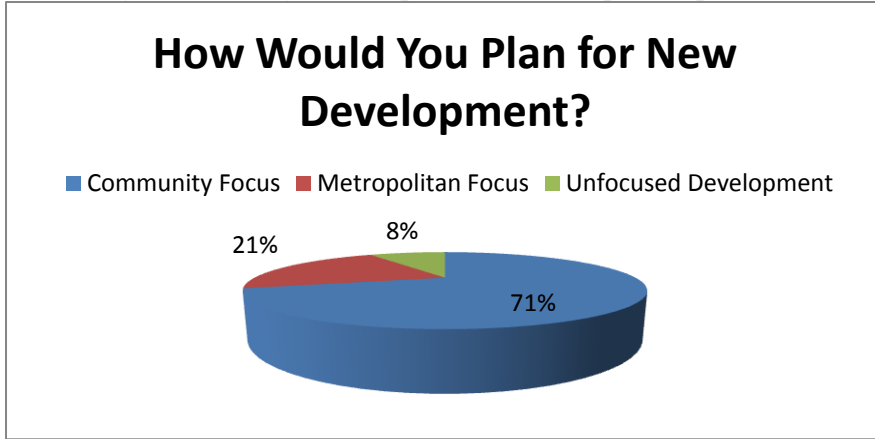


Figure 19 Survey card responses breakout by Cook County Council of Mayors

Looking at the total of the all the survey responses, the most popular response in the region to “How Would You Plan for New Development?” is Community Focus.

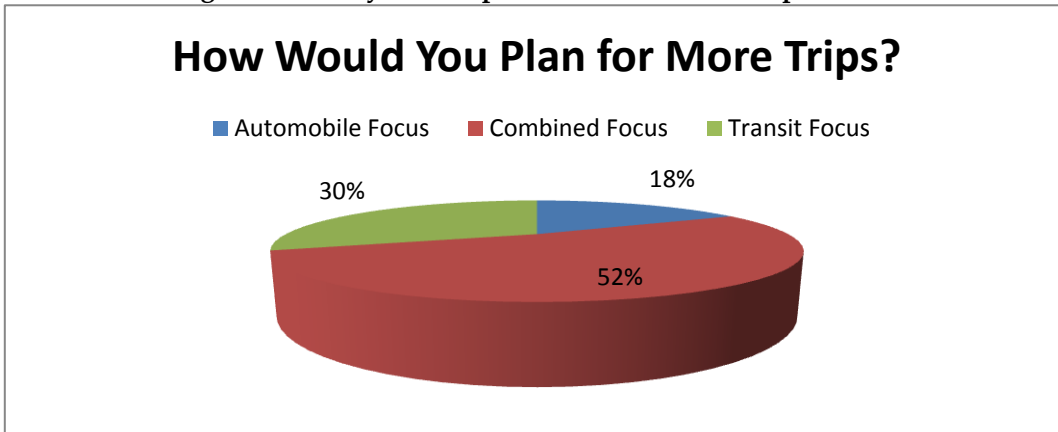
Figure 20 Survey card responses to development question



Metropolitan Focus follows with only 21 percent supporting this option. Less than ten percent opted for Unfocused Development, or the current trend. A similar distribution is reflected in all seven counties. This is not inconsistent when compared to the more detailed data collected from the summer workshops.

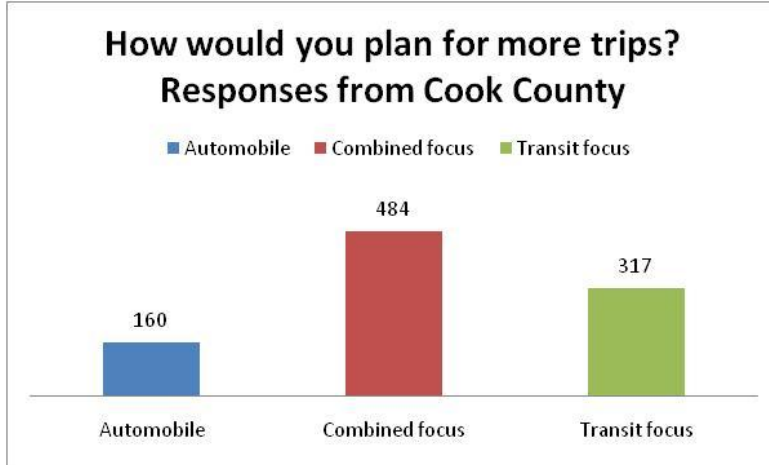
When asked about transportation, the responses varied to some extent by community rather than county. More than half of all the respondents in the region said they would prefer a Combined Focus in response to the question of "How Would You Plan for More Trips?" The next preferred option was Transit Focus at 30 percent and then Automobile Focus at 18 percent.

Figure 21 Survey card responses to modes of transportation



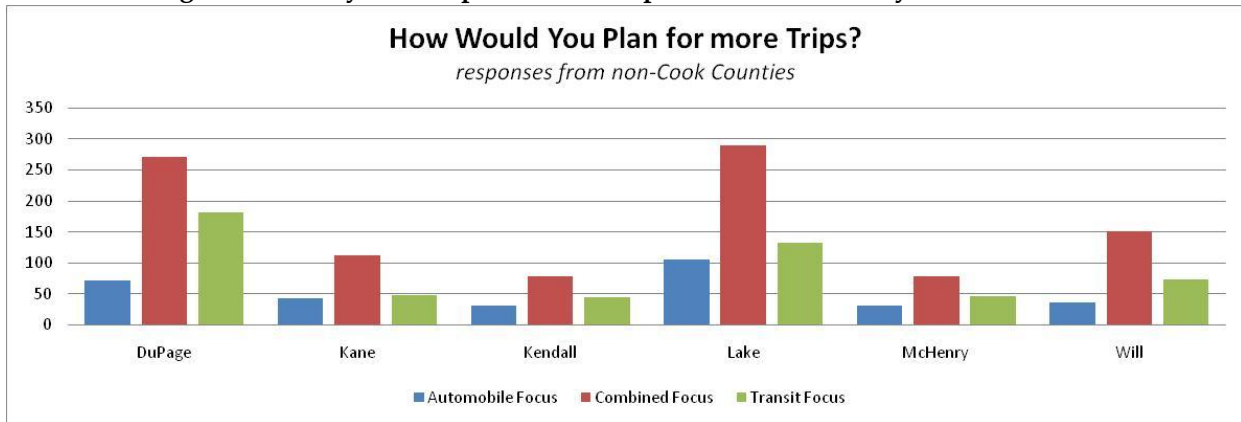
Survey respondents from Cook County, including the City of Chicago, showed similar preferences for investing in both cars and transit.

Figure 22 Survey card responses to transportation breakout by Cook County



An interesting observation in the data includes the responses from some of the rapidly growing counties in northeastern Illinois – Kane, Kendall, McHenry and Will. Each show a greater preference toward investing in transit options opposed to an automobile focus. This observation complements the data received from the workshops where participants preferred a significant increase in the region’s transit system.

Figure 23 Survey card responses to transportation breakout by collar counties



After each fair or festival attended staff recorded the data and information received. For survey card respondents who provided an email address, an email was sent thanking participants for their input, a listing of upcoming workshops, and a link to the website.

### 3.3 Workshops

Fifty-seven workshops were held over the course of the summer. A full list of these workshops can be found in Appendix 6.1. In addition, several abbreviated presentations were done as part of larger conferences or events; these included the Illinois Humanities Council on June 30, the Illinois Development Council’s annual conference on July 16, at the Will County Center for Economic Development Board meeting on August 21, and at several CMAP committee meetings.

