



Connect 2050 Public Involvement

WISCONSIN DEPARTMENT OF TRANSPORTATION
Bureau of Planning and Economic Development

October 2021

Connect 2050 Public Involvement Plan (PIP)

- Identified the engagement process
- Focused on innovative and proven in-person and web-based engagement techniques
- Modified for the pandemic
- **PIP identified activities**
 - In-person/pop-up events
 - Social media and advertising
 - Online survey
 - Website
 - Stakeholder engagement
 - Educational materials



Guiding principles

Implement and maintain a statewide multimodal transportation system that provides **safe, affordable, accessible, and equitable** transportation choices **for all people**.

Embrace a **cooperative, continuing, comprehensive planning process**.

Ensure that **no person is excluded from participation in, denied the benefits of, or otherwise subjected to discrimination** on the basis of race, color, national origin, disability, sex, age religion, income status or limited English proficiency in any and all programs, activities or services administered by WisDOT.



How we connected



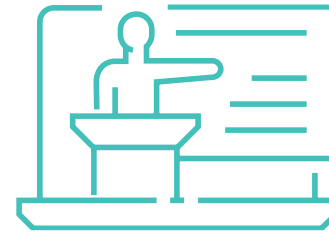
2,200+
survey
responses



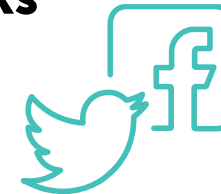
400+
stakeholder
webinar views



700+
virtual
open house
page views



5,100
social media
clicks



2,400+
total
comments

