



# Washington County Multi-Jurisdictional Comprehensive Planning

## **Public Participation Plan** *Final Draft*

**July 2004**

*Prepared by the*

**Planning Division of the Washington County Planning and Parks Department  
Washington County University of Wisconsin – Extension  
Southeastern Wisconsin Regional Planning Commission**

*Prepared for:*

**Washington County Planning, Conservation and Parks Committee  
Washington County Board of Supervisors**

*and*

**Participating Local Town Boards, Village Boards and Plan Commissions**

**WASHINGTON COUNTY MULTI-JURISDICTIONAL COMPREHENSIVE  
PLANNING WORK GROUP**

**Washington County  
Town of Addison  
Town of Barton  
Town of Erin  
Town of Farmington  
Town of Germantown  
Town of Hartford  
Town of Jackson  
Town of Kewaskum  
Town of Trenton  
Town of Wayne  
Town of West Bend  
Village of Jackson  
Village of Kewaskum  
Village of Newburg**

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**TABLE OF CONTENTS**

INTRODUCTION..... 5

    The Public Participation Plan..... 5

    The Importance of Multi-jurisdictional Planning in Washington County ..... 5

    Why Engage the Public? ..... 6

    Overview of Planning Process ..... 8

PUBLIC PARTICIPATION GUIDELINES ..... 8

    Description of Outcomes Expected..... 8

    Provisions for Open Discussion ..... 9

    Opportunity for Written Comments ..... 10

    Consideration of and Response to Public Comments ..... 10

    Locations where Comprehensive Planning Documents will be Found. .... 11

PAST PUBLIC PARTICIPATION EFFORTS ..... 12

    Past Public Participation Efforts by Washington County ..... 12

    Past Public Participation Efforts by Participating Municipalities..... 13

PUBLIC PARTICIPATION PLAN..... 14

    Public Participation Plan..... 14

    Work Program Step 1. Start-up Tasks..... 15

    Work Program Step 2. Inventory/ Background..... 17

    and Work Program Step 3. Prepare Forecasts and Analysis..... 17

    Work Program Step 4. Issue Identification/Visioning ..... 19

    Work Program Step 5. Prepare Key Plan Elements ..... 21

    Work Program Step 6. Prepare Implementation Elements ..... 22

    Work Program Step 7. Plan Review, Refinement and Adoption ..... 23

    Work Program Step 8. Plan Implementation ..... 25

TIMELINE..... 27

STAKEHOLDERS ..... 27

    Stakeholders for Multi-jurisdictional Comprehensive Planning..... 27

RESPONSIBILITIES OF EACH PARTNER..... 29

    Washington County Responsibilities for Plan Implementation..... 29

Local Government Partner Responsibilities for Plan Implementation .....	30
Southeastern Wisconsin Regional Planning Commission Responsibilities for Plan Implementation .....	31
<u>SURVEY</u> .....	31
<u>PLANNING RESOURCES</u> .....	32
Washington County Resources .....	32
Local Government Partner Resources.....	32
SEWRPC Resources .....	32
Cost .....	32
<u>APPENDIX</u> .....	34
A. Participating Municipalities and Contacts.....	34
B. Glossary.....	36
C. Media Listing.....	39
D. Sample Comment Sheet.....	40
E. Resolutions Adopting Public Participation Plans.....	40
F. Multi-jurisdictional Planning Committee Structure .....	Attached
G. Public Participation Plan Timeline .....	Attached

## INTRODUCTION

### *The Public Participation Plan*

The Washington County Board of Supervisors and the governing body of each participating local government must adopt a public participation plan consistent with the requirements of Wis. Statutes section 66.1001 (4). The Statutes require that the written procedures 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”.

This public participation plan seeks to enhance public awareness of the planning effort and its importance; educate citizens about current and past growth trends that have occurred in Washington County; and provide opportunities for citizens to help identify key community issues and develop a vision for the future of Washington County. Extensive public input during the draft plan review and plan adoption process will also be sought.

The Washington County Comprehensive Planning process is committed to providing broad-based and continuous opportunities for public participation throughout the planning process. A wide variety of techniques are described. 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.

### *The Importance of Multi-jurisdictional Planning in Washington County*

In 1986, general zoning authority was passed from Washington County to the Towns in Washington County. Washington County has the authority to administer shoreland, shoreland-wetland and floodplain regulations for all unincorporated areas of the County, land division regulations, sanitary systems and private onsite wastewater treatment systems regulations, nonmetallic mining requirements and erosion control and stormwater management requirements within Washington County. Towns in Washington County each administer their own zoning ordinances. Many towns also have land division ordinances, non-metallic mining ordinances and erosion control and stormwater management requirements. Washington County has adopted the Regional Land Use Plan prepared by the Southeastern Wisconsin Regional Planning Commission. Over the years, most local Town Boards have developed and adopted individual land use plans, zoning ordinances and land division ordinances.

Recently, Washington County has had several opportunities for multi-jurisdictional planning including the preparation of the Washington County Jurisdictional Highway System Plan 2020, the Surface Water Resources of Washington County – Lake and Stream Classification Project, A Park and Open Space Plan for Washington County and

the Quaas Creek Watershed Protection Plan. In each of these planning efforts, representatives from many local municipalities were part of oversight committees. Unfortunately, up to this point, no multi-jurisdictional comprehensive planning effort has taken place in Washington County.

On September 9, 2003, the Washington County Board of Supervisors resolved to participate in the preparation of a Multi-Jurisdictional Comprehensive Plan with any municipality so choosing within Washington County and authorized the Planning and Parks Department, under the direction of the Planning, Conservation and Parks Committee, to take the lead in coordinating the multi-jurisdictional planning effort to fully engage partner municipalities throughout the process.

Washington County sponsored a community workshop on October 15, 2003 to discuss comprehensive planning efforts at the regional, county, and local levels. The concept of preparing a multi-jurisdictional comprehensive plan as a cooperative effort among all interested local governments, Washington County, and the Southeastern Wisconsin Regional Planning Commission (SEWRPC) was discussed at that meeting as an effective way to meet the State comprehensive planning requirements in an efficient and cost-effective manner. This multi-jurisdictional process will also allow local communities and Washington County to bring common issues and potential land use conflicts to the table for discussion during the planning process. Local municipalities interested in working with the County and SEWRPC were asked to notify the County by the end of 2003. Eleven towns and three villages have indicated a willingness to cooperate with Washington County in preparing a multi-jurisdictional comprehensive plan.

