

PUBLIC PARTICIPATION PLAN FOR THE COMPREHENSIVE PLAN UPDATE

I. Introduction

The City of Marshfield is in the early stages of updating their 2007 Comprehensive plan pursuant to the State's Comprehensive Planning Law, Section 66.1001 of the Wisconsin Statutes 66.1001. The previous public participation plan was adopted in June of 2005.

Section 66.1001(4)(a) of Wisconsin Statutes specifically requires the governing body of the local governmental unit to adopt written procedures designed to foster public participation, including open discussions, communication programs, information services, and public meetings for which advance notice has been provided, in every stage in the preparation of the comprehensive plan. These written procedures contained within this public participation plan satisfy this requirement. This plan will guide public participation throughout the City of Marshfield's comprehensive planning process.

This public participation plan offers all citizens, businesses, interest groups, and other parties a range of opportunities to participate throughout the planning process in a meaningful way to shape the future of the City and surrounding area. Effective public input is critical for the success of this planning process because it is our citizens, businesses, and groups that will experience the plan's costs and benefits on a daily basis for many years. The majority of public participation activities will focus on public information, education, and input.

Our participation program uses a variety of innovative, unique, and thoughtful ways to encourage people to participate in the process and to maximize the effectiveness of their contributions. The opportunities are open to everyone with a stake in the outcome of the comprehensive plan.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all City decision making processes;
- Provide opportunities to disseminate information about the plan and process to all segments of the City;
- Strengthen the relationship between our decision makers and citizens; and,
- Develop a shared vision for the future of Marshfield.

The public participation plan has been created by the City of Marshfield Services Department.

This plan was originally adopted by the City of Marshfield, Common Council on June 23, 2015 and amended on December 15, 2015.

II. Public Participation Opportunities

The City of Marshfield has established the following list of public participation opportunities because these techniques are designed to maximize public participation in every stage of our planning process. Actively engaging the public during the planning process will provide support for the final plan document. To gather public input, as well as build support for the final document, a rigorous public process is needed. This collection of opportunities will meet both the letter and spirit of Wisconsin's Comprehensive Planning Legislation and will include the following:

- a. Community Survey: A survey will be formulated and implemented early in the process to help identify key community issues and concerns. The survey will be designed to obtain public opinions and preferences on key subjects addressed in each of the nine comprehensive plan elements, as well as other elements identified to be included in the comprehensive plan. More than one survey may be developed to address specific questions/concerns that arise during the planning process.
- b. Steering Committee: The Steering Committee will be composed of Planning Commission members, City Staff, and community representatives. The Steering Committee will provide technical support to the planning process, as well as reviewing results from the multiple grass roots level committees. The Steering Committee will be responsible for overseeing the development of draft Goals, Objectives, Policy recommendations, and the Action Plan.
- c. Media Involvement: It is anticipated that the media will play an active role in the public awareness process. This may occur in the form of newspaper articles, interviews, or taped programs. The media will be notified of meetings held throughout the process.
- d. Press Releases: Staff will prepare and distribute press releases to the local media to provide publicity and promote awareness of the ongoing planning effort.
- e. City Website and Social Media: The Development Services Department will maintain the comprehensive plan and planning process information on the City's website. This information may include the project schedule, meeting minutes and agendas, draft plan elements and reports, maps, photographs, and survey results. The website will also provide an opportunity for residents to submit questions and comments on the plan and planning process to the Development Services Department. Staff will also provide updates on the City's social media accounts such as Facebook.
- f. Direct Emails: Throughout the planning process, staff will send updates on materials or meeting notices via email to those that provide their email address and request the email updates.
- g. Presentations to Professional and Civic Organizations: City staff will look for opportunities to present updates and promote public participation throughout the development of the comprehensive plan to various civic and business groups.

Exhibit A – Amended Comprehensive Plan Update Public Participation Plan

- h. Meetings with Government Officials and Stakeholders: City staff will be meeting with various public officials and stakeholders in the community on an individual or small group basis to identify specific concerns or recommendations they may have.
- i. Town Hall Meetings: To provide the public with a wider format to view the process, a series of three Town Hall Meetings will be held to provide a wider context to the planning process, as well as to provide a formal setting for review and comment on the proposed plan document. At all of these meetings, participants will be able to submit written comments regarding the plan.
- Kick-Off: The first meeting will be a general “Kickoff” meeting where the planning process will be introduced, planning requirements explained, and preliminary issues identified. This meeting will be widely publicized, open to all members of the public, and may be recorded/televised on local access television. The meeting will also be used to recruit potential members to Citizen Planning Team or Community Advisory Committee (see below) if those efforts are implemented.
 - Mid-Term Report: This “checkpoint” meeting will provide the public with an opportunity to view efforts to date and completed background data about the City. The results of the survey may be available for review as well. Any draft Goals and Objectives that have been completed will also be presented to the public for their review and comment.
 - Community-Wide Open House: The Community-Wide Open House will be held at the end of the process to present the results of the planning effort. A completed draft plan will be presented for public review, as well as a formal presentation made by the planning team and City staff. This Open House will also be widely publicized and may also be recorded/televised on local access television.
- j. Material Dissemination: Throughout the planning process, various materials such as draft elements, goals, maps, and other information will be made available to the public for review. Staff will upload materials on the City website as they become available and will notify the public via press release of the available information and send direct emails to those that provide their email address. Additionally, the draft plan will be made available on the City website and paper copies of the proposed plan will be available at the Marshfield Public Library and City Hall at the time the public hearing notice is published.