In total, nearly 1,500 people attended a full workshop, and several hundred others were reached through the abbreviated presentations. Average workshop attendance was 25, with attendance exceeding 50 at workshops in Oak Park, Joliet, and Chicago’s south and west sides.

Workshop participants were fifty-one percent female and forty-nine percent male. The majority of participants were between the ages of 40 and 70 years old. Participants were also asked to self-identify their racial or ethnic background. Sixty-three percent of workshop participants were Caucasian / White, 20% were African American / Black, eight percent of participants were Hispanic / Latino and four percent were Asian. According to the 2000 Census the region is approximately 58% Caucasian / White, 17% African American / Black, 17% Hispanic / Latino, and 5% Asian.

Figure 24 Workshop gender

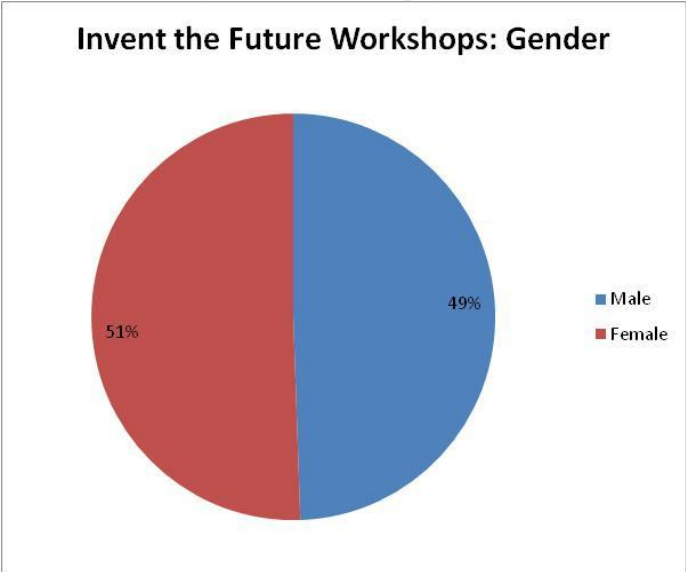
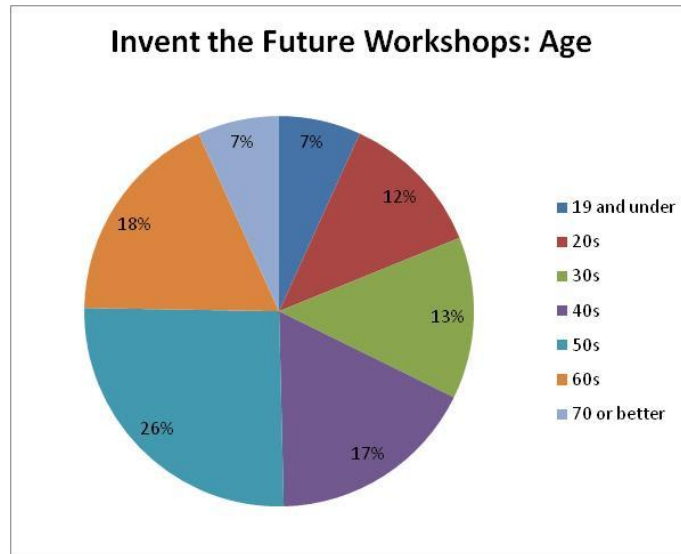
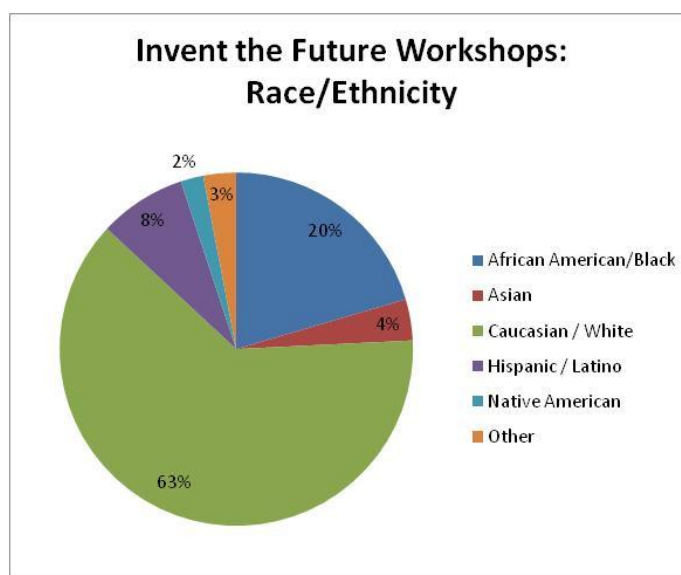


Figure 25 Workshop participant age



Workshop began with a primer on CMAP and described the *GO TO 2040* planning process. The bulk of the workshop was designed around the MetroQuest tool which allowed participants to set priorities and explore alternative future scenarios to see which choices met their goals. Participants were encouraged to be proactive in thinking about what 2040 should look like. Keeping in mind the projected population growth of the region, what needs to happen to ensure that the region will continue to be a viable place for all residents. Is there a way to reach our goals given the projected increase in population?

Figure 26 Workshop participant Race / Ethnicity



To assist participants in thinking outside the box, workshop facilitators asked everyone to close their eyes and visualize their community today, then imagine what will be better in the year 2040. Building off those visions, participants then worked in small groups to come to agreement on the top issues that need to be addressed. Small groups reported back to the room placing their top priorities on sticky notes. These comments and can be seen throughout this document in the word clouds like figure 30 below (a full list of priorities coming out of the meetings can be found in appendix 6.3 Sticky note priorities). By visualizing these priorities in word clouds (using [www.wordle.com](http://www.wordle.com)) it is easy to see which themes and priorities rose to the top of workshop participants concerns. The larger the word or phrase appears, the more often it was mentioned.

Figure 27 Economic development workshop priorities



Participants were then able to create a room-wide scenario utilizing keypad polling to answering the six MetroQuest questions concerning development patterns, transportation investments, and environmental programs. After voting, we explored the impacts of these choices on key outcomes that were of highest priority to the group. Everyone was given an opportunity to share what they thought about the future scenario that had just been created. Were they surprised? Did their answers get them to the kind of 2040 that they imagined? From this point workshop discussions diverged on various paths. Some groups were entirely satisfied with the performance of their future scenario while others spent time working through an iterative process, testing new options and weighing the pros and cons of each. Participants



were asked to not only share their ideas with the group but also to leave their detailed thoughts on a worksheet that was provided. All of the comments from worksheets can be found in appendix 6.1.2 Yellow worksheets.

Several themes arose in discussions at every workshop no matter where the workshop was held. People wanted more transit options (even if it cost more), increased protection for parks and open space, safer communities, effective schools, and reductions in energy and water use.

On the theme of increased transit options, participants expressed a desire for faster public transportation options that are clean, “green”, and safe. There was also a strong desire for more walkable and bike-friendly communities where there was a choice to get to places like the grocery store. Participants told us that if there were faster, seamless, and more accessible transportation options they would take them.

Land consumption was another major touch-point for participants. This idea was woven throughout conversations. The importance of protecting open space and preserving parks and other natural areas was of great importance. That being said, no two conversations on land consumption were alike. This theme arose in a variety of ways throughout workshops, from redevelopment of underutilized land near transit stations, to adding sidewalks, local food production, and bettering the environment, the issue of using our land responsibly building and rebuilding what makes sense was what tied all of these conversations together.

