

PUBLIC PARTICIPATION PLAN

Activities and Timeline

I. Introduction

The Village of Shorewood, Wisconsin, is undertaking a Comprehensive Planning process in accordance with Section 66.1001 of the Wisconsin Statutes. In order for the public to be kept continually informed during the development of the *Village of Shorewood Comprehensive Plan*, the Village has prepared the following public participation plan. Citizens will have the opportunity to provide input as plan development occurs. The Public Participation Plan shall be adopted by Resolution by the Village Board.

Recent Public Participation

The Village of Shorewood has recently undergone various public participation activities that directly relate to comprehensive plan participation requirements, therefore, impacting the level of additional activities.

1. *Visioning Strategy Report 2015* adopted in 2005 was updated summer 2009, consisting of four focus groups and one open-invitation workshop to look for new trends and issues. The results of the update can be used for the development of overall goals for 2010 Comprehensive Plan and goals, objectives and policies for each element.
2. The Resident Survey 2008 report is the results of a mail survey to provide the Board with resident perceptions about services and current future Village initiatives. The results of the survey can be used in the discussion of Village initiatives in the housing, transportation, community facilities and economic development elements of the Comprehensive Plan.
3. The public input process for the *Central District Master Plan* adopted July 2006 included: a project start meeting, district tours, focus groups, trustee interviews, real estate interviews/research, Village reviews, and community workshops. The results of the Master Plan public input can be used throughout the Comprehensive Plan.

II. Comprehensive Plan Oversight

Plan Commission

The Village of Shorewood Plan Commission will act as a Comprehensive Plan Steering Committee and will be used to determine implementation strategies, review draft plans and provide guidance regarding plan recommendations.

The Plan Commission is comprised of the Village President, one trustee and seven citizen members. This group will meet the fourth Tuesday of each month and as needed throughout the planning process. All Plan Commission meetings and other information meetings as determined by the Plan Commission are open to the public and noticed in advance through the meeting agenda.

III. Ongoing Public Information and Participation

There are many methods of public participation to encourage public input. This plan explains eleven methods.

- WEBSITE. The Village of Shorewood website www.villageofshorewood.org will be used to provide general information, meeting minutes, preliminary plans, maps, fact sheets, and studies.

- PUBLIC MEETINGS. All agendas and meeting minutes will be posted on the Village of Shorewood website, posted at Village Hall, Village Center, the Police Department and Department of Public Works, and published.
- VILLAGE MANAGER'S MEMO. The weekly Village Manager's Memo will contain upcoming meeting events and general plan summaries. The Memo is available on the village website and electronically distributed to persons who have requested to be added to the distribution list.
- WORKSHOPS & OPEN HOUSE. A kick-off workshop by the Plan Commission, scheduled for public, staff and village appointees to introduce and identify issues and opportunities. Following draft of comprehensive plan, an additional public informational workshop to present for review and input, to be held after a draft plan is completed and before the Plan Commission makes recommendations to the Village Board.
- NEWS RELEASES. Local media will be updated and informed of upcoming meetings and other participation opportunities.
- E-DISTRIBUTION. Those participating in various electronic committee distribution lists will be invited to receive public meeting notices.
- SOCIAL MEDIA. The Village utilizes social networks and presence applications also known as micro-blogging to disseminate public information meetings and public hearings.
- WRITTEN COMMENTS. Written comments from the public may be submitted to Village Board, Plan Commission or staff at any time during the planning process.
- DOCUMENT ACCESS. Copies of the plan documents and information about the planning process shall be made available in various media.
- DIRECT MAIL. Open house postcards will be mailed to village residents.
- PUBLIC HEARING. A public hearing will be held by the Plan Commission and recommendations made by resolution. The Village Board by public hearing will consider Plan Commission recommendations and adopt by ordinance.

IV. Identification of Issues and Opportunities

Issues & Opportunities Identification is a key public participation component of the Comprehensive Planning process. It is also one of the nine Plan elements. In this phase, concerns, issues, opportunities and priorities are identified. Goals & Objectives for each plan element are derived from this analysis.

A. Department Heads Key Planning Issues Exercise DECEMBER - JANUARY 2010

A meeting will be organized with department heads regarding their perceptions of key planning issues in the Village and the role those issues may play in the future growth and development of the Village.

B. Comprehensive Plan Kick-off Meeting - JANUARY 2010

The Plan Commission can host a Comprehensive Plan Kick-off Meeting to facilitate a discussion of issues and opportunities for the Village as they relate to each element of the Plan required by Wisconsin Smart Growth Legislation. Plan Commission Members, Board of Trustee's, staff and residents can be invited to participate.

The workshop should include a presentation outlining the Comprehensive Planning process, providing a summary of relevant demographic and market data. Work stations could be set up by plan elements integrating an input tool, such as visioning exercises.

C. Plan Element Development –Plan Commission Meetings JANUARY – MAY 2010

In order to direct the planning process and discuss and draft different elements of the Plan, the Plan Commission can hold meetings over a four month period. Each meeting can be officially noticed and open to the public.

D. Key Stakeholder Interviews JANUARY – MARCH 2010

The Plan Commission can organize a series of focus group sessions for the members of specific groups to discuss issues and offer their thoughts. Meetings held in conjunction with the *Central District Master Plan* and *Comprehensive Outdoor Recreation Plan* may provide sufficient public input for various stakeholders. Therefore, other stakeholder groups, such as first-time homebuyers, families with young children, representatives from neighboring jurisdictions, renters, and senior citizens will be asked to participate.

E. Public Open House - MARCH 2010

A public open house and workshop can be planned to present a public review version of the draft Plan to the public. After the workshops, the Plan Commission can recommend changes to the Plan based on public comment. This provides citizens the opportunity to gather information, ask questions, react to the information, provide both written and verbal feedback, and interact with the Plan Commission and village staff.

V. Adoption Procedure

A. Plan Commission Adopts the Plan by Resolution - APRIL 2010

In accordance with the Smart Growth legislation and using the input received during the public participation process, the Plan Commission develops the elements of the Comprehensive Plan and presents them to the Village Board as a recommendation for the Board's consideration. A 30-day notice period is required before the Village Board may hold a public hearing and adopt the Plan by ordinance.

Draft plans are sent to local neighboring municipalities, the South Eastern Wisconsin Regional Commission, and State Department of Administration or Land Council.

B. Village Board adopts the Plan by Ordinance - MAY 2010

The Plan Commission recommends that the Village Board enact an ordinance adopting the Plan as the Village's official Comprehensive Plan. Before the Plan can be adopted, an open house and public hearing must be held before the Village Board. Copies of the draft Plan should be made available for inspection at several locations that can include the Village Hall, Public Library, and Village website during the required 30-day notice period.