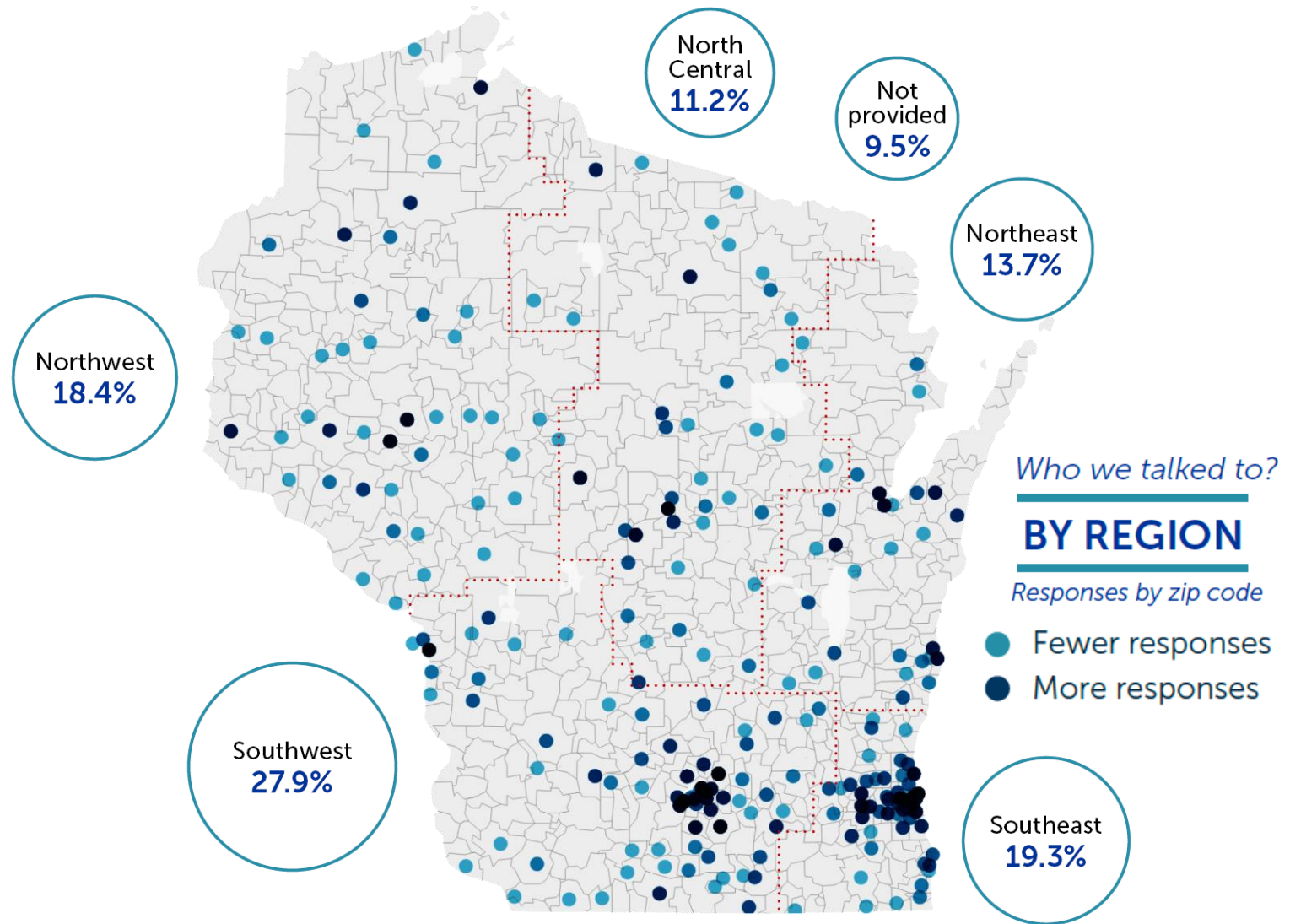


CONNECT
2050

Who responded

We asked Wisconsinites to share their vision for the future of transportation during the development of Connect 2050.

Thanks to your participation, we received comments and opinions from every county in Wisconsin!



What we heard, by topic

"Providing mobility options for people of all ages and abilities supports a happier, healthier, and more economically active & independent population."

"Electric Vehicles will be here in no time ... so prepare infrastructure to accommodate."

"Need stable [funding] source that survives changes in vehicle fuel use and choices and that preserves purchasing power by routinely adjusting the revenue stream."

"I would love for Wisconsin as a whole to become more pedestrian friendly and make it possible for people who live in rural communities to live without a car."



TOPIC

TIMES REFERENCED

ALTERNATIVES TO DRIVING	700
FUNDING	500
MAINTENANCE	400
SAFETY	350
ENVIRONMENT	300
TECHNOLOGY	200
EQUITY	150
MODE CONNECTIVITY	100
RURAL	100
FREIGHT	80
ACCESSIBILITY	50
TOURISM	50

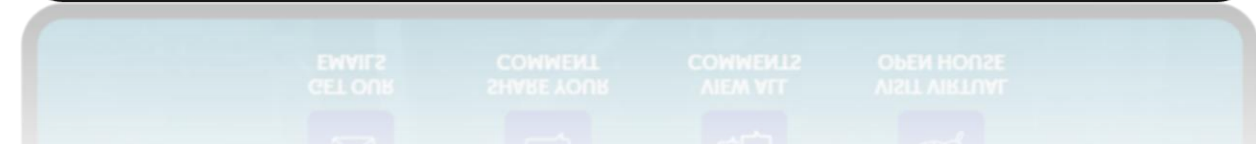


Connect 2050 Website

Hub of all plan activity

Launched August 7, 2020

- Introduced the Connect 2050 planning process
- Provided educational materials
- Facilitated engagement
- 6,917 pageviews – from August 2020 to December 2020