Another consistent theme was the desire to have better educational opportunities across the board. Participants wanted 21<sup>st</sup> century educational facilities and better quality school systems. Conversations ranged from K- 12 school systems to workforce development opportunities with the main focus being the development of a strong employment base so that the region will be a competitor in the world economy we live in.

Environmental policies were also major players in workshop conversations. Participants expressed the need for greater conservation with a projected increase in population. As a solution to the impact of current trend projections participants talked about implementing incentives to promote more “green” building, alternative energy, clean air and water, gray water systems and green infrastructure all to help alleviate pressures of new development.

The most surprising outcome of the workshops are the similarities of results from across the region. At the public workshops, regardless of where in the region they were held, 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 were received on road investment. Maximizing environmental policies received strong support at the workshops. On the whole, workshop participants were intrigued to see that compact development had an impact on almost every indicator. Conversations resulting from this observation led to greater compromise as to which future development choice was ultimately made.

Figure 28 Workshop and online results on development density

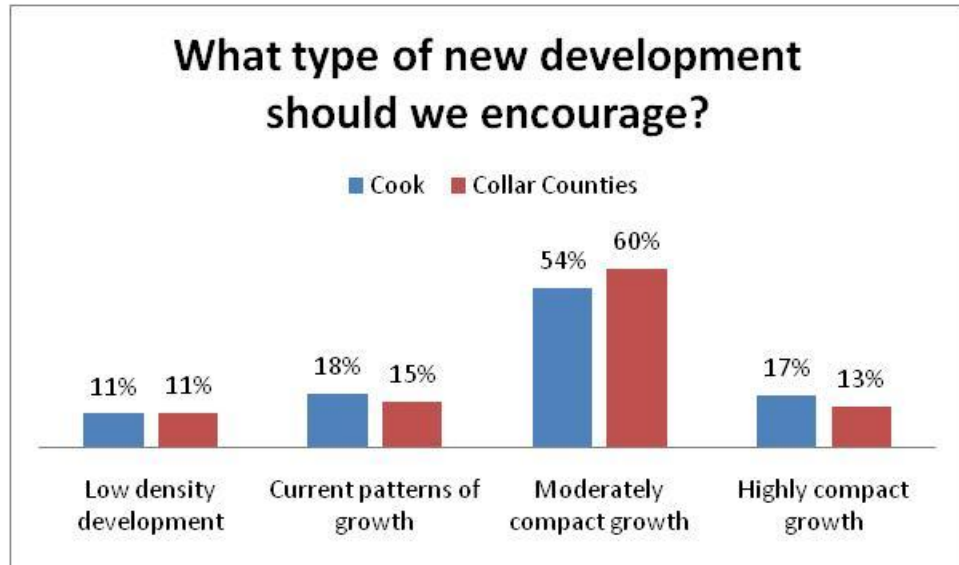
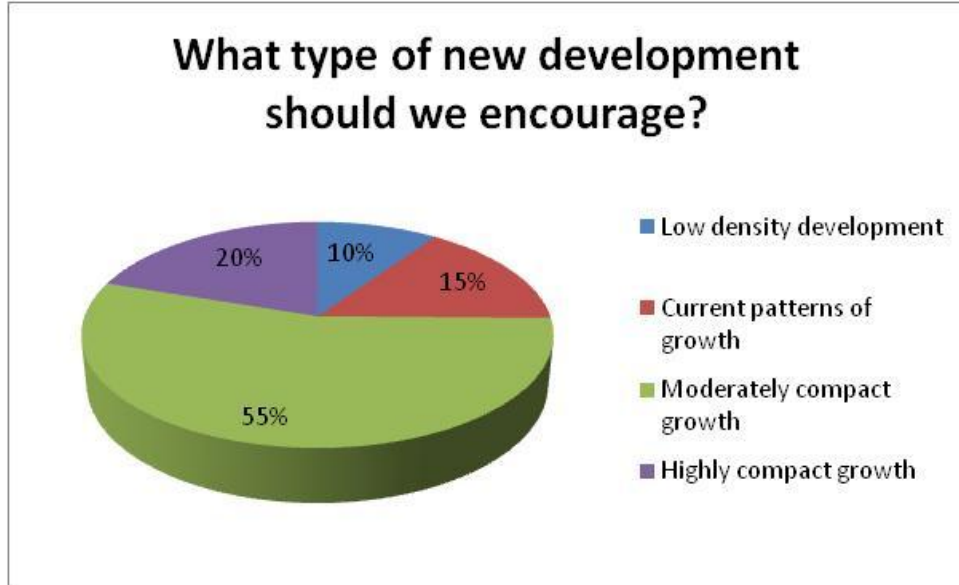


Figure 29 Workshop results on development density, a comparison of Cook County in relation to the collar counties

When asked what type of new development we should encourage as a region, fifty-five percent of workshop participants answered that they would prefer to encourage moderately compact growth. The four options were defined as follows. Low density meant that the majority of new development in the region would be single family homes. Current patterns of growth meant the distribution of new housing types would begin to spread more evenly. Moderately compact growth would have an even mix of all types of housing. Lastly, choosing to focus on highly compact growth would mean that the region would build the fewest number single family homes and would build more multi-family housing options. The image below is a visual representation of the two ends of the answer spectrum from low density to highly compact.

