Appendix A

Portage County Comprehensive Plan:

Public Participation Plan

and

Resolution 1-28R to

Adopt Public Participation Plan

Village

of

Park Ridge

PORTAGE COUNTY COMPR EHENSIVE PLANNING COMMITTEE

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Portage County Comprehensive Plan: Public Participation Plan

Adopted by:

Portage County Comprehensive Planning Joint Steering Committee

July 25, 2001

Portage County Comprehensive Plan: Public Participation Plan

Introduction

The concept of citizens participating in government decision-making is fundamental to our system of governance. While it is true that our government officials are elected to represent citizens, it is also true that elected officials need to inform, be informed by, and interact with the public on an ongoing basis if their representation is to be meaningful. Regular and continuing involvement in government decision-making is the very basis for the idea of citizenship. Citizen participation is likely to produce better decisions by utilizing the knowledge of the populace and by allocating part of the responsibility for formulating and implementing decisions to the citizens. Without citizen participation, governments become less "governments for the people and by the people," and more "service providers" for "taxpayers."

The Portage County Comprehensive Planning process is committed to providing broad-based and continuous opportunities for public participation throughout the planning process. The process is designed to be responsive to citizen participants, is committed to utilizing the knowledge and understanding of citizens to address important issues, and offers multiple opportunities for engagement – at varying levels of involvement. The purpose of this Public Participation Plan is to define how the public will be involved throughout the entire comprehensive planning effort.

Wisconsin's new Smart Growth and Comprehensive Planning law requires public participation throughout the comprehensive planning process.

Wisconsin Statutes, Section 66.1001(4)(a)…

"The governing body of a local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for a wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments."

In order to be responsive to the new law, Portage County's public participation process will: require planning committees to adopt the written public participation guidelines contained within this document to provide for meaningful input into the process; utilize a variety of public forums to garner input on a broad range of planning issues; provide for wide distribution of plan-related proposals and reports (through mail, world wide web, community exhibits and displays, etc.) to foster public dialogue and interaction; and develop formal mechanisms for the public to ask questions of the planning committees and for the planning committees to respond to those questions.

In addition, the public participation process will utilize a variety of methods to involve citizens at differing levels – from passive to active.

- **Public awareness** will be increased through the use of direct mail, news releases and mass media; displays and exhibits will be used as well to build awareness of the comprehensive planning process and opportunities to participate.
- **Public education** will provide citizens with balanced and objective information to assist them in understanding issues and alternatives for addressing them. Public meetings will be held as one approach to providing education.
- **Public input** is an important part of participatory efforts. Public feedback through surveys, focus groups, open houses, and public meetings will be critical in assessing needs and providing input on alternatives developed to address them.
- **Public interaction** provides a higher level of participation. Through community visioning processes, public concerns and issues are directly reflected in the alternatives developed to address them, and feedback is given on how the input affected decision-making.
- **Public Partnership** is the highest level of participation. Decision making authority is placed in the hands of the urban and rural planning committees, with the promise to work to implement their decisions.

Public Participation in the Comprehensive Planning Approach

Portage County proposes to use an eight-step approach to the comprehensive planning process. What follows is a discussion of public participation at each step in the comprehensive planning approach (a graphic illustration of the comprehensive planning and citizen participation approaches is attached to this document).

Step 1: Committee Formation and Initial Meetings

In this step, urban and rural planning committees are formed. This represents the beginning of **Public Partnership** as described above. **Public education** also begins in Step 1. Educational efforts will focus attention on the comprehensive planning process, with the objective of improving public awareness surrounding the project. Newsletters, news media, a comprehensive planning website, and public meetings will be used to make the public more aware of the planning effort.

Step 2: Plan for Planning

Building **Public awareness** and **public education** will be the major objectives of participatory efforts in this step. Awareness will continue to be built through the use of media outlets, such as local newspapers, radio stations, and television. Presentations will be made to community and local government groups. Information will be made available through the comprehensive planning website and through written fact sheets and newsletters that will be made available to the public at county and local government offices, local libraries, and the comprehensive planning website.

Public education efforts will focus attention on the planning process and opportunities for public involvement. Awareness efforts described above will also provide some education.

Public input will be solicited through an interactive question and answer function on the website, as well as through more traditional means of communicating (phone, mail, etc.). Planning committees and staff will develop a system to respond to the questions submitted by the public.