Survey

Largest driver of public comments

Active July 30, 2020 – October 31, 2020

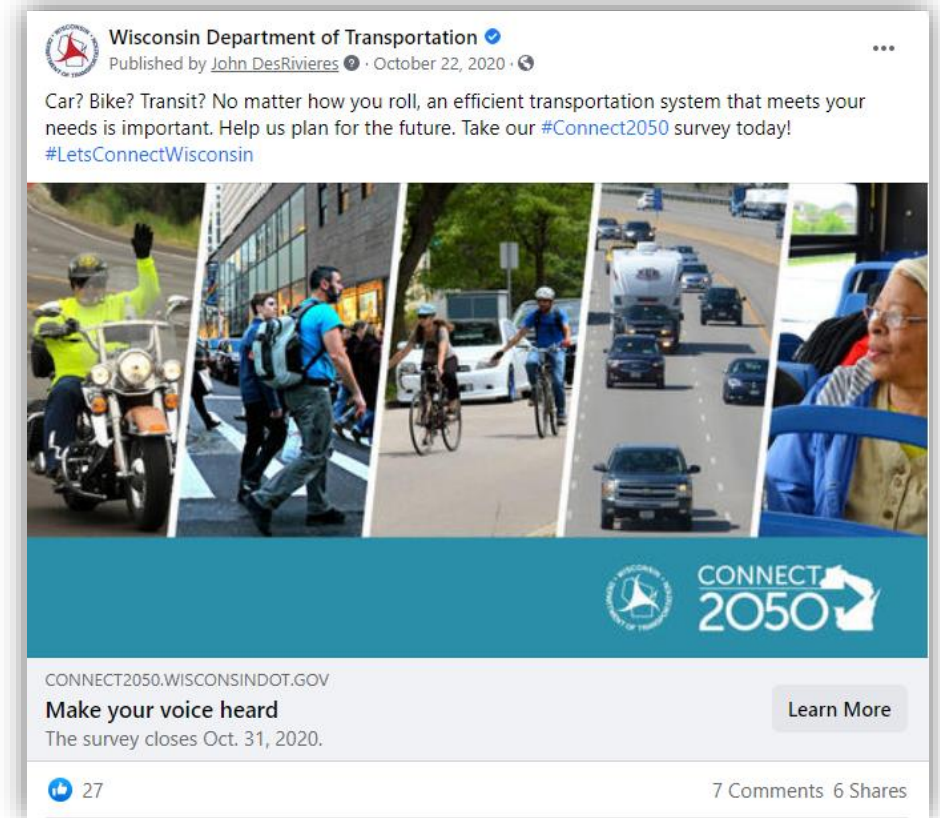
- Budget allocation exercise
- Priorities by topic
- Geographic and demographic analysis of responses
- 2,231 responses, 2,219 comments
- Responses from all 72 counties in the state



Social Media

Uniform cross-platform messaging

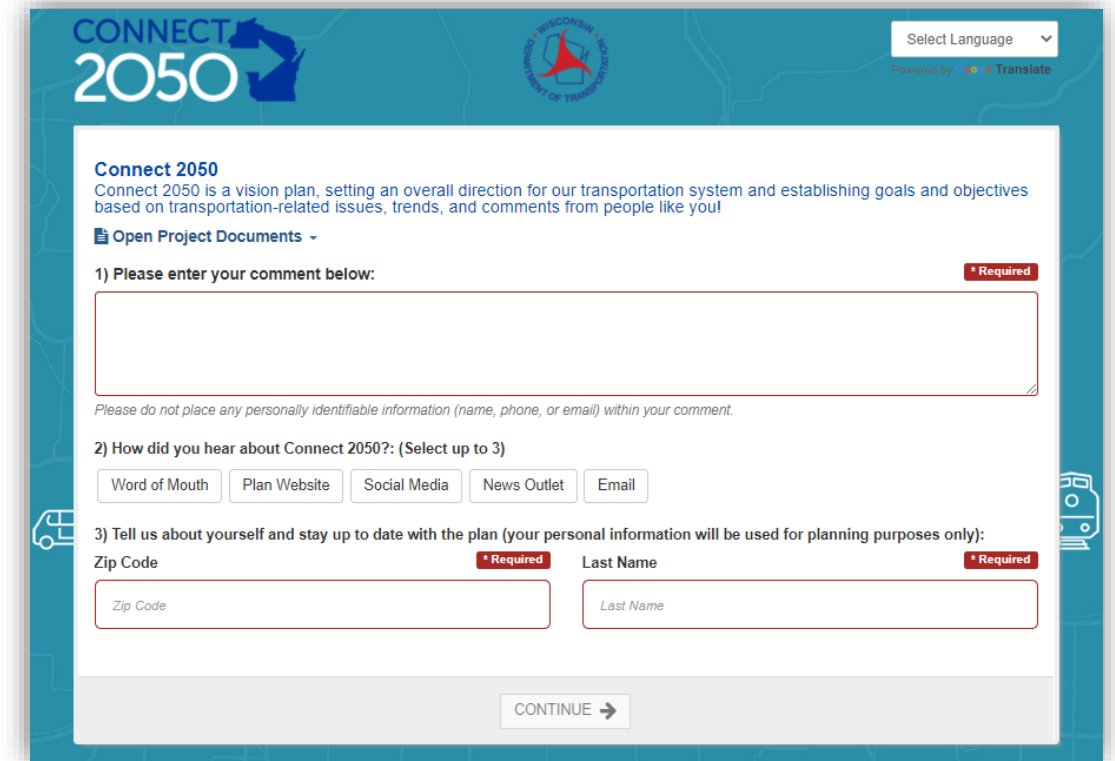
- 54 posts on Facebook, Twitter and LinkedIn
- 295,000 audience reached
- 5,100 total link clicks
- Effectively used social media analytics to evolve messaging to reach campaign goals
- Strategic social media advertising campaign to reach underrepresented communities