Figure 30 Graphic explaining what different development density choices mean

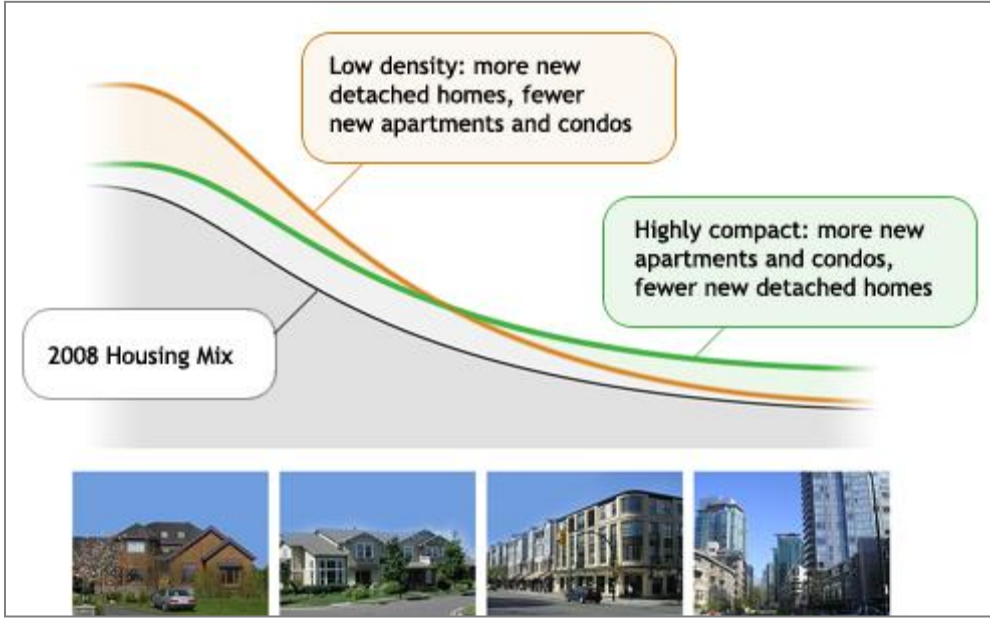
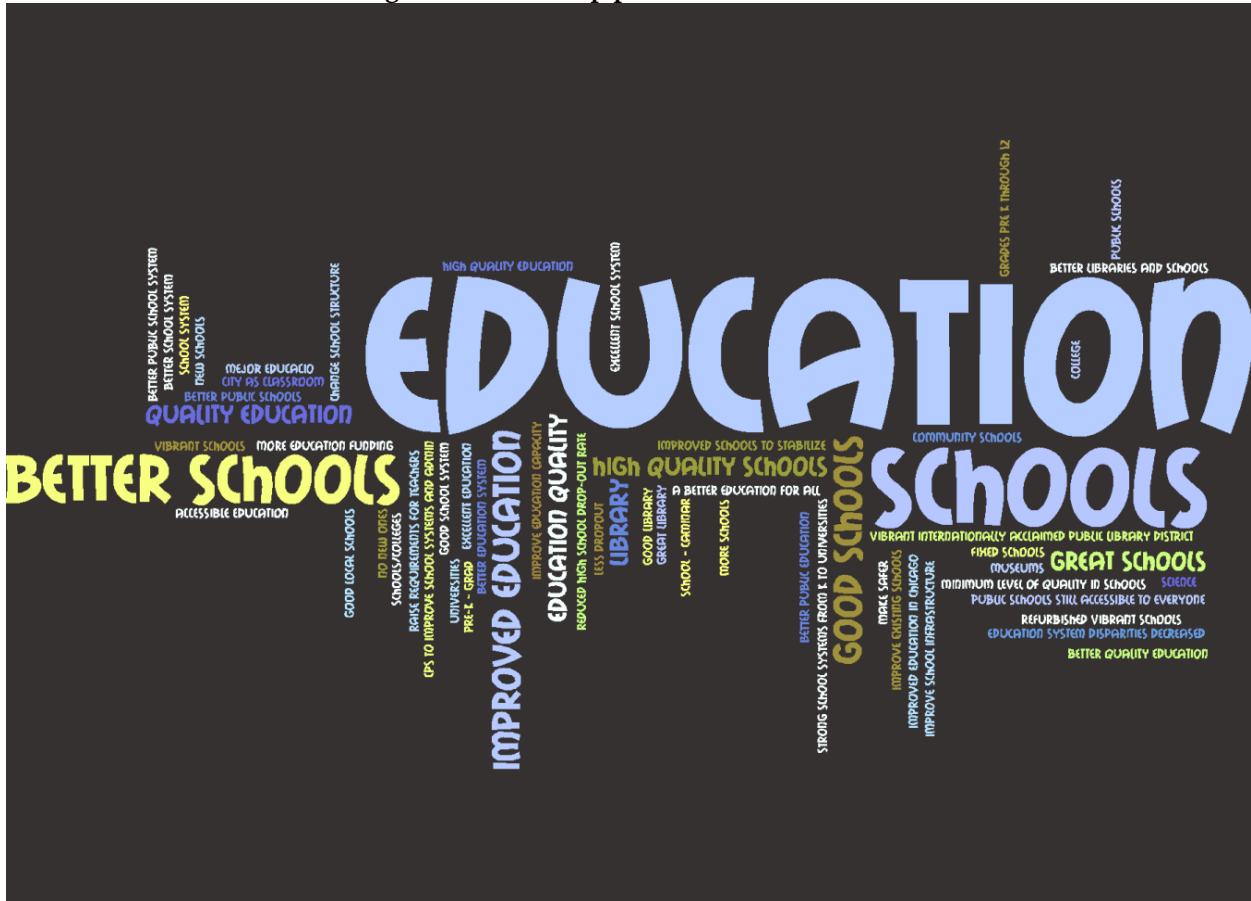
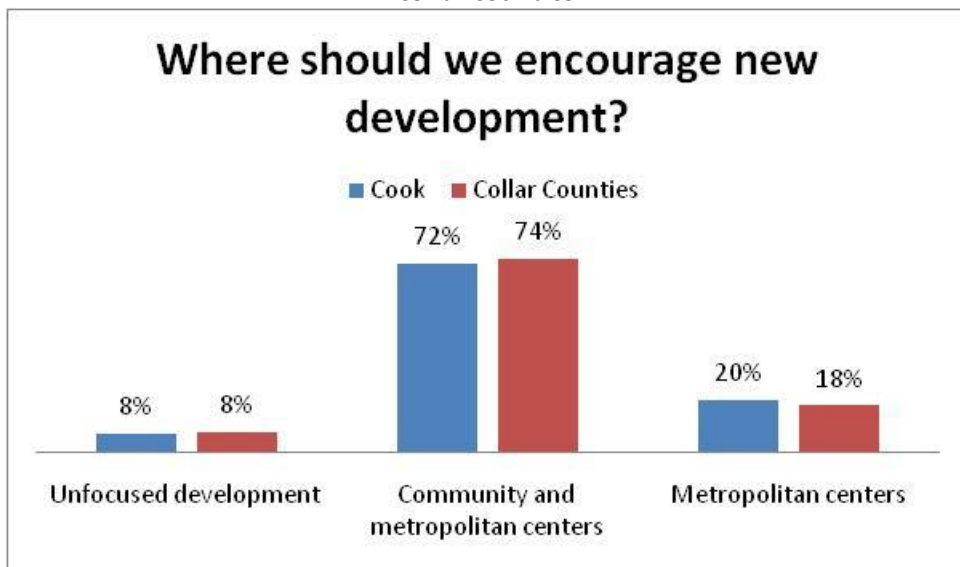


Figure 31 Workshop priorities on education



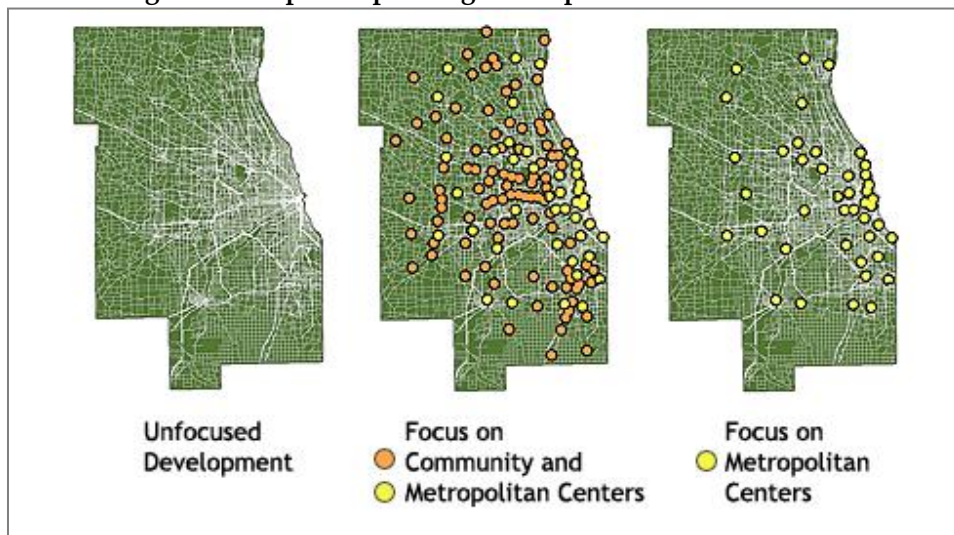


**Figure 34 Workshop results on development location, a comparison of Cook County in relation to the collar counties**



When asked about where new development should happen, participants selected community and metropolitan centers as the places where new development should be focused. Unfocused development meant that development could happen anywhere without regard to existing infrastructure – this option is the market-driven choice. Community and metropolitan centers meant new development would occur in places in existing communities both large and small. Metropolitan centers meant that development would occur in the largest municipalities in the region, generally with populations over 100,000.