Since that workshop, a multi-jurisdictional comprehensive planning work group was formed to develop a work program and public participation plan in anticipation of applying for a State Comprehensive Planning Grant. The work group is made up of fourteen local municipalities and Washington County. This extensive planning effort is very unique for Washington County.

### ***Why Engage the Public?***

Citizens participating in government decision-making are 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 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.

This plan has been developed based upon the understanding that citizens and interest groups are the source of tremendous creativity, and that their creativity and input will help produce better planning decisions. Because the decisions represented by Washington County's Comprehensive Plan will help influence what Washington County will look like for many years to come, public participation in the development of the comprehensive plan is critical. Significant financial, time and energy investments will be needed to complete this planning effort. Given these investments, broad and active public participation is an essential strategy for developing a meaningful County plan.

Finally, the development and adoption of a Public Participation Plan is a requirement of Wisconsin's Comprehensive Planning legislation, which was passed by the state legislature in October of 1999 and amended by 2003 Wisconsin Act 307 as follows:

### **Wisconsin Statutes, Section 66.1001(4)...**

*PROCEDURES FOR ADOPTING COMPREHENSIVE PLANS. A local governmental unit shall comply with all of the following before its comprehensive plan may take effect:*

*(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.*

*The written procedures shall describe the methods the governing body of a local governmental unit will use to distribute proposed, alternative, or amended elements of a comprehensive plan to 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.*

*(b) The plan commission or other body of a local governmental unit that is authorized to prepare or amend a comprehensive plan may recommend the adoption or amendment of a comprehensive plan only by adopting a resolution by a majority vote of the entire commission. The vote shall be recorded in the official minutes of the plan commission or other body. The resolution shall refer to maps and other descriptive materials that relate to one or more elements of a comprehensive plan. One copy of an adopted comprehensive plan, or of an amendment to such a plan, shall be sent to all of the following:*

- 1. Every governmental body that is located in whole or in part within the boundaries of the local governmental unit.*
- 2. The clerk of every local governmental unit that is adjacent to the local governmental unit that is the subject of the plan that is adopted or amended as described in par. (b) (intro.).*
- 3. The Wisconsin land council.*
- 4. After September 1, 2005, the department of administration.*
- 5. The regional planning commission in which the local governmental unit is located.*
- 6. The public library that serves the area in which the local governmental unit is located.*

*(c) No comprehensive plan that is recommended for adoption or amendment under par. (b) may take effect until the political subdivision enacts an ordinance or the regional planning commission adopts a resolution that adopts the plan or amendment. The political subdivision may not enact an ordinance or the regional planning commission may not adopt a resolution under this paragraph unless the comprehensive plan contains all of the elements specified in sub. (2). An ordinance may be enacted or a resolution may be adopted under this paragraph only by a majority vote of the members-elect, as defined in s. 59.001 (2m), of the governing body. An ordinance that is enacted or a resolution that is adopted under this paragraph, and*

*the plan to which it relates, shall be filed with at least all of the entities specified under par. (b).*

*(d) No political subdivision may enact an ordinance or no regional planning commission may adopt a resolution under par. (c) unless the political subdivision or regional planning commission holds at least one public hearing at which the proposed ordinance or resolution is discussed. That hearing must be preceded by a class 1 notice under ch. 985 that is published at least 30 days before the hearing is held. The political subdivision or regional planning commission may also provide notice of the hearing by any other means it considers appropriate. The class 1 notice shall contain at least the following information:*

- 1. The date, time and place of the hearing.*
- 2. A summary, which may include a map, of the proposed comprehensive plan or amendment to such a plan.*
- 3. The name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance.*
- 4. 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.*

*(e) At least 30 days before the hearing described in par. (d) is held, a local governmental unit shall provide written notice to all of the following:*

- 1. An operator who has obtained, or made application for, a permit that is described under s. 295.12 (3) (d).*
- 2. A person who has registered a marketable nonmetallic mineral deposit under s. 295.20.*
- 3. Any other property owner or leaseholder who has an interest in property pursuant to which the person may extract nonmetallic mineral resources, if the property owner or leaseholder requests in writing that the local governmental unit provide the property owner or leaseholder notice of the hearing described in par. (d).*

### ***Overview of Planning Process***

Washington County proposes to use an eight-step approach to the comprehensive planning process. The public participation plan follows each step in the Washington County Multi-jurisdictional Comprehensive Planning Work Program.

## **PUBLIC PARTICIPATION GUIDELINES**

### ***Description of Outcomes Expected***

This Public Participation Plan forms the basic framework for achieving an interactive dialogue between community decision-makers, the County, local participating municipalities, SEWRPC, and local citizens. As a result of this dialogue, the following outcomes are expected:

- ∞ That all residents of Washington County become fully aware of the importance of participating in the development of the Plan.
- ∞ That the public participation process engages people of all races, ethnic backgrounds and income levels.

- € That the public has opportunities to provide their input (both formally and informally) to the County, their local Plan Commission, and their local governing body.
- € That the public has access to all technical information and any analyses performed throughout the planning process.
- € That officials of the County and participating municipalities have input from the broadest range of perspectives and interests in the community as possible.
- € That such input is elicited through a variety of means (electronic, printed, and oral) in such a way that it may be carefully considered and responded to in a timely fashion.
- € That this process of public involvement strengthens the sense of community present in the municipalities of Washington County and furthers the vision of active and positive participation by all residents of the community in the decision making and civic life of the municipality over the long term.

***Provisions for Open Discussion***

Washington County and participating municipalities will ensure that public meetings allow for an open discussion of the relevant issues at hand and to ensure that public hearings allow for appropriate testimony. When public meetings or hearings are conducted, Washington County and participating municipalities will make every effort to ensure those who choose to participate in the planning process have the opportunity to have their opinions heard. To accomplish this, the following actions will be implemented:

- € An agenda will be established that clearly defines the purpose of each public meeting or hearing, the items to be discussed, and any actions that may be taken. Agendas will be officially posted and sent to the local media.
- € The scheduled date, time, and place will be convenient to encourage maximum participation by Washington County residents.
- € A clearly identifiable facilitator or chair will conduct the meeting or hearing in an orderly fashion to ensure that all attendees have an opportunity to offer comments, discuss issues or provide testimony.
- € The facilitator or chair will provide opening remarks that clearly outline the purpose of the meeting or hearing, describe procedures attendees should use during the meeting or hearing when offering input and describe how the public input will be used.
- € As appropriate, an overview of documents or proposals to be considered will be discussed.
- € All persons attending the meeting or hearing who desire to participate should be allowed to do so. However, specific factors, such as the meeting or hearing

purpose, number in attendance, time considerations, or future opportunities to participate, may require that appropriate constraints be applied. These constraints will be clearly outlined by the facilitator or chair if the need arises.