Comment Form

Accommodated quick and easy feedback
Launched August 10, 2020

- Provided an express way to submit a comment
- Allowed stakeholders to sign-up for future email notifications/updates about the plan
- Utilized Public Involvement Management Application (PIMA)



The screenshot shows the 'Connect 2050' comment form interface. At the top, there is a blue header with the 'CONNECT 2050' logo on the left and a 'Select Language' dropdown on the right. Below the header, the form is titled 'Connect 2050' and includes a brief description: 'Connect 2050 is a vision plan, setting an overall direction for our transportation system and establishing goals and objectives based on transportation-related issues, trends, and comments from people like you!'. A link 'Open Project Documents' is visible. The form consists of three main sections: 1) A large text area for the comment, labeled '1) Please enter your comment below:' with a red asterisk indicating it is required. Below this is a note: 'Please do not place any personally identifiable information (name, phone, or email) within your comment.' 2) A section labeled '2) How did you hear about Connect 2050?: (Select up to 3)' with five buttons: 'Word of Mouth', 'Plan Website', 'Social Media', 'News Outlet', and 'Email'. 3) A section labeled '3) Tell us about yourself and stay up to date with the plan (your personal information will be used for planning purposes only):'. This section includes two required fields: 'Zip Code' and 'Last Name', each with a red asterisk. At the bottom of the form is a 'CONTINUE' button with a right-pointing arrow.