**Figure 35 Graphic explaining development location answers**



Insight gleaned from workshop conversations showed that participants thought development should be coordinated and located in communities of all sizes, not just the major metropolitan centers. Other concerns and ideas that arose out of the development location question were similar to the environmental concerns voiced in the development density question. According to a participant in Harvard “[r]edvelopment [should occur] in community centers and on

specific transportation corridors, to maximize efficiency for local commuting and minimize impact on nature resource areas.” Participants were very concerned about the potential loss of agricultural land, natural areas, parks, streams and recreational areas. They also perceived many benefits to developing and strengthening existing communities. A participant from Geneva felt that we need to, “[r]euse abandoned structure, repurpose existing sites” before growth continues to move further outward.

Figure 36 Workshop and online results on road investment

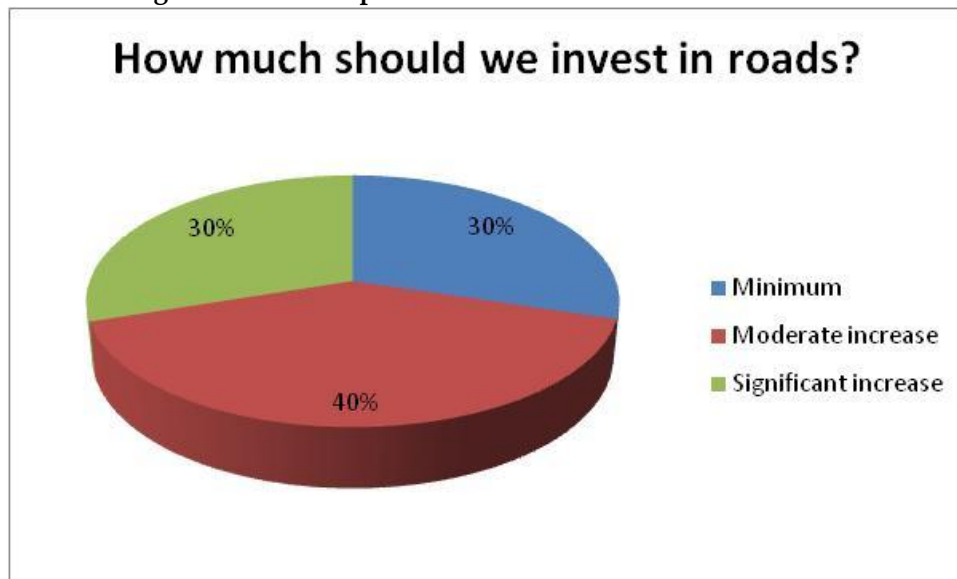
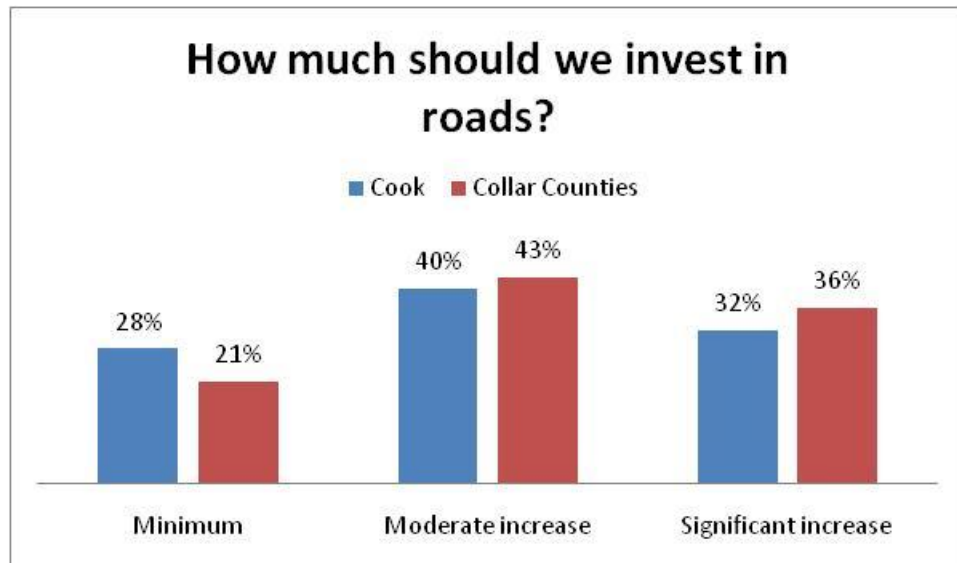


Figure 37 Workshop results on road investment, a comparison of Cook County in relation to the collar counties



There was mixed support for the road investment. When asked how much we should invest in roads thirty percent of participants voted on both ends of the spectrum of choices. Minimum investment meant that we should continue to repair and keep our roads functioning but that we shouldn't spend much to increase the capacity of the existing freeway network. Moderate

increase in spending on roads meant that we would improve the network and add some capacity. The third choice, significant increase in investment would improve the road network and add considerable capacity.

Of all the questions asked of participants, answers to this one were the least consistent. Many workshop conversations focused more on the level investment in transit than on roads. Participants who felt strongly about investing in public transit did not want to take away from the benefits created by increased transit options. In Vernon Hills a participant who selected minimum prefaced his answer with the following statement; "Minimal - IF - public transportation is greatly improved, housing/work/basic commodities are clustered & locally available, sidewalks & bike paths are built as transportation routes, not just bike paths for recreation ." Others felt that we at least needed to bring our existing network up to speed so that it works for "...workers who do not have efficient access to public transportation to access their employment and recreational areas."

Figure 38 Workshop and online results on transit investment

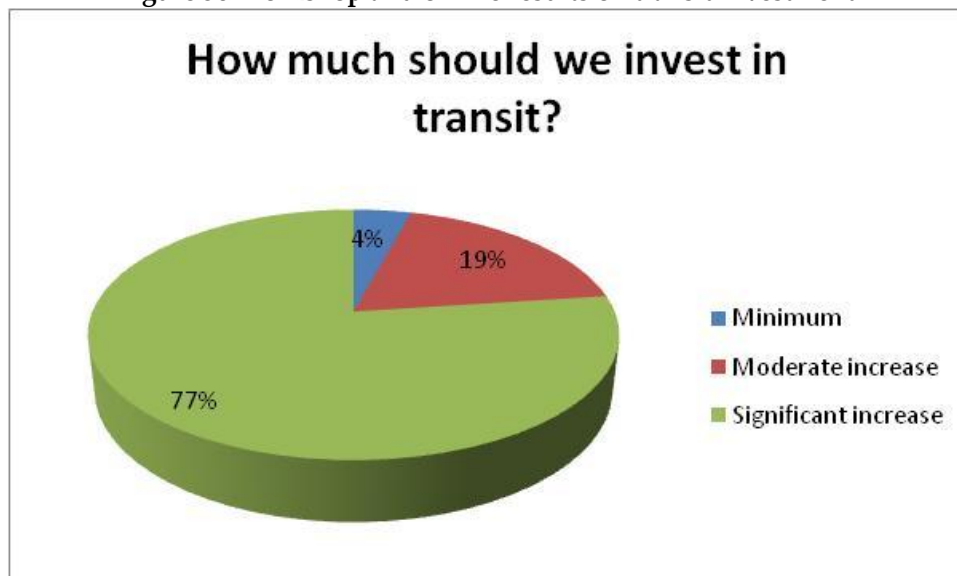
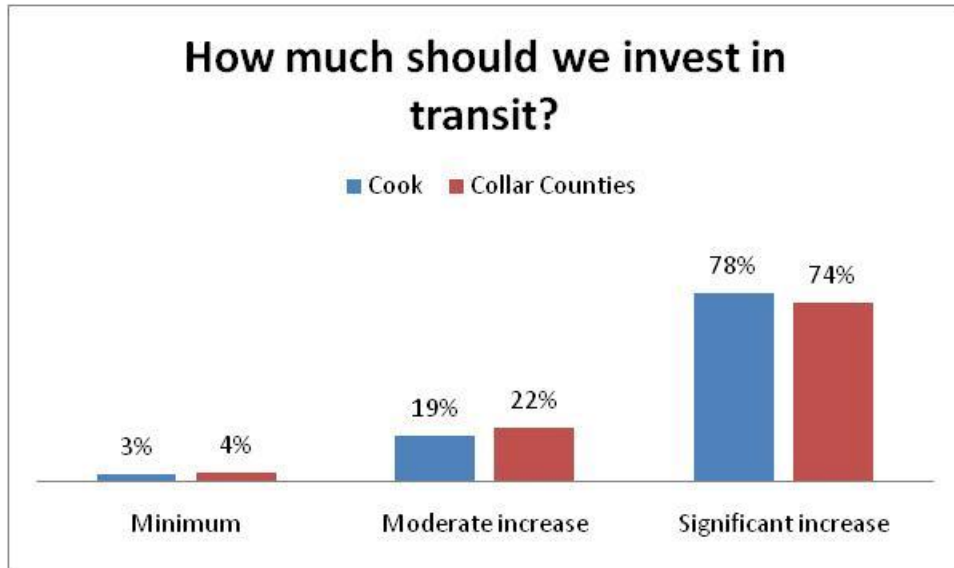