- € All attendees will be encouraged to sign in using a provided sign in sheet.
- € Meetings and hearings will be tape recorded and/or videotaped by the County or municipality, as necessary.
- € Summaries or minutes of meetings or hearings will be transcribed from the aforementioned recordings and made available as soon as possible following the meeting or hearing through mailings or via the County's Comprehensive Planning website:  
[www.co.washington.wi.us/landuse/planning.comprehensive.htm](http://www.co.washington.wi.us/landuse/planning.comprehensive.htm)
- € Special arrangements will be made under the provisions of the Americans with Disabilities Act (ADA) with sufficient advance notice.

### ***Opportunity for Written Comments***

Detailed comments can sometimes be better expressed through written format. To encourage the citizens of Washington County to express written comment throughout the planning process, the following steps will be taken:

- € All meeting and hearing notices will include the name, address and email address (if applicable) of a person(s) to whom written comments should be sent, along with any deadlines for submitting comments.
- € At public meetings or hearings, the facilitator or chair will clearly announce any deadline for submitting written comments, if such comments are allowed subsequent to the meeting or hearing.
- € Persons speaking or testifying will be encouraged to concisely express their comments and/or provide specific details in written format.
- € The Washington County Comprehensive Planning Website will also provide residents with the opportunity to e-mail comments to:  
[webplan@co.washington.wi.us](mailto:webplan@co.washington.wi.us)

### ***Consideration of and Response to Public Comments***

The various methods for involving the public and soliciting public opinions and comments during the Comprehensive Plan process are defined herein. These methods represent the initial steps for bringing public comment into the decision-making process:

- € Time will be reserved subsequent to the close of a meeting, hearing or comment deadline and prior to the actual decision or recommendation being made to ensure that decision-makers can adequately review all relevant materials or comments.

- € Decision-makers may reconvene a meeting for the purpose of addressing public comments.
- € The record (written comments or testimony, tape recordings, or transcripts) of hearings and meetings will be compiled by County or local municipal staff and made available to decision makers for their review and consideration prior to a recommendation or decision being made.
- € Substantive comments pertaining to studies, analyses, or reports, along with appropriate responses, will be included in the published plan document or in an accompanying report.

***Locations where Comprehensive Plan documents will be found.***

The following lists the locations where the draft plan will be available to the public. Additional sites may be added when identified:

Draft Washington County Multi-jurisdictional Comprehensive Plan:

- € Washington County Planning and Parks Department  
Draft chapters will also be available for public viewing throughout the planning process.  
  
Washington County Planning and Parks Department  
Planning Division  
Public Agency Center  
333 E. Washington St.  
Suite 2300, P.O.Box 2003  
West Bend, WI 53095  
262-335-4445
- € Washington County UW-Extension Office  
Public Agency Center  
333 E. Washington St.  
Suite 1200  
West Bend, WI 53095
- € Public Libraries throughout Washington County.
- € Washington County Website will provide pdf files of all draft chapters for public viewing throughout the planning process.  
Washington County Website:  
[www.co.washington.wi.us/landuse/planning.comprehensive.htm](http://www.co.washington.wi.us/landuse/planning.comprehensive.htm)

## Draft Comprehensive Plans for Partnering Local Municipalities:

- ∄ Appropriate Town and Village Halls in the County
- ∄ Washington County will provide a link from the County website to local partner websites if available. A partnering local municipality may choose to place draft chapters on their website for the public to view. A local municipality may choose to have their draft plan chapters on the County website or the SEWRPC website.
- ∄ Washington County Planning and Parks Department  
  
Washington County Planning and Parks Department  
Planning Division  
Public Agency Center  
333 E. Washington St.  
Suite 2300, P.O.Box 2003  
West Bend, WI 53095  
262-335-4445
- ∄ Washington County UW-Extension Office  
Public Agency Center  
Suite 1200  
333 E. Washington St.  
West Bend, WI 53095
- ∄ Public Libraries serving the community.

### **PAST PUBLIC PARTICIPATION EFFORTS**

#### ***Past Public Participation Efforts by Washington County***

Washington County has taken a progressive approach to public participation in planning efforts over the years. In 1998, work began on the Surface Water Resources of Washington County – Lake and Stream Classification Project. An extensive public outreach effort was conducted throughout the planning process as well as the ordinance updating process. More recently, the development of the Park and Open Space Plan for Washington County-2020, involved two surveys and six public information/input meetings for the public to comment on the plan. This public participation plan is modeled after these successful planning processes. Past public participation efforts by Washington County have also included:

- ∄ Open houses
- ∄ Public informational meetings
- ∄ Visual preference surveys
- ∄ Comment cards
- ∄ Open committee meetings

- € Community presentations
- € Information and draft chapters on the County website
- € E-mail access for written comments
- € Displays/maps
- € Focus groups
- € Mailed survey of stakeholders
- € Random resident telephone surveys
- € Nominal group technique
- € Newsletters
- € Fact sheets
- € Press releases
- € Public hearings
- € Public access television

***Past Public Participation Efforts by Participating Municipalities***

As local municipalities throughout Washington County have completed their own land use plans and ordinance updates, collectively they strive to engage their residents in their decision making. Participating municipalities have engaged in one or more of the following public participation strategies in the past ten years:

- € Citizen input surveys
- € Information on a website
- € Brainstorming session
- € Design charette
- € Focus group
- € Nominal group technique
- € Newsletter
- € Press release
- € Contest
- € Poster campaign
- € Direct mail
- € Displays/exhibits/mapping
- € Guided tours
- € Role playing
- € Educational forum
- € Public information meeting
- € Open house
- € Public access television
- € Visual preference survey
- € Consensus conference
- € Key contacts
- € Visioning
- € Citizens' Advisory Committee
- € Referendum
- € Public hearing

## **PUBLIC PARTICIPATION PLAN**

### ***Public Participation Plan***

This public participation plan provides methods to engage, inform and educate the public at every step of the planning process. The plan follows an eight step planning process outlined in the Washington County Multi-jurisdictional Comprehensive Planning Work Program. The steps include:

Step 1. Start Up Tasks	(January 2004- April 2005)
Step 2. Inventory/Background	(April 2005 – February 2006)
Step 3. Prepare Forecasts and Analysis	(March 2006 – July 2006)
Step 4. Issue Identification/Visioning	(April 2005 – October 2006)
Step 5. Prepare Key Plan Elements	(October 2006 – September 2007)
Step 6. Prepare Implementation Elements	(August 2007 – November 2007)
Step 7. Plan Review, Refinement and Adoption	(December 2007 – April 2008)
Step 8. Plan Implementation	(May 2008 – December 2009)

The Multi-jurisdictional Comprehensive Plan Advisory Committee (MCPAC), made up of approximately 12-25 individuals, including two County Board supervisors, one representative from each partnering community, and citizens, will be responsible for the implementation of the work program, public participation plan and draft plan review. Three Element Work Groups will oversee development of the required nine elements.