Public partnership efforts continue with the convening of the urban and rural planning committees. This group of individuals will meet together to develop and adopt a public participation plan.

Step 3: Background Information and Inventory: Trends Assessment

Step 3 provides for the collection and analysis of data related to growth and change in the community, and looks at projections into the future.

Public awareness related to the inventory and assessment is critical to the understanding of community issues. In that regard, the public will be kept informed through a variety of media, as well as printed materials developed by the planning team. Presentations will be made at community and local government meetings. Materials developed will be made available to the public at county and local government offices, local libraries, and the comprehensive planning website.

Public education will take the form of public meetings related to the discussion of information developed throughout this step. Fact sheets will be developed for distribution to the public at county and local government offices, local libraries, and the comprehensive planning website.

Public input will be accepted in a number of ways. Opportunities for interactive questions and answers will be made available through the comprehensive planning website, as well as through traditional means of communication (phone, mail, etc,). Public comment will be solicited regarding the inventory, assessment, and trends information, which will be compiled in a Background Analysis Report. The Background Analysis Report will be made available for public review and comment at county and local government offices, local libraries, and the comprehensive planning website.

Public partnership is advanced as the urban and rural committees continue to meet and adopt the Background Analysis Report.

Step 4: Issue Identification and Visioning

Step 4 is the most public participation intensive in the comprehensive planning approach. It is at this point in the process that citizens identify key community issues and develop a vision of what their community should look like in 20 years.

As in the first three steps, **public awareness** efforts will focus on the utilization of the media, community meetings, printed materials, and the comprehensive planning website to inform people of opportunities to participate in this step. Materials developed will be made available to the public at county and local government offices, local libraries, and the comprehensive planning website.

Public education will continue through the use of public meetings and fact sheets developed for this step in the process.

Public input will be gathered in a number of ways. Opportunities for interactive questions and answers will be made available through the comprehensive planning website, as well as through traditional means of communication (phone, mail, etc,). Opinion surveys will be conducted to identify community issues. These surveys will include a mail survey to all residents, as well as property owners, in the county, and a photographic survey to assess visual preferences for different types of land uses and development (likely to be completed by urban and rural committee members). Invited experts will address the planning committees regarding a number of critical community issues. Focus groups will be convened to further detail issues identified through the opinion surveys and by invited experts. Citizens will also be asked to provide input on draft vision statements that are developed following interactive events described below. A summary Issue Identification Report will be made available for public review and comment at county and local government offices, local libraries, and the comprehensive planning website.

Public interaction will take place through community visioning sessions that take place throughout the county. Participants will be asked to describe their hopes and concerns about the future of their community, and more broadly, Portage County. Community mapping exercises will be used to develop graphic visions to be used along with narrative comments collected. The Draft and Final Vision Statement documents will be made available for public review and comment at county and local government offices, local libraries, and the comprehensive planning website.

Public Partnership efforts continue as the urban and rural committees meet jointly through this step. The large group will adopt an Issues Identification Report and will draft and adopt a vision statement for the county as a whole. The two committees will then continue their work separately, and will adopt vision statements and establish development goals and policies for the urban and rural areas, using the county vision as a guide.

Step 5: Strategy Formulation and Draft Comprehensive Plans

In this step, alternative strategies are developed to address the issues identified in Step 4 and to move toward the vision established in that step as well.

Public awareness efforts will continue using media, printed materials, community presentations, and the comprehensive planning website. Materials developed will be made available to the public at county and local government offices, local libraries, and the comprehensive planning website.

A series of **public educational** sessions will be held to provide information and education surrounding strategy formulation.

In an effort to gather **public input**, countywide public sessions will be held to respond to alternative strategies that are developed. Opportunities for interactive questions and answers will be made available through the comprehensive planning website, as well as through traditional means of communication (phone, mail, etc,). Open houses will be utilized to gather information related to graphic and narrative strategies developed. This input will be utilized by the planning committees to assess preferred strategies to pursue in the development of the comprehensive planning documents.

Public partnership efforts are advanced as the planning committees work to develop alternative strategies with the assistance of planning staff. The planning committees will review public input regarding potential strategies and will select and adopt preferred strategies. The committees will draft comprehensive plans with staff assistance. The Draft Comprehensive Plans will be available for public review and comment at county and local government offices, local libraries, and the comprehensive planning website.