Figure 39 Workshop results on transit investment, a comparison of Cook County in relation to the collar counties



After the mixed results of the road investment question, overwhelmingly workshop participants wanted to significantly increase investment in transit to increase the capacity of the existing system, which includes Metra, Pace and the Chicago Transit Authority. Similar to the road investment question, the transit question had three similar answer options. Minimum investment meant that we should continue to repair and keep our existing transit system functioning but that we shouldn't spend much to increase the capacity of the network. Moderate increase in spending on transit meant that we would improve the network and add some capacity. Significant increase in investment would improve the transit network and add considerable capacity.

Seventy-seven percent of workshop participants chose to significantly increase our investment in transit. Comments on why we should support a significant increase in transit were to promote economic development, give residents options, get people from A to B faster, more efficiently, and to help reduce our energy consumption, and decrease harmful pollutants. In addition to supporting a greater investment in existing systems, in many workshops participants mentioned new service lines that they would like to see in the future. While the *Invent the Future* workshops focused on existing systems individuals interested in exploring the major capital projects portion of *GO TO 2040* were encouraged to go to our website to view the current list of capital projects and make comments.



Figure 40 Workshop and online results on transportation policies

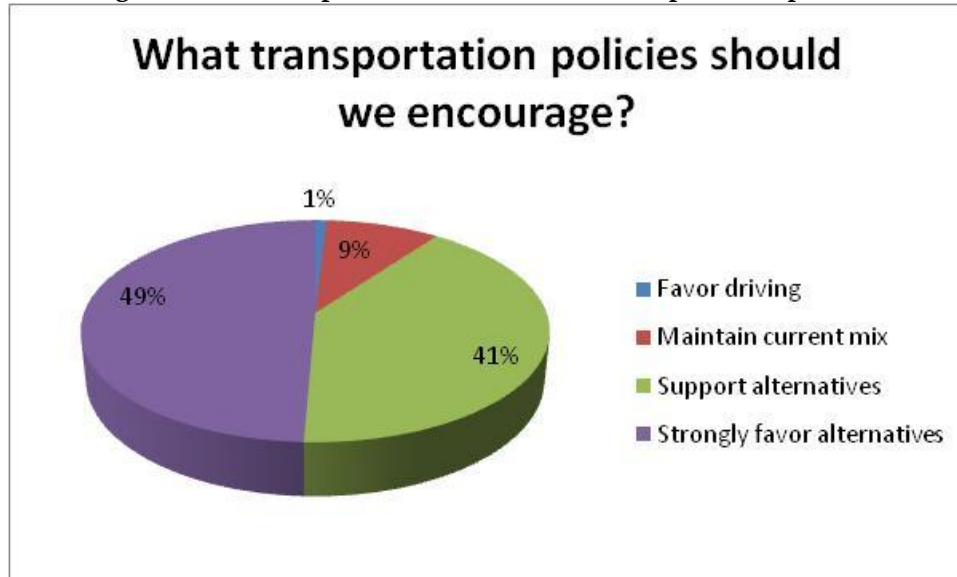
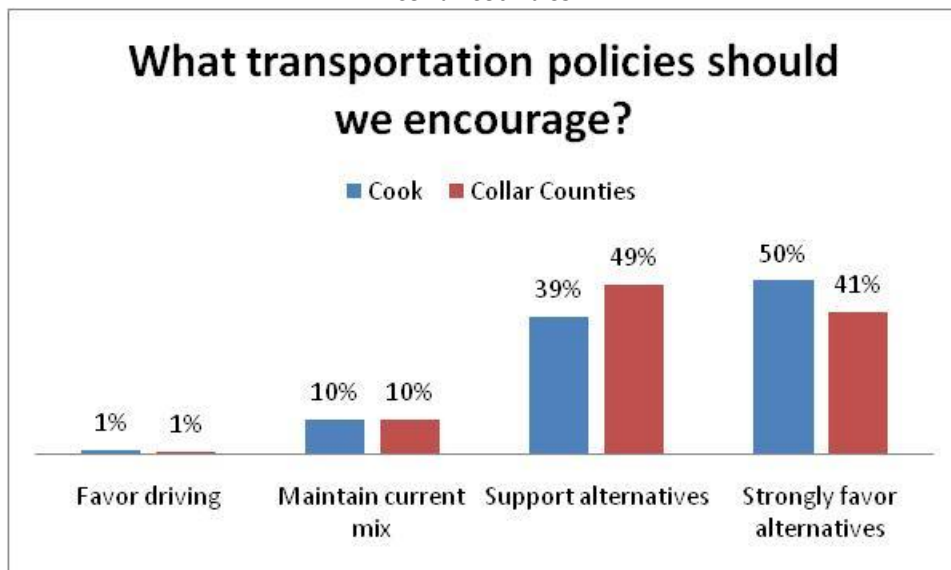


Figure 41 Workshop results on transportation policies, a comparison of Cook County in relation to the collar counties



Participants were given a spectrum of answer choices from favoring driving only to favoring alternatives and actively discouraging driving. When asked what transportation policies we should encourage as a region, forty-nine percent of participants strongly favored alternatives to driving. In addition, forty-one percent of participants supported alternative transportation policies. Overall, many participants wanted to have more choices to get to work, shopping, and other places across the region. Suggestions to accomplish this ranged from employer incentives to increasing gas taxes and congestion pricing.