Along with numerous public participation opportunities, there will be a series of four major public outreach efforts including:

1. An open house and informational/input meeting will be held after the inventory, forecasts, surveys and focus groups are completed. One meeting will be conducted countywide and one conducted for each participating municipality. These meetings will be scheduled throughout March and April 2006. A presentation of the inventory, survey results and focus group results will be given as part of this process. The presentations for the partnering municipalities will focus on the information as it relates to each municipality, although countywide information will also be provided. Displays, exhibits and maps will also be provided, as needed.
2. Visioning sessions will be held Countywide and for each participating municipality. These public sessions may include a visual preference survey, community values statement and an opportunity to explore the impacts of different growth scenarios. These sessions will contribute to defining a vision for the future of Washington County and each participating municipality as well as developing the goals and objectives for each planning element. These sessions will be scheduled throughout July,

August, September and October 2006.

3. An open house and informational/input meeting will be held to review the draft plan. One meeting will be conducted countywide and one conducted for each participating municipality. These meetings will be scheduled throughout October, November and December 2007. A presentation of the draft plan will be given as part of this process. The presentations for the partnering municipalities will focus on the plan as it relates to each municipality, although countywide information will also be provided. Displays, exhibits and maps will also be provided, as needed.
4. A public hearing will be scheduled for Washington County and each partnering municipality prior to the adoption of their respective plans as required by Wis. Statute, Section 66.1001 (4)(d) – (e). These meetings are anticipated to take place throughout January, February and March 2008.

In addition to the public outreach efforts, meetings will also be scheduled with adjacent municipalities outside of Washington County and adjacent county governments to discuss issues and opportunities as related to the planning elements. These meetings will take place during the 2007 development of the intergovernmental cooperation element.

***Work Program Step 1. Start Up Tasks (January 2004 - April 2005)***

A multi-jurisdictional comprehensive planning “kickoff” event was held on January 15, 2004. This meeting was posted and notice was sent to the local media. Approximately 25 local government officials, to be known as the Washington County Multi-jurisdictional Comprehensive Planning Workgroup and 20 citizens attended. Professional staff (hereafter known to include individuals from the Washington County Planning and Parks Department, Washington County UW-Extension, and SEWRPC) prepared presentations and handouts regarding the comprehensive planning process. Monthly meetings were scheduled through October of 2004, and local officials in attendance were strongly encouraged to provide input.

This Multi-jurisdictional Comprehensive Planning Work Group was established to oversee the development of the planning work program and public participation plan, preparation, review and approval of a sample cooperative agreement between Washington County, SEWRPC and each participating local government unit, and preparation and submittal of a state grant application. Once Washington County receives grant award notification, which is anticipated in February 2005, the Multi-Jurisdictional Comprehensive Plan Advisory Committee (MCPAC) and Element Work Groups as outlined in the Washington County Multi-Jurisdictional Comprehensive Planning Committee Organization Chart will be formed (See Appendix E). Education of the local officials and citizens on these committees will begin immediately regarding the comprehensive planning law, the planning work program and public participation plan.

General Public Participation Strategy: The focus of all public participation activities during Step 1 will be on building public awareness of the makeup and role of the Washington County Comprehensive Planning Workgroup, the comprehensive planning work program, and the public participation plan.

STEP 1: Methods to Engage, Inform and Educate the Public	How the Public Will be Notified	Responsible Party
<b>PARTICIPATION METHODS - COUNTYWIDE</b>		
<b>Washington County Website</b> ( <a href="http://www.co.washington.wi.us/landuse/planning.comprehensive.htm">www.co.washington.wi.us/landuse/planning.comprehensive.htm</a> ) This is an on-going task that will continue throughout the planning process. The website will provide information on comprehensive planning law, the multi-jurisdictional planning process, draft chapters of the County plan chapters, planning resources, newsletters, notification of public participation opportunities, links to local websites, etc.	Press releases, information in quarterly newsletters	WC Plan & Parks Dept.
<b>Quarterly Newsletter</b> ( <i>Washington County Multi-Jurisdictional Comprehensive Planning Newsletter</i> ) The newsletter gives updates on the planning process, upcoming public participation opportunities and information regarding comprehensive planning. This is an on-going task that will continue throughout the planning process.	This newsletter is currently being sent to government officials, stakeholders and interested citizens/newsletter in pdf on County website/ newsletter sent as press release to all local media (See Appendix C)	WC Plan & Parks Dept./UW Ext.
<b>Presentations to Community Groups</b> - This is an on-going task that will continue throughout the planning process. In addition, a display may be provided at the Washington County Fair.	Presentations listed on group agendas	WC Plan & Parks Dept.
<b>Monthly Meetings</b> of the Multi-jurisdictional Comprehensive Planning Work Group consisting of County, Town and Village officials - the meetings are open to the public and provide an opportunity for public comment. Meetings are scheduled through October 2004.	Standard public agenda postings/notice to local media/agendas & minutes on website	WC Plan & Parks Dept./SEWRPC/UW Ext./local partners
<b>Public Information/Input meeting</b> to review the draft public participation plan. To fully engage the public, it is important to understand how the stakeholders would like to be involved during the planning process. To determine this, a public information/input meeting was conducted on June 8, 2004.	Major stakeholders were notified/press release to local media	WC Plan & Parks Dept./UW Ext.
<b>Formation of Multi-jurisdictional Comprehensive Plan Advisory Committee (MCPAC) and Element Work Groups.</b> Consists of County, Town and Village officials and citizen representation. These meetings will be open to the public and will allow for public comment.	Ad in newspaper requesting citizen commitment/interest to serve on committee or element work group	WC Plan & Parks Dept./SEWRPC/local partners
<b>Education of Multi-jurisdictional Comprehensive Plan Advisory Committee (MCPAC) and Element Work Groups.</b> Once County is notified of grant award, staff will conduct educational sessions for local officials and citizen members on the TAC/Work Groups to include comprehensive planning law, work program and public participation plan.	Standard public agenda postings/notice to local media/agendas & minutes on website	WC Plan & Parks Dept./UW Ext./local partners
<b>Press Releases</b> announcing multi-jurisdictional comprehensive planning effort	Send to all local media	WC Plan & Parks Dept.