Step 6: Plan Review and Adoption

In this step, the planning committees, local units of government and citizens review the comprehensive plans.

Public awareness surrounding the review and adoption step will utilize a variety of media, printed materials, community presentations, and the comprehensive planning website.

Public education sessions will be held to improve understanding of the plan review and adoption step, as well as specifics of the plans.

Public input will be solicited regarding the comprehensive plans through open houses and other public events. Opportunities for interactive questions and answers will be made available through the comprehensive planning website as well as through traditional means of communication (phone, mail, etc,). Materials will be available for review and comment at county and local government offices, and at local libraries.

Public partnership efforts will be focused on the planning committees taking final action to approve the comprehensive plans and presenting the final comprehensive plan documents to local units of government and the County Board of Supervisors for their approval.

Step 7: Plan Implementation

The first stage of the comprehensive planning process is complete following the adoption of comprehensive plans in step 6. Grant funding for this project is provided through adoption of the comprehensive plan. Step 7 initiates implementation of the plan. This step focuses attention on updating all land related ordinances in the county to be consistent with the new comprehensive plans. As in preceding steps, public involvement in this process is critical, but will be more formally designed as comprehensive plans are adopted.

Step 8: Plan Monitoring, Reassessment and Amendment Procedures

As the plan is implemented, it is imperative to monitor and reassess the effectiveness of strategies that have been put into place. Effective strategies need to be maintained, while ineffective strategies need to be modified or terminated. An amendment process will be developed to address issues that develop with the plan, or changes that take place in the community that necessitate change in the documents. Public involvement in this process will be needed. A more formal process will be designed as comprehensive plans are adopted.

Portage County Comprehensive Plan

PUBLIC PARTICIPATION APPROACH

INCREASING LEVEL OF PUBLIC INVOLVEMENT

Public Awareness	*Public Education*	*Public Input*	*Public Interaction*	*Public Partnership*
Objective: To make the public aware of the comprehensive planning process.	**Objective:** To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, and/or solution.	**Objective:** To obtain public feedback on issues, alternatives and/or decisions.	**Objective:** To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered	**Objective:** To place decision-making responsibilities in the hands of the public
Promise to the Public: We will keep you informed.	**Promise to the Public:** We will try to help you understand.	**Promise to the Public:** We will keep you informed, listen to and acknowledge concerns, and provide feedback on how public input influenced decisions.	**Promise to the Public:** We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced decisions.	**Promise to the Public:** We will work to implement what you decide.
Example Methods • Direct mail • News releases and mass media • Displays and exhibits	**Example Methods** • Public education meetings • Websites	**Example Methods** • Open houses • Public hearings • Visual preference surveys • Opinion surveys • Focus Groups	**Example Methods** • Visioning	**Example Methods** • Citizen planning committees

Adapted from the International Association for Public Participation

UW Extension

Developed by: Citizen Participation Team, Community, Natural Resource and Economic Development Program Area.

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Portage County Citizen Participation and
Comprehensive Planning Approaches

Step 1: Committee Formation and Initial Meetings

Citizen Participation Approach

Community Diagnosis

Public Education

- Local Elected Officials receive education regarding Smart Growth Law and proposed Comprehensive Planning and Citizen Participation Approaches

Public Partnership

Establish Planning Committees

- Urban Committee
- Rural Committee

Comprehensive Planning Approach

Committee Formation
And Initial Meetings

Portage County Citizen Participation and Comprehensive Planning Approaches

Step 2: Plan for Planning

Citizen Participation Approach

Public Awareness

- News Releases announcing Comprehensive Planning Effort
- Radio Talk Shows announcing Comprehensive Planning Effort
- Cable Access TV announcing Comprehensive Planning Effort
- Introductory Comprehensive Planning Newsletter
- Presentations at community meetings and to local Government Groups
- Website development to house comprehensive planning resources

Public Education

- Public Educational Sessions related to the Comprehensive Planning Approach and Opportunities for Citizen Participation
- Utilization of Awareness Methods to provide public education as well

Public Input

- Debut interactive Question and Answer and Input function on comprehensive planning website
- Accept questions from the public and provide answers and referrals by the Joint and Individual Planning Committees
- Evaluation of awareness and education activities

Public Partnership

- Convene Planning Committees
- Develop and Adopt Citizen Participation Plan/Guidelines