Staff will distribute the draft elements and the final plan, either by mail or in any reasonable form that is agreed to by the person and the City, to those that submit a request in writing for copies of the materials. Owners of property, or to persons who have a leasehold interest in property pursuant to which the persons may extract nonmetallic mineral resources in or on property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan, will be

Exhibit A – Amended Comprehensive Plan Update Public Participation Plan

notified by mail or in any reasonable form that is agreed to by the person and the City, notice of proposed, alternative, and amended elements of the comprehensive plan. Said persons may either be sent the amended elements or directed to where the amended elements will be available for review.

- k. Regular Plan Commission Meetings: Staff will provide updates to the Plan Commission at most regularly scheduled meetings throughout the planning process. These meetings are open to the public.
- l. Public Hearings: According to statutes, at least one public hearing must be held, at which the proposed ordinance is discussed. At least one public hearing will be held by the Common Council regarding the adoption of the plan. It is anticipated that at least one additional public hearing may also be held by the Plan Commission. All public hearings will be open to the public and written and oral testimony will be taken. In accordance with Chapter 985 of the Wisconsin State Statutes, a class 1 notice will be published at least 30 days before the hearing with the Common Council. The notice shall contain the following information:
 - i. The date, time, and place of the hearing.
 - ii. A summary, which may include a map, of the proposed comprehensive plan or amendment to such a plan.
 - iii. The name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance.
 - iv. Information relating to where and when the proposed comprehensive plan or amendment to such a plan may be inspected before the hearing, and how a copy of the plan or amendment may be obtained.

At least 30 days before the Common Council public hearing is held, the City shall provide written notice per the requirements of Wis. Stat. 66-1001(4)(e) and (f) (related to nonmetallic mining operations and those who submit a request in writing for a copy of the plan). The notice shall be by mail or in any reasonable form that is agreed to by the person and the City. The comprehensive plan, or an amendment of a comprehensive plan, may take effect even if the City fails to provide the notice that is required under Wis. Stat. 66.1001(4) (e) or (f), unless the City intentionally fails to provide the notice.

After the notice of this hearing has been published, written comments by members of the public, regarding the plan, may be sent to the City of Marshfield, Development Services Department. Written comments will be accepted up to one week prior to the public hearing and will be addressed at the hearing.

- m. Plan Adoption: It is anticipated that the Plan Commission will hold the first public hearing. The Plan Commission may recommend the adoption or amendment of the comprehensive plan only by adopting a resolution by the majority vote of the entire Commission. Their vote will be recorded in their official minutes. The plan does not take effect until an ordinance adopting the plan is enacted by majority vote of the entire Common Council.

Exhibit A – Amended Comprehensive Plan Update Public Participation Plan

Any proposed revisions after the plan has been presented to the Plan Commission hearing will be noted in the meeting minutes prior to the final public hearing. After enactment of the ordinance for adoption of the plan, or of an amendment to such a plan, a copy shall be sent to the following:

- i. Every governmental body that is located in whole or in part within the boundaries of the City.
- ii. The clerk of every local governmental unit that is adjacent to the City.
- iii. The Wisconsin Department of Administration.
- iv. The North Central Regional Planning Commission.
- v. The Marshfield Public Library.

Additionally, the following are options that may be explored as possible opportunities for more community input. These items may not necessarily be implemented or may only be partially implemented as part of the planning process; however, we wanted to provide a list of additional ideas to explore if they are feasible.

- n. Community Planning Teams: Under this proposed effort, the City of Marshfield could be divided up into neighborhoods or wards for planning purposes. Each of these areas would then have a Community Planning Team (CPT) to provide local level input and insight to the planning process. The CPTs can be used to identify local-level issues and will assist in the development of goals and objectives. They can also provide a vital link between the planning process and the citizenry at large. Members of the CPT may be asked to play a proactive role in the community outreach process through the planning process. Approximately five to seven persons would likely be needed (appointed by the Mayor with input from appropriate City Council members) to serve on each CPT.
- o. Citizen Advisory Committee: This proposal would have the Citizen Advisory Committee (CAC) be composed of the members of the CPT's. The CAC could meet on a consistent basis (likely monthly) and would act in an advisory role to the Steering Committee. Its primary role is to assist in obtaining broad community input. The CAC could potentially act as an intermediary between the Steering Committee and the citizenry at large.
- p. A Visual Preference Survey: A Visual Preference Survey (VPS) is a planning tool that provides the public with the opportunity to offer its opinions about the visual quality of various types of development (i.e. single family residential, apartments, retail establishments, industrial buildings, offices, etc.). The results of the VPS can be used by the City to create specific plan recommendations and implementation ordinances to facilitate the types and styles of development the public prefers.
- q. S.W.O.T. Analysis: A Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) Analysis is a simple but useful tool to help evaluate the strengths, weaknesses, opportunities, and threats that either promote or inhibit the growth of the community and have an effect on the implementation of desired policies. This activity is usually done in a workshop setting and can be completed on a one time basis, looking at the community as a whole, or considered for each element individually.

Exhibit A – Amended Comprehensive Plan Update Public Participation Plan

The City of Marshfield is not limited to the public participation methods listed above and may engage in other methods not identified here as the planning process moves forward.