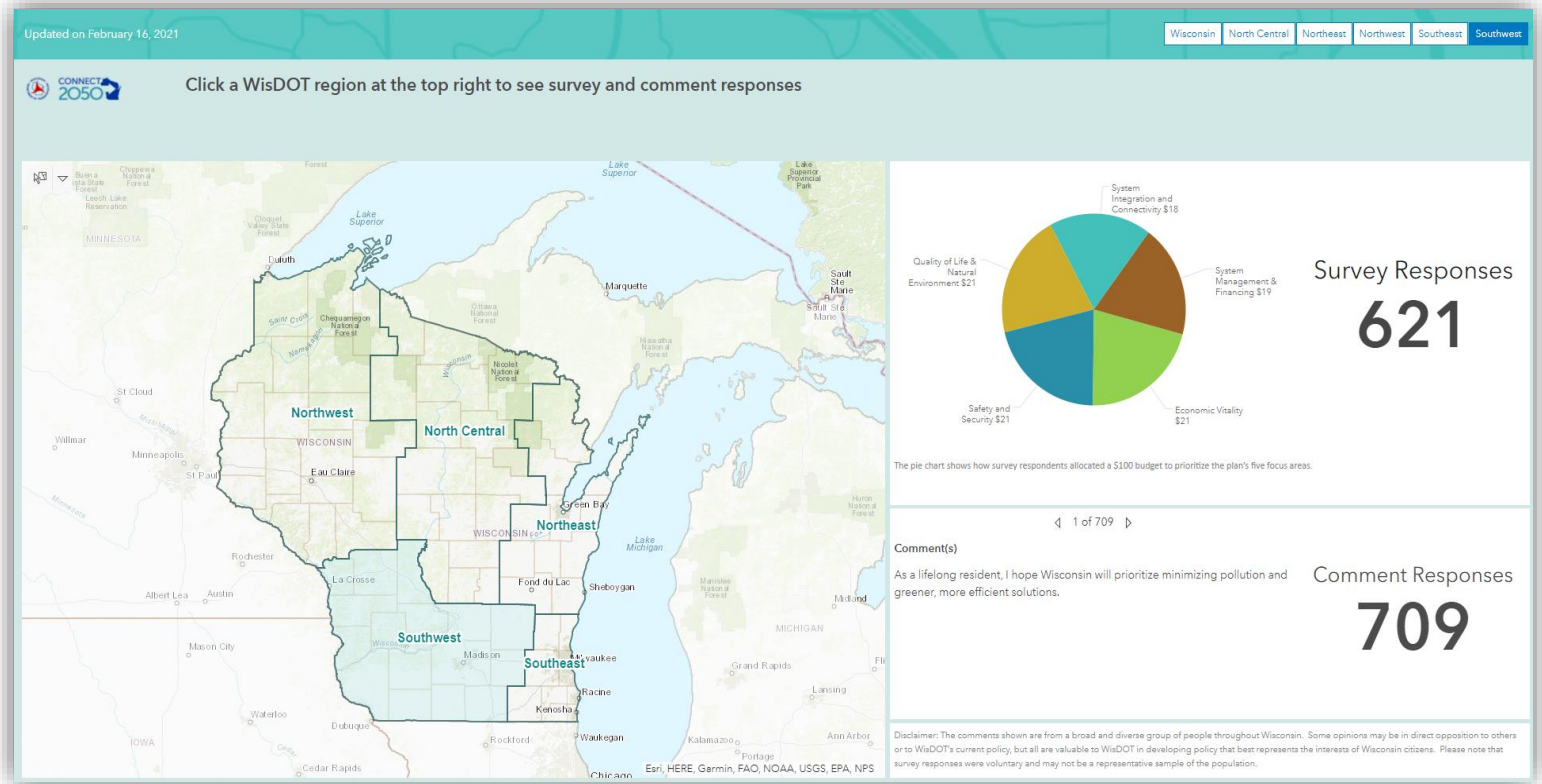


Comment Dashboard

What Others are Saying about Transportation in Wisconsin

Launched October 8, 2020

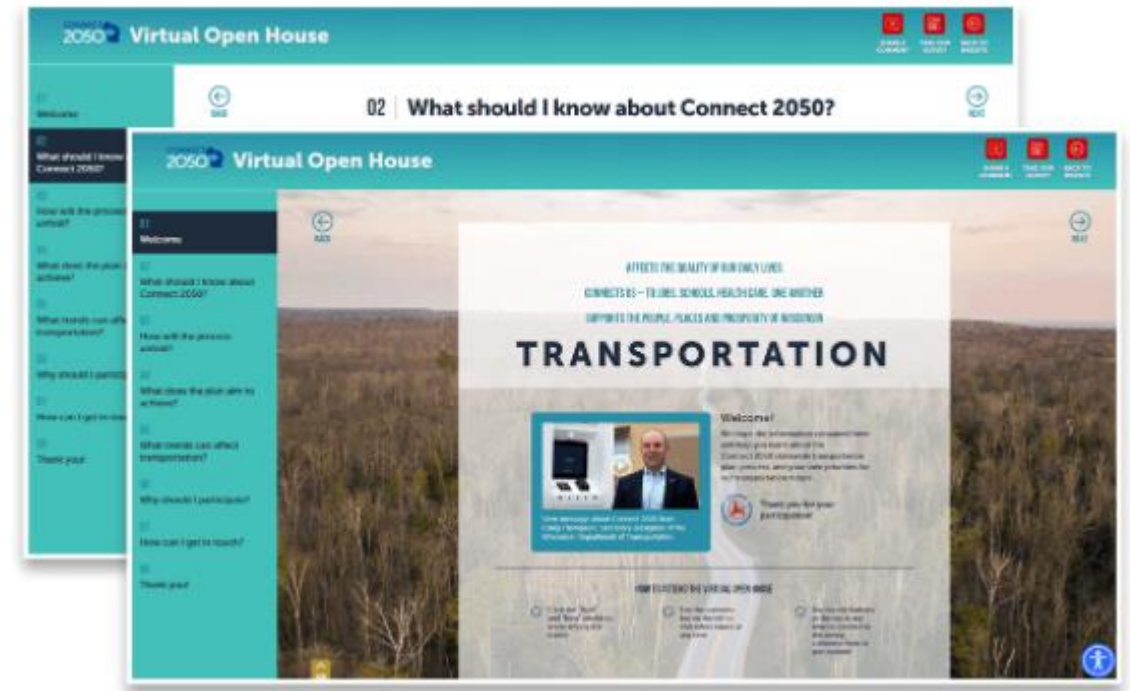
- Displayed all comments and survey responses by region
- Received 1,852 pageviews