Comprehensive Planning Approach

Plan for Planning

Portage County Citizen Participation and Comprehensive Planning Approaches

Step 3: Background Information & Inventory: Trends Assessment

Citizen Participation Approach

Public Awareness

- News Releases related to Inventory and Assessment
- Radio Talk Shows related to Inventory and Assessment
- Cable Access TV related to Inventory and Assessment
- Comprehensive Planning Newsletter related to Inventory and Assessment
- Presentations at community meetings and to local Government Groups related to Inventory and Assessment
- Comprehensive Planning Project Website

Public Education

- Public Educational Sessions related to Inventory and Assessment
- Fact Sheets related to Inventory and Assessment
- Utilization of Awareness Methods to provide public education as well

Public Input

- Interactive Question and Answer and Input function on comprehensive planning website
- Accept questions from the public and provide answers and referrals by the Joint and Individual Planning Committees
- Public Review and Comment related to Background Analysis Report
- Evaluation of awareness and Inventory and Assessment

Public Partnership

- Planning Committees Meet
    - Adopt Background Analysis Report

Comprehensive Planning Approach

Background Information and Inventory:
Trends Assessment

Portage County Citizen Participation and Comprehensive Planning Approaches

Step 4: Issue Identification and Visioning

Citizen Participation Approach

Public Awareness

- News Releases related to Issue Identification and Visioning
- Radio Talk Shows related to Issue Identification and Visioning
- Cable Access TV related to Issue Identification and Visioning
- Comprehensive Planning Newsletter related to Issue Identification and Visioning
- Presentations at community meetings and to local Government Groups related to Issue Identification and Visioning
- Comprehensive Planning Project Website

Public Education

- Public Education Sessions related to Issue Identification and Visioning
- Utilization of Awareness Methods to provide public education as well

Public Input

- Hopes and Concerns Workshops throughout the county
- Community Surveys (mail/photographic)
- Focus Groups (tied to planning elements and human services dimension)
- Invited "Experts" provide input to planning committees
- Public Input Sessions to review draft mission statements
- Interactive Question and Answer and Input function on comprehensive planning website
- Accept questions from the public and provide answers and referrals by the Joint and Individual Planning Committees
- Evaluation of issue identification and visioning process

Public Interaction

- Hopes and Concerns Workshops throughout the county
- Community Visioning Sessions
- Community Mapping Exercises

Public Partnership

- Planning Committees Meet
    - Adopt Issue Identification Summary Report
    - Draft Vision Statement (County; Rural & Urban)
    - Adopt Visions Statements with Local Units of Government

Comprehensive Planning Approach

Issue Identification and Visioning

Portage County Citizen Participation and Comprehensive Planning Approaches

Step 5: Strategy Formulation and Draft Comprehensive Plans

Citizen Participation Approach

Public Awareness

- News Releases related to Strategy Formulation
- Radio Talk Shows related to Strategy Formulation
- Cable Access TV related to Strategy Formulation
- Comprehensive Planning Newsletter related to Strategy Formulation
- Presentations at community meetings and to local Government Groups related to Strategy Formulation
- Comprehensive Planning Project Website

Public Education

- Public Education Sessions related to Strategy Formulation
- Utilization of Awareness Methods to provide public education as well

Public Input

- Area-wide public input sessions related to alternative strategies
- Open Houses at various locations throughout the county
- Public review and comment of alternative strategies (narrative and graphic formats)
- Interactive Question and Answer and Input function on comprehensive planning website
- Accept questions from the public and provide answers and referrals by the Joint and Individual Planning Committees
- Evaluation of Planning Approach and Citizen Participation effort

Public Partnership

- Planning Committees Meet
  - Develop Alternative Strategies
  - Review Public Input related to alternative Strategies
  - Select/Adopt Preferred Strategies
  - Draft Comprehensive Plans with Staff

Comprehensive Planning Approach

Strategy Formulation and Draft Comprehensive Plans

Portage County Citizen Participation and Comprehensive Planning Approaches

Step 6: Plan Review and Adoption

Citizen Participation Approach

Public Awareness

- News Releases related to Plan Review and Adoption
- Radio Talk Shows related to Plan Review and Adoption
- Cable Access TV related to Plan Review and Adoption
- Comprehensive Planning Newsletter related to Plan Review and Adoption
- Presentations at community meetings and to local Government Groups related to Plan Review and Adoption
- Comprehensive Planning Project Website