<b>PARTICIPATION METHODS - SPECIFIC TO PARTNERING MUNICIPALITIES</b>		
<i>No specific methods are identified for Step 1</i>		

***Work Program Step 2. Inventory/ Background (April 2005 – February 2006)  
and Work Program Step 3. Prepare Forecasts and Analysis (March 2006 – July 2006)***

Step 2 of the planning process includes preparing base maps, compiling census data, conducting housing inventory, conducting agricultural, natural, and cultural resources inventory, conducting transportation inventory, conducting community facilities and utilities inventory, conducting inventory of existing land uses and gathering economic development data.

General Public Participation Strategy: While creating inventories will consist primarily of data gathering by professional staff, it will also be important to involve experts and stakeholders in the various elements to glean insights and proprietary information that might not otherwise be considered. Diligent efforts will be made to share the inventory findings with local officials who will be approving plan recommendations based in part on an understanding of baseline data, as well as citizens, who will eventually be counted on to support the plan.

Step 3 of the planning process includes preparing year 2035 forecasts of population, households, and jobs, identifying opportunities and areas for redevelopment and potential Smart Growth areas, identifying trends in land price, supply, and demand and developing 20-year projections for various land use categories.

General Public Participation Strategy: While creating forecasts and analysis will primarily be the responsibility of professional staff, it will also be important to involve experts and stakeholders in the various elements to glean insights and proprietary information that might not otherwise be considered. The input of local officials and perhaps key landowners will be important in identifying potential Smart Growth areas. Diligent efforts will be made to share the forecasts and analysis with local officials who will be approving plan recommendations based in part on an understanding of critical trends, as well as citizens, who will eventually be counted on to support the plan.

A series of informational meetings will be held countywide and within each partnering municipality. The meetings will include an open house and presentation of the inventory findings and forecasts. These meetings will also report the survey results from Step 4 (See below).

STEP 2 & 3: Methods to Engage, Inform and Educate the Public	How the Public Will be Notified	Responsible Party
<b>PARTICIPATION METHODS – COUNTYWIDE</b>		
<i>Washington County Website: On going – See Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Quarterly Newsletter: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Presentations to Community Groups: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<b>Regular Planning Meetings</b> of the Multi-jurisdictional Comprehensive Plan Advisory Committee (MCPAC) and Element Work Groups – the meetings will be open to the public and will provide an opportunity for public comment. These meetings will take place throughout the planning process and generally on a monthly basis. Consists of County, Town and Village officials and citizen representation.	Standard public agenda postings/notice to local media/agendas & minutes on website	WC Plan & Parks Dept. /SEWRPC/Local Partnering Municipalities
<b>Washington County Planning, Conservation and Parks Committee (PCPC) Meetings</b> – Washington County Board committee responsible for final plan review and recommendation to County Board. A special Washington County Comprehensive Planning Technical Advisory Committee (TAC advisory to the PCPC) will meet jointly with the PCPC as needed throughout the planning process. The TAC will be comprised of county officials from various departments and committees. County staff will keep PCPC and TAC up-to-date on progress of Multi-jurisdictional Comprehensive Planning Technical Advisory Committee and Element Work Groups in completing County comprehensive plan.	Standard public agenda postings/notice to local media/agendas & minutes on website	WC Plan & Parks Dept.
<b>Press Releases</b> describing multi-jurisdictional comprehensive planning effort	Send to local media	WC Plan & Parks Dept.
<b>Fact Sheets</b> describing countywide inventory and analysis.	These will be made available at open houses, WC Plan & Parks Dept., website, etc.	WC Plan & Parks Dept.
<b>Public Open House/Information/Input meeting</b> to review the countywide inventory findings and forecasts. This meeting will be conducted in March-April 2006 and in conjunction with the results of the survey and focus groups. (See Step 4) A presentation of the inventory and surveys/focus group results will be conducted as part of this process. Displays, exhibits and maps will also be provided. This is the first in a series of 4 major public outreach efforts.	Major stakeholders will be notified by direct mail/press release/website posting	WC Plan & Parks Dept./UW Ext./SEWRPC

<b>PARTICIPATION METHODS – SPECIFIC FOR PARTNERING MUNICIPALITIES</b>		
<i>Town/Village Plan Commission Meetings</i> – Committee responsible for final plan review and recommendation to Town/Village Board. Local representatives on Multi-jurisdictional Comprehensive Planning Technical Advisory Committee and Element Work Groups are responsible for keeping local plan commissions up-to-date on progress.	Standard public agenda postings	Local partnering municipalities
<i>Fact Sheets</i> describing Town/Village inventory and analysis.	These will be made available at open houses, Town/Village Halls/WC Plan & Parks Dept., website, etc.	Local partner/WC Plan & Parks Dept./UW Ext./ SEWRPC
<i>Public Open House/Information/Input Meetings</i> to review the Town/Village inventory findings/forecasts. A meeting will be conducted for each participating municipality. These meetings will be conducted throughout March-April 2006 and in conjunction with the results of any survey or focus groups. (See Step 4) A presentation of the inventory and surveys/focus group results will be conducted as part of this process for each partnering municipality. Displays, exhibits and maps will also be provided, as necessary. This is the first in a series of four major public outreach efforts.	Major stakeholders will be notified by direct mail/press release/website posting	Local partner/ UW Ext./ SEWRPC/ WC Plan & Parks Dept.

**Work Program Step 4. Issue Identification/Visioning (April 2005 – October 2006)**

Step 4 includes the development of goals and objectives for the comprehensive plans and a vision for the future development of the County and each partnering municipality. Step 4 will take place concurrently with Steps 2 and 3, but will involve different aspects of the planning process. For example, prior to the development of goals and objectives, a countywide public opinion survey will be developed and conducted. Results from the countywide survey and possible local surveys will be categorized into issues that need further discussion and focus groups will be held to gather more detailed public comment on these issues. Once the survey, focus groups, inventory data and forecasts are complete, numerous public open houses and public information/input meetings will be conducted to report all of these findings. After these sessions are held, visioning sessions will begin.