Virtual Open House

Online replacement for in-person meeting

- Launched October 8, 2020
- Familiarized users with the plan
- Video introduction by Sec. Thompson
- Presented trend information
- Linked to survey, comment form, website
- Received 956 pageviews from 755 unique users



Virtual Webinars

Self-directed public involvement

- First webinar hosted on October 12, 2020
- Presentation portion
- Addressed public comments
- Three webinars (Oct 12, 15 & 16)
- Views (live and of the recordings) totaled 480

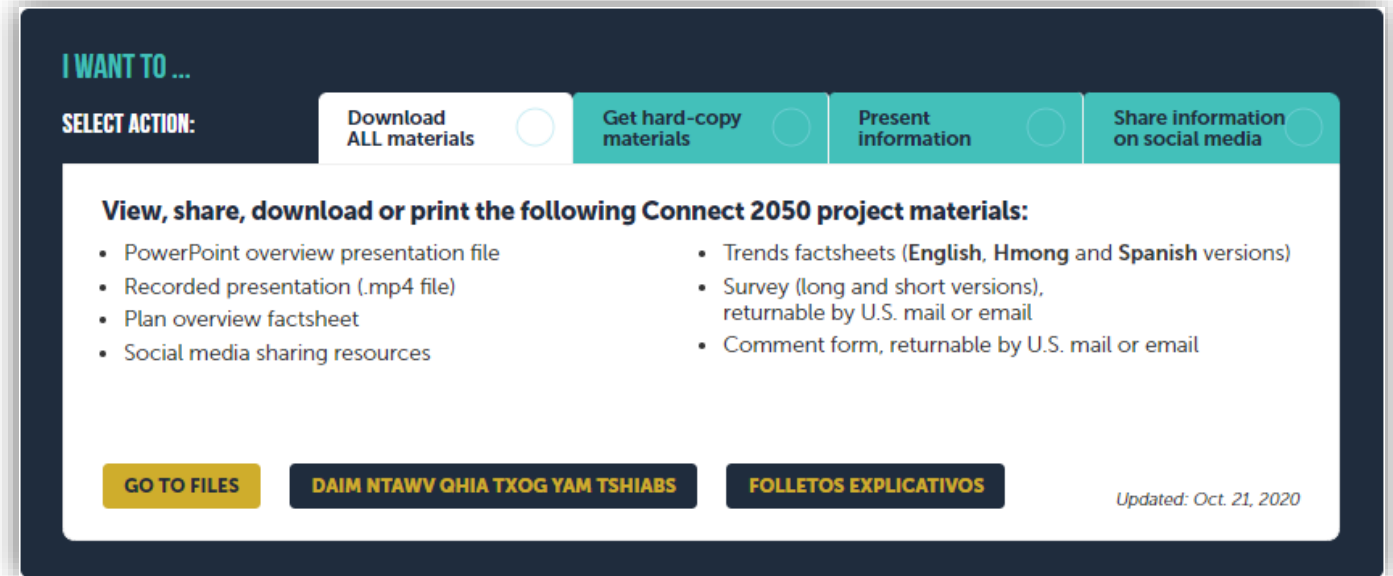


Stakeholder Toolkit

Resources for stakeholder groups to encourage engagement

Made available October 8, 2020

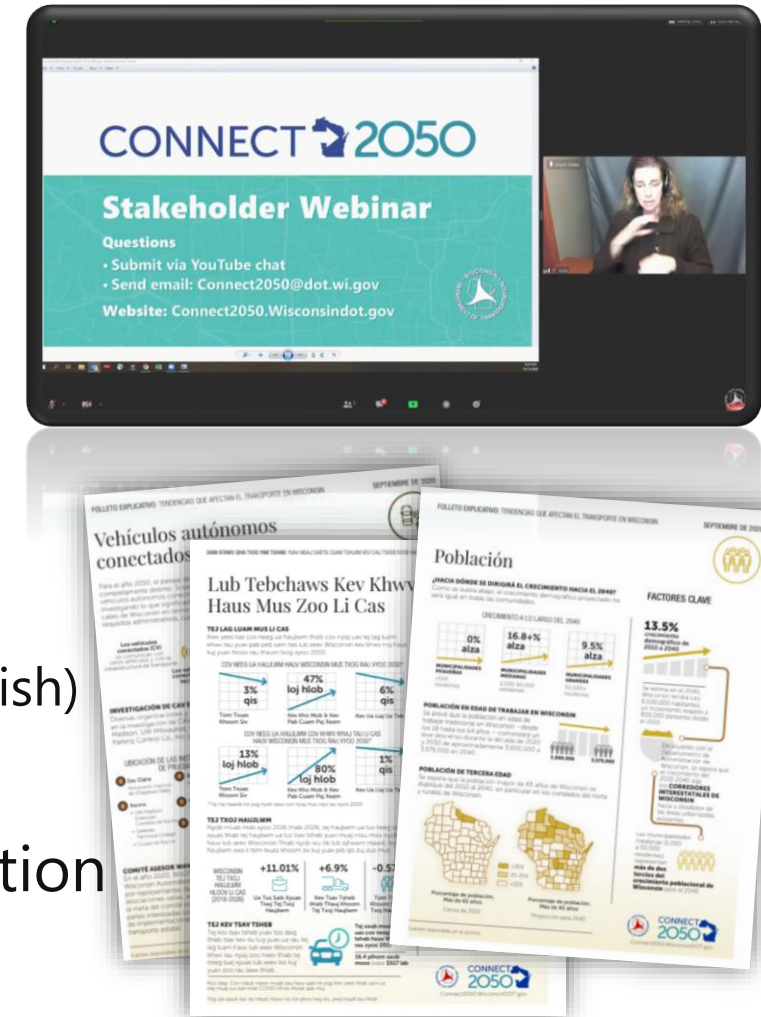
- Materials for download:
 - Print materials
 - Self-guided Presentations
 - Factsheets (English/Spanish/Hmong)
 - Social media resources to share
- Allowed stakeholders to:
 - Present to groups/organizations
 - Distribute info about the plan
 - Inform those without internet access



Inclusive Engagement

Special considerations were worked into all public engagement activities to encourage participation among all Wisconsinites

- Maximized accessibility of online content
- Added advocacy organizations to stakeholder database
- Created targeted social media ads to engage a diverse audience
- Provided materials in multiple languages (Hmong and Spanish)
- Provided hard-copy versions of outreach materials
- Included closed captioning and sign language interpretation with webinars



Comment Summary

Comments shown by mode, topic, and major theme

- 2,400 comments received during first outreach phase
- Virtual engagement allowed WisDOT to reach Wisconsin residents in all parts of the state
- We were able to provide information, get input and share what others were saying
- Information was used to develop the plan's goals and objectives

Connect 2050 Outreach



Next Steps

- Draft plan release late October/early November
- 30-day public comment period
- Rolling out new engagement phase
 - Updated website
 - Social media posts and ads
 - Email notifications
 - Self-guided presentation (StoryMap)
 - Information materials and toolkit updates





Be involved. Stay connected.



Review the
Draft Plan



Share a
comment



Subscribe
for updates



CONNECT
2050 



Questions or Comments?