Figure 42 Workshop and online results on environmental policies

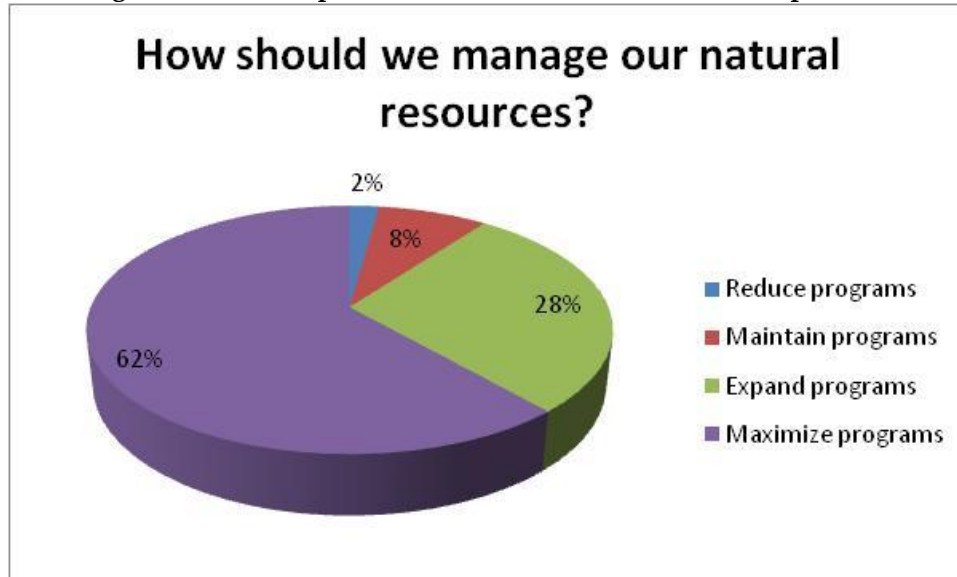
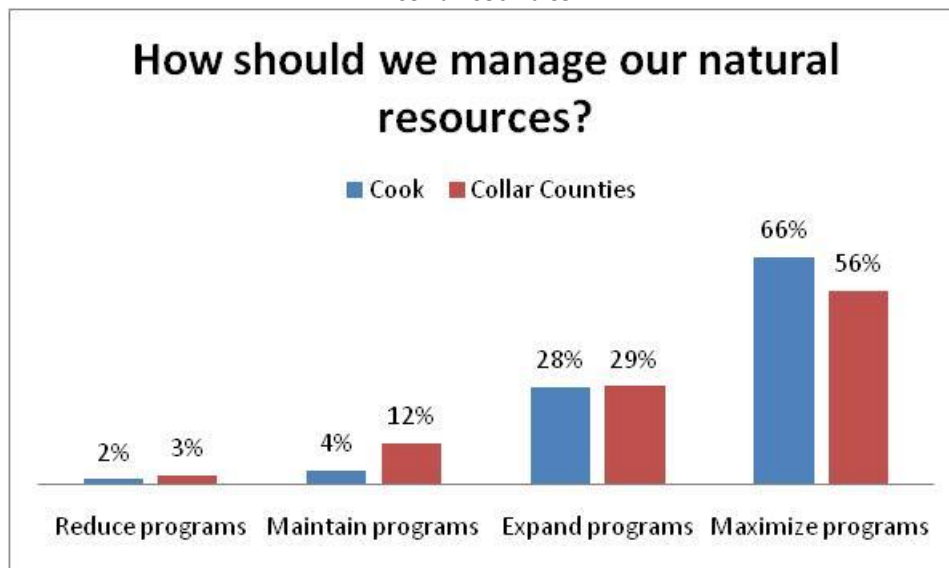


Figure 43 Workshop results on environmental policies, a comparison of Cook County in relation to the collar counties



The final question asked participants “How should we manage our natural resources?” Again participants were offered a spectrum of choices from reducing existing programs or regulations to maximizing programs that would reduce our reliance on these resources. Over half of workshop participants were supportive of maximizing environmental programs to achieve best practices, and another twenty-eight percent of participants thought we should expand environmental programs. A participant from the workshop we held at the Morton Arboretum encapsulated many of the comments we received on natural resources by expressing that, “Whether we interpret this as spending more money or not, we need to look at environmental policy changes affecting our environment – not just maintain them. They must become better if we are to maintain the same quality level of today with a larger population.”

Figure 44 Workshop participant priorities on energy

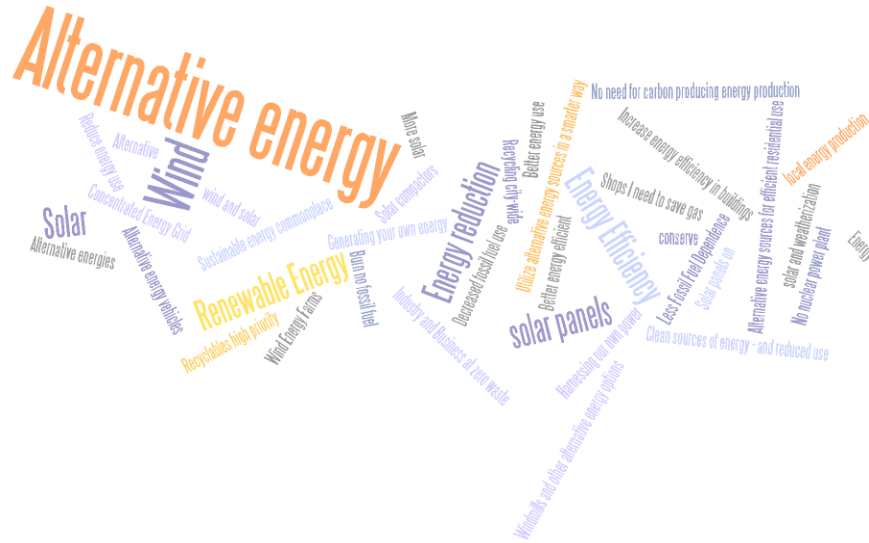
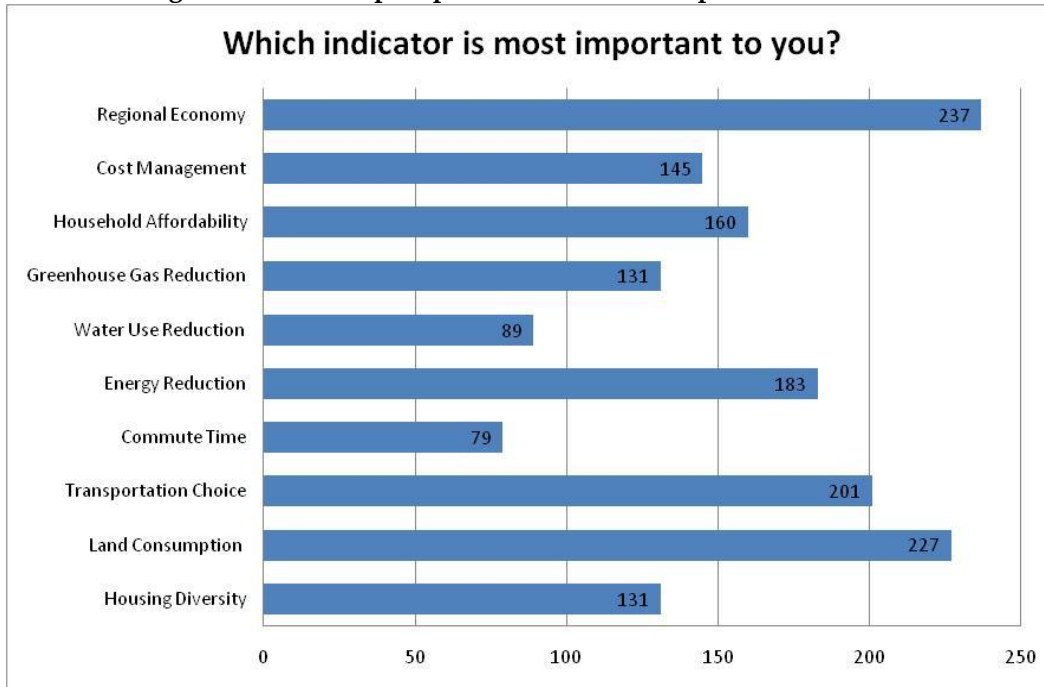