Specifically, this step includes summarizing existing County and local government land use-related plans and ordinances, summarizing conflicts between plans and ordinances, compiling goals and objectives from existing plans, conducting surveys and focus groups, creating a vision for the County’s future development, developing proposed goals and objectives for the comprehensive plan and meeting with participating local governments to determine local goals, objectives, and their vision for the future.

General Public Participation Strategy: Public participation efforts during this step will focus on the review and validation of information that had been collected during previous planning efforts, on developing new information to fill gaps, and on developing planning goals and objectives that relate to a shared vision for Washington County and specific visions for the future of participating municipalities.

Activities during this step are critical in building public support. It will also be important during this step to use methods that give local officials, stakeholders, and citizens non-threatening opportunities to share issues, concerns, and hopes for the future.

STEP 4: Methods to Engage, Inform and Educate the Public	How the Public Will be Notified	Responsible Party
<b>PARTICIPATION METHODS – COUNTYWIDE</b>		
<i>Washington County Website: On going – See Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Quarterly Newsletter: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Presentations to Community Groups: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Regular MCPAC and Element Work Groups Meetings: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>WC – PCPC Meetings: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Press Releases: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Survey</i> – conduct countywide random sample surveys encompassing issues from all 9 elements. The survey will be developed by the Multi-jurisdictional Comprehensive Planning Technical Advisory Committee and the Washington County Planning, Conservation and Parks Committee	Press releases/website	WC Plan & Parks Dept./UW Ext. /Consultant
<i>Focus Groups</i> – refine issues from surveys on countywide issues as needed.		WC Plan & Parks Dept./UW Ext. /Consultant
<i>Public Open House/ Information/Input Meeting</i> -with displays and exhibits to review the County wide survey/focus group results to be held in March - April 2006 and will be conducted in conjunction with the results of the inventory/forecasts (See Steps 2 & 3) A presentation of the surveys/focus group results will be conducted as part of this process. This is the first in a series of four major public outreach efforts.	Major stakeholders will be notified by direct mail /press release/website posting	WC Plan & Parks Dept./UW Ext./ SEWRPC
<i>Visioning Sessions</i> to establish a countywide vision for the future of Washington County and goals and objectives specific to each planning element. Visioning sessions may include the following public participation methods: 4 <i>Visual Preference Survey</i> 4 <i>Community Values Statement</i> 4 <i>GIS Growth Scenarios</i> 4 <i>Youth Participation Session</i> This is the second in a series of four major public outreach efforts.	All stakeholders will be notified/press release	WC Plan & Parks Dept./UW Ext.

<b>PARTICIPATION METHODS - SPECIFIC FOR PARTNERING MUNICIPALITIES</b>		
<i>Town/Village Plan Commission Meetings – On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<b>Survey</b> – conduct Town/Village survey mailed to all households encompassing issues from all nine elements, as requested.	Survey will be mailed to every household in community that requests a survey	Local partner/WC Plan & Parks Dept./UW Ext. /Consultant
<b>Focus Groups</b> – refine issues from surveys on Town/Village issues as needed	Press releases/direct mail	Local partner/WC Plan & Parks Dept./UW Ext. /Consultant
<b>Public Open House/Information/Input meeting</b> - with displays and exhibits to review the Town/Village survey/focus group results to be held in March -April 2006 and will be conducted in conjunction with the results of the inventory/forecasts (See Steps 2 & 3) A presentation of the surveys/focus group results will be conducted as part of this process. This is the first in a series of four major public outreach efforts.	Major stakeholders will be notified by direct mail/press release /press release	Local partner/WC Plan & Parks Dept./UW Ext./ SEWRPC
<b>Visioning Sessions</b> to establish vision for the future growth of each partnering Town and Village and goals and objectives specific to each planning element. Visioning sessions may include the following public participation methods: 4 Visual Preference Survey 4 Community Values Statement 4 GIS Growth Scenarios 4 Youth Participation Session This is the second in a series of four major public outreach efforts.	Major stakeholders will be notified by direct mail/press release /press release	Local partner/WC Plan & Parks Dept./UW Ext.

**Work Program Step 5. Prepare Key Plan Elements (October 2006 – September 2007)**

Step 5 of the planning process includes preparing the issues and opportunities element, land use element, housing element, transportation element, utilities and community facilities element, agricultural, natural, and cultural resources element, economic development element and synthesizing these elements into preliminary plan recommendations.

General Public Participation Strategy: Diligent efforts will be made to share the progress of each draft chapter with local officials who will be approving the comprehensive plan, as well as citizens, who will eventually be counted on to support the plan. Plan recommendations are generally determined by public comment, visioning and local official input. Fact sheets outlining the resulting vision, goals and objectives will be prepared and distributed.

STEP 5: Methods to Engage, Inform and Educate the Public	How the Public Will be Notified	Responsible Party
<b>PARTICIPATION METHODS - COUNTYWIDE</b>		
<i>Washington County Website:</i> On going – Also – draft plan chapters will be available on line as process continues.	<i>On going – see Step 1</i>	On going – see Step 1
<i>Quarterly Newsletter:</i> On going – see Step 1	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Presentations to Community Groups:</i> On going – see Step 1	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Regular MCPAC and Element Work Groups Meetings:</i> On going – see Step 2	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>WC – PCPC Meetings:</i> On going – see Step 2	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Press Releases:</i> On going – see Step 2	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Fact Sheets on Vision/Goal/Objectives</i> - Prepare and distribute fact sheets outlining the resulting vision, goals and objectives countywide.	Press release/provided at County offices	WC Plan & Parks Dept./UW Ext.
<b>PARTICIPATION METHODS - SPECIFIC FOR PARTNERING MUNICIPALITIES</b>		
<i>Town/Village Plan Commission Meetings</i> – On going – see Step 2	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Fact Sheets on Vision/Goal/Objectives.</i> Prepare and distribute fact sheets outlining the resulting vision, goals and objectives for each partnering municipality.	Press release/provided at local Town/Village halls	Local partner/WC Plan & Parks Dept./UW Ext.

**Work Program Step 6. Prepare Implementation Elements (August 2007 – November 2007)**

This step includes identifying detailed follow-up activities to implement plan recommendations, preparing implementation element, preparing intergovernmental cooperation element, and summarizing and reporting findings.