Public Education

- Public Education Sessions related to Plan Review and Adoption

Public Input

- Public review and comment on Comprehensive Plans
- Open Houses at various locations throughout the county
- Interactive Question and Answer and Input function on comprehensive planning website
- Accept questions from the public and provide answers and referrals by the Joint and Individual Planning Committees
- Formal Public Hearings prior to adoption by each local unit of government
- Evaluation of Comprehensive Planning Approach and Citizen Participation Effort

Public Partnership

- Planning Committees Meet
    - Present Final Comprehensive Plan documents to public
    - Action by Planning Committees, Local Units of Government, and County Board to Adopt Comprehensive Plan

Comprehensive Planning Approach

Plan Review and Adoption

Portage County Citizen Participation and Comprehensive Planning Approaches

Step 7: Plan Implementation

Citizen Participation Approach

Public Awareness

- News Releases related to Plan Implementation
- Radio Talk Shows related to Plan Implementation
- Cable Access TV related to Plan Implementation
- Comprehensive Planning Newsletter related to Plan Implementation
- Presentations at community meetings and to local Government Groups related to Plan Implementation
- Comprehensive Planning Project Website

Public Education

- Public Education Sessions related to Plan Implementation and opportunities for participation

Public Input

- Interactive Question and Answer and Input function on comprehensive planning website
- Accept questions from the public and provide answers and referrals by the Joint and Individual Planning Committees

Public Partnership

- Planning Committees Meet
  - Assess membership
  - Begin revision/updating of all land related ordinances to make consistent with the Comprehensive Plan
  - Develop linkages between Comprehensive Plan and Implementation
  - Develop action steps, timelines, roles, and responsibilities for implementation

Comprehensive Planning Approach

Plan Implementation

Portage County Citizen Participation and Comprehensive Planning Approaches

Step 8: Plan Monitoring, Reassessment and Amendment Procedures

Citizen Participation Approach

Public Awareness

- News Releases related to Plan Monitoring, Assessment and Amendment Procedures
- Radio Talk Shows related to Plan Monitoring, Assessment and Amendment Procedures
- Cable Access TV related to Plan Monitoring, Assessment and Amendment Procedures
- Comprehensive Planning Newsletter related to Plan Monitoring, Assessment and Amendment Procedures
- Presentations at community meetings and to local Government Groups related to Plan Monitoring, Assessment and Amendment Procedures
- Comprehensive Planning Project Website

Public Education

- Public Education Sessions related to Plan Monitoring, Assessment and Amendment Procedures

Public Input

- Interactive Question and Answer and Input function on comprehensive planning website
- Accept questions from the public and provide answers and referrals by the Joint and Individual Planning Committees

Public Partnership

- Planning Committees Meet
  - Develop plan evaluation process
  - Develop plan review and amendment process
  - Definition of plan update target (i.e. 5 years, 10 years, etc.)

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Comprehensive Planning Approach

Plan Monitoring, Assessment and Amendment Procedures

Prepared By: Mark Hilliker, Community Resource Development Agent
Portage County UW-Extension
July 2001

Resolution 1-28R

Resolution to Adopt Public Participation Plan

For Comprehensive Planning

WHEREAS, the Comprehensive Planning Law, section 66.1001(4)(a), Wisconsin Statutes, requires the governing body of a local governmental unit to "adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage of the comprehensive plan"; and

WHEREAS, section 66.1001(4)(a) further requires that "The written procedures shall provide for wide distribution of proposed, alternative or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments";

NOW, THEREFORE, BE IT RESOLVED THAT the Village Board of the Village of Park Ridge, Portage County, Wisconsin, by a majority vote of the Board, on this day, the 21st of January, 2002, hereby adopts the public participation guidelines entitled *Portage County Comprehensive Plan: Public Participation Plan*, dated *July 25, 2001*, attached hereto, to take effect immediately upon approval by the Park Ridge Village Board

s/ Tom Gloudemans
Tom Gloudemans
Village President

RECEIVED
JAN 28 2002
PORTAGE COUNTY
Planning and Zoning Department

s/ Pat Barrington
Pat Barrington
Village Clerk

Attest: s/ Pat Barrington
Pat Barrington
Village Clerk

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(1) (2)(1.28R)
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