Figure 45 Workshop responses to the most important indicators

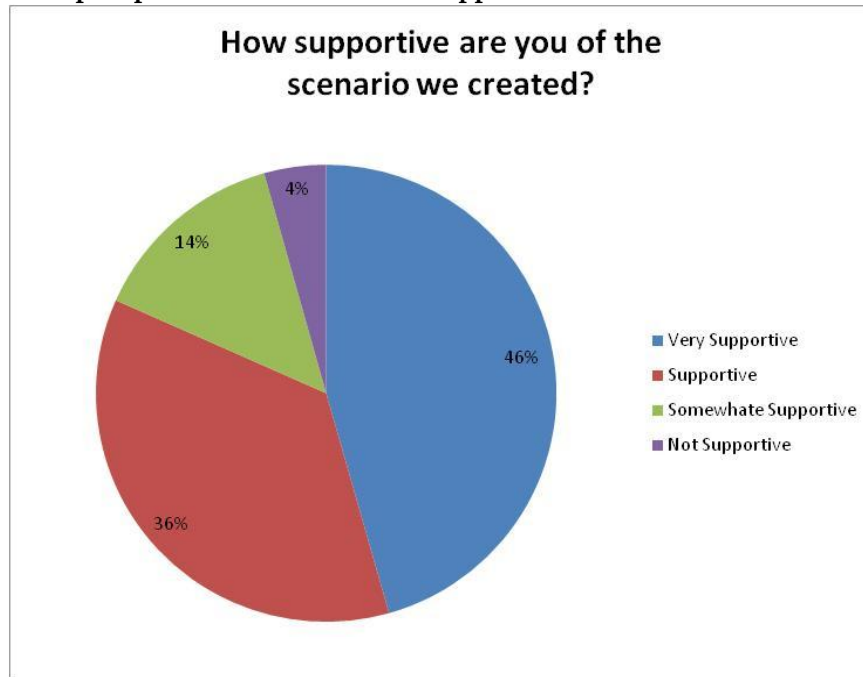


In addition to tracking responses for the six questions, participants were asked a few follow-up keypad polling questions at the end of most of the workshops. One of these questions was “Which indicator is most important to you?” Participants were allowed to select a total of two indicators out of the ten that were discussed at each workshop. The top four indicators chosen at workshops were regional economy (237), land consumption (227), transportation choice (201), and energy reduction (183).

Participants were asked broadly about their support for the scenario that they created at each workshop. Generally people were very supportive or supportive of the scenario. We impressed upon participants that if they weren’t fully satisfied with the scenario they could go

to *GOTO2040.org* and create a unique scenario to send to CMAP or to share with friends and family who might be interested in creating their own scenario.

**Figure 46 Workshop responses as to the level of support for the scenario created at each workshop**



To continue to engage workshop attendees, following each workshop CMAP sent a thank you email that included a link to the unique scenario from the workshop they attended. The purpose of the follow up email was to provide a feedback loop to participants who took the time to provide input to CMAP as well as to keep them informed on the next steps in the process. A video describing the purpose and format of the workshops is available at: <http://www.youtube.com/watch?v=xt1MyZJkza4>

### **3.4 Online**

During the public engagement phase, CMAP had several online public engagement opportunities. An online version of the MetroQuest software used in the public workshops was available, and additional analysis of the scenario evaluation process was also available on the *GO TO 2040* website during this period.

Over the same period, *GOTO2040.org* received 4,000 pageviews a week on average. The online version of MetroQuest received around 2,200 visitors (excluding visitors who do not go beyond the introductory screen). Over 300 of these visitors submitted ratings for scenarios that they created; other visitors appeared to be exploring the software but not submitting input.

Distinct “spikes” in the use of MetroQuest were observed on July 2, August 5, and August 19; these corresponded directly to media coverage of the GO TO 2040 process and the online software in particular. The most common locations from which this website has been visited were Chicago, Elmhurst, Naperville, and Evanston.

### 3.5 GO TO 2040 website

During the summer, the GO TO 2040 website, [www.goto2040.org](http://www.goto2040.org), was used to provide more information about CMAP’s public engagement activities. Approximately 10,000 unique visitors are estimated to have visited this website since June, with a total of over 50,000 pageviews (a common metric to evaluate website usage) during this period. The most popular content included the , “Invent the Future” workshop schedule and the results of the design workshops, in section 3.5 Other Activities.

A technical website was launched on June 10 to provide more detail about CMAP’s scenario analysis work. This website, [www.goto2040.org/scenarios](http://www.goto2040.org/scenarios), describes each of the alternative scenarios created by CMAP, provides the results of internal evaluation of these scenarios’ effects, and also identifies major capital projects that will be evaluated as a later phase in the process. This part of the GO TO 2040 website has attracted 10,000 pageviews since June 10. The website seems to have attracted attention from other parts of the country; the most common locations from which it was visited are Chicago, New York, Naperville, and Washington DC.

### 3.6 Other activities

A series of design workshops occurred in the spring and summer 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. Several of the resulting illustrations are shown on the following page, and the full results of these workshops are available online at <http://www.goto2040.org/scenarios/designworkshops/main/>.

**Figure18: Barrington Design Workshop Preserve Scenario**  
**Figure 47 Barrington design workshop "preserve" scenario**

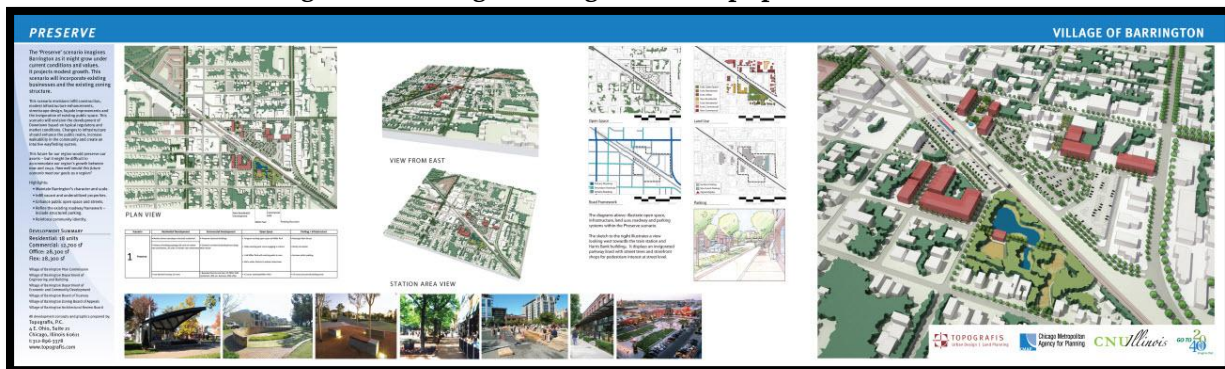


Figure 48 Fox River Grove design workshop "reinvest" scenario



Figure 49 West Loop / UIC Halsted Blue Line design workshop "reinvest" scenario



Additionally, a series of six posters was created to drive interest in the *GO TO 2040* process. These were displayed on several Pace bus routes and also distributed to partner organizations for their use. In total, approximately 10,000 posters are estimated to have been displayed this summer. These posters can be viewed at: <http://www.goto2040.org/blogs/blog.aspx?id=15338&blogid=618>