General Public Participation Strategy: The appropriate County and local committees, boards, and commissions will provide input concerning implementation and intergovernmental cooperation recommendations. Prior to preparing these elements, a multi-jurisdictional intergovernmental brainstorming session will be held. Meetings will also be scheduled with adjacent municipalities outside of Washington County and adjacent county governments to discuss issues and opportunities as related to the planning elements. Professional staff will draft appropriate element documents for review by committees, boards, and commissions. Various methods will be used to ensure the public is made aware of potential changes to existing regulations and policies, as well as conflict resolution strategies.

STEP 6: Methods to Engage, Inform and Educate the Public	How the Public Will be Notified	Responsible Party
<b>PARTICIPATION METHODS - COUNTYWIDE</b>		
<i>Washington County Website: On going – See Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Quarterly Newsletter: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Presentations to Community Groups: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Regular MCPAC and Element Work Groups Meetings: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>WC – PCPC Meetings: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Press Releases: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Countywide Brainstorming Session on Intergovernmental Cooperation</i> A brainstorming session to discuss possible ways to improve intergovernmental cooperation	Direct mailing	All municipalities in WC/WC Plan & Parks Dept./UW Ext./SEWRPC
<i>Meetings with Adjacent Communities and Counties</i> - to discuss issues and opportunities as related to the planning elements.	Direct mailing	Adjacent municipalities and Counties to WC/ Local partners/ WC Plan & Parks Dept./UW Ext./ SEWRPC
<b>PARTICIPATION METHODS - SPECIFIC FOR PARTNERING MUNICIPALITIES</b>		
<i>Town/Village Plan Commission Meetings: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>

**Work Program Step 7. Plan Review, Refinement and Adoption (December 2007 – April 2008)**

Step 7 of the planning process includes printing and distributing a recommended multi-jurisdictional comprehensive plan to all parties listed in section 66.1001(4)(b) of the Wisconsin Statutes, preparing and distributing a summary of the recommended plan, conducting public open houses and informational/input meetings on the plan and summarizing and responding to public comments. Also, the County and partnering municipalities will conduct official public hearings on their respective plans, as required by Wis. Statute, Section 66.1001 (4)(d) – (e). The County Planning, Conservation and Parks Committee will review and recommend the comprehensive plan to the full County Board who will need to adopt the plan by ordinance. Town/Village Plan Commissions will need to recommend their comprehensive plans to their respective Boards to adopt by ordinance.

General Public Participation Strategy: In addition to open meetings and the required public hearings at the County and local government levels, extensive public participation opportunities are anticipated at this critical juncture.

STEP 7: Methods to Engage, Inform and Educate the Public	How the Public Will be Notified	Responsible Party
<b>PARTICIPATION METHODS - COUNTYWIDE</b>		
<i>Washington County Website: On going – See Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Quarterly Newsletter: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Presentations to Community Groups On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Regular MCPAC and Element Work Groups Meetings: Only as needed - On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Press releases: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<i>Public Open House/Information/Input Meeting</i> – Conduct countywide to review the draft plan. A presentation of the draft plan will be conducted as part of this process. Displays, exhibits and maps will also be provided, as necessary. This is the third in a series of four major public outreach efforts.	All stakeholders will be notified/press release	WC Plan & Parks Dept./UW Ext./SEWRPC
<i>Washington County Planning, Conservation and Parks Committee Meetings</i> – Committee responsible for final plan review and recommendation to County Board	Standard public agenda postings/notice to local media/ agendas & minutes on website	WC Plan & Parks Dept/SEWRPC
<i>Public Hearing</i> –Conduct countywide to review draft plan. This is the last in a series of four major public outreach efforts.	Post as required by Wis. Statute, Section 66.1001 (4)(d) – (e)	WC Plan & Parks Dept./UW Ext./SEWRPC
<i>Washington County Board of Supervisors Meeting</i> –responsible for adoption of multi-jurisdictional comprehensive plan for Washington County.	Post and conducted as required by Wis. Statute, Section 66.1001 (4)(c) – (e)/ notice to local media/ agendas & minutes on website	WC Plan & Parks Dept/SEWRPC
<b>PARTICIPATION METHODS - SPECIFIC FOR PARTNERING MUNICIPALITIES</b>		
<i>Public Open House/Information/Input Meeting</i> –Conduct at Town/Village to review the draft plan. A presentation of the draft plan will be conducted as part of this process. Displays, exhibits and maps will also be provided, as necessary. This is the third in a series of 4 major public outreach efforts.	All stakeholders will be notified/press release	Local partners/ WC Plan & Parks Dept./ SEWRPC/ UW Ext.
<i>Town/Village Plan Commission Meetings</i> – Committee responsible for final plan review and recommendation to Town/Village Board	Standard public agenda postings	Local partnering municipalities

<b>Public Hearing</b> – Conduct at each Town/Village to review draft plan. This is the last in a series of four major public outreach efforts.	Post as required by Wis. Statute, Section 66.1001 (4)(d) – (e)	Local partnering municipalities /SEWRPC
<b>Town/Village Board Meetings</b> –Responsible for adoption of individual comprehensive plans.	Post and conducted as required by Wis. Statute, Section 66.1001 (4)(c) – (e)	Local partnering municipalities

**Work Program Step 8. Plan Implementation (May 2008 – December 2009)**

This step includes printing and distributing the adopted multi-jurisdictional comprehensive plan and local plans to all parties listed in Section 66.1001(4)(b) of the Wisconsin Statutes, amending or adopting County and local ordinances that implement the comprehensive plan, and entering into cooperative agreements as desired. With the exception of printing and distributing the final plan documents, plan implementation activities are an additional step beyond the work tasks described in the multi-jurisdictional comprehensive planning work program, cooperative agreement and comprehensive planning grant.

General Public Participation Strategy: Efforts will focus on making the public aware of follow-up activities resulting from the comprehensive plan’s adoption.

**Step 8**

<b>Methods to Engage, Inform and Educate the Public</b>	<b>How the Public Will be Notified</b>	<b>Responsible Party</b>
<b>PARTICIPATION METHODS - COUNTYWIDE</b>		
<i>Washington County Website: On going – See Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Quarterly Newsletter: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Presentations to Community Groups: On going – see Step 1</i>	<i>On going – see Step 1</i>	<i>On going – see Step 1</i>
<i>Press Releases: On going – see Step 2</i>	<i>On going – see Step 2</i>	<i>On going – see Step 2</i>
<b>Distribute Adopted County Plan</b>	Press release/direct mail	WC Plan & Parks Dept./SEWRPC
<b>Public Information/Input meeting</b> if necessary regarding changes to County ordinances	To be determined by County	WC Plan & Parks Dept./UW Ext.

<b>PARTICIPATION METHODS - SPECIFIC FOR PARTNERING MUNICIPALITIES</b>		
<i>Distribute Adopted Local Plans</i>	Direct mail	Local partner/SEWRPC
<i>Public Information/Input Meeting</i> if necessary regarding changes to Town/Village ordinances	To Be Determined by Local Partner	Local partner

## **TIMELINE**

A timeline for all public participation methods is located in Appendix G. The timeline outlines each major public participation outreach effort throughout the eight step planning process. The tasks are identified as countywide or specific for local partnering municipalities.

## **STAKEHOLDERS**

### ***Stakeholders for Multi-jurisdictional Comprehensive Planning***

The following is a list of stakeholders for the Washington County multi-jurisdictional comprehensive planning process. These individuals, agencies and organizations may be impacted by the comprehensive plan adopted by Washington County or the comprehensive plans adopted by local partnering municipalities. Every effort will be made to include these individuals, agencies and organizations in the planning process. Methods of engaging citizens and organizations include obtaining input on public opinion surveys, open houses, focus groups, visioning sessions or even serving on a planning work group.

### **All Residents of Washington County**

#### **Local Governmental Units**

- € City/Town/Village Plan Commission members
- € City/Town/Village Board members
- € Other Town/Village committee members
- € City/Town/Village Administrators/Mayors /Presidents
- € Town/Village staff (Including Clerk/Treasurer/Zoning Administrators/Engineers/Parks/Public Works)
- € City/Town/Village Emergency Government Officers

#### **County Departments/Committees/Agencies**

- € County Board Supervisors and other liaison committee members
- € Washington County Planning and Parks Department
- € Washington County Highway Department
- € Washington County Health Department
- € Washington County Commuter Express
- € Washington County Emergency Management
- € Washington County Administrative Coordinator
- € Washington County Office on Aging
- € Washington County Taxi Service
- € UW Extension Offices (Farm Business/4- H, Family Living/Community Development)
- € Washington County Historical Society
- € Washington County Convention and Visitor's Bureau
- € HOME Consortium

### **Other Agencies/Districts/Organizations in Washington County**

- € Lake Protection and Rehabilitation Districts throughout Washington County
- € Sanitary Districts throughout Washington County
- € Local Housing Authorities
- € Local Economic Development Corporations
- € West Bend Area Builders Association
- € Washington County Board of Realtors
- € Washington County Farm Bureau
- € Business Associations throughout Washington County
- € Chambers of Commerce throughout Washington County
- € Business Clubs throughout Washington County
- € School Districts throughout Washington County
- € Eastern Wisconsin Railroad Consortium
- € MPTC and UWWC
- € Utility companies serving Washington County
- € Telecommunication companies serving Washington County
- € Washington County Farm Services Agency
- € Rural Life Committee, Archdiocese of Milwaukee
- € North Branch Milwaukee River Wildlife and Farming Heritage Citizens Advisory Committee
- € Agribusiness Cluster Council
- € Advanced Manufacturing Cluster Council
- € Health Services Cluster Council
- € Ozaukee Washington County Land Trust
- € Ice Age Trail Foundation
- € Rock River Coalition
- € Rotary Waterways Foundation
- € SURE –Stop Unnecessary Road Expansion
- € Cedar Lakes Conservation Foundation
- € Mid Kettle Moraine Partners Group
- € Youth and Family Project, Inc.
- € Local Historical societies
- € Sporting Clubs

### **Regional Agencies**

- € Southeastern Wisconsin Regional Planning Commission
- € Milwaukee Metropolitan Sewerage District
- € Metropolitan Builders Association
- € Greater Milwaukee Red Cross

### **State/Federal Agencies and Organizations**

- € USDA Natural Resources Conservation Service
- € Wisconsin Department of Natural Resources
- € Wisconsin Department of Transportation
- € Wisconsin Department of Agriculture, Trade and Consumer Protection
- € Wisconsin Historical Society

- € Wisconsin Archeological Society
- € Wisconsin Department of Commerce
- € Wisconsin Department of Tourism
- € Wisconsin Housing and Economic Development Authority
- € Wisconsin Department of Workforce Development
- € Barns NOW (Network of Wisconsin)
- € Native American Nations
- € Citizens for a Better Environment
- € Non metallic mining interests/organizations
- € 1000 Friends of Wisconsin
- € American Farmland Trust

### **RESPONSIBILITIES OF EACH PARTNER**

This public participation plan will be implemented by the partnership of Washington County Planning and Parks Department, UW Extension, SEWRPC and participating local governments. To successfully implement this plan to obtain useful input from the residents of Washington County, each planning partner will be responsible for a portion of the work.

#### ***Washington County Responsibilities for Plan Implementation***

1. Washington County will compile a mailing list of all countywide stakeholders, create and mail flyers for countywide public open houses/information/input meetings and visioning sessions. The County is responsible for cost of printing and mailing flyers for countywide meetings.
2. Washington County will create a flyer to mail for all local public open houses/information/input meetings and visioning sessions as outlined in this plan. Local government partners are responsible for the cost of printing and mailing these flyers for local meetings.
3. Washington County will coordinate, conduct and document all countywide meetings, public hearings, open houses, and other public participation sessions held as part of the multi-jurisdictional planning process. Public open houses and informational meetings described in this plan for partnering local governments will be coordinated, conducted and documented by County staff.
4. All meetings held by local advisory committee, plan commissions and Town/Village Boards beyond the scope of this plan, will be conducted and documented by local staff or officials. The County will attend local government meetings beyond the scope of this plan on request, subject to staff availability.
5. Washington County will develop and host a website for comprehensive planning to include information related to the public participation plan, draft chapters and maps and other information related to the planning process. Washington County will provide a link from the County website to local partner websites if available. A partnering local municipality may choose to place draft chapters on their website for the public to view. A local municipality may choose to have their draft plan chapters on the County website or the SEWRPC website.

6. Washington County has developed and will continue to mail or e-mail all interested individuals a Comprehensive Planning Newsletter. The newsletter will contain updates on the planning process, upcoming public participation opportunities and information regarding comprehensive planning.
7. Washington County will prepare displays, exhibits and fact sheets necessary for display at all public open houses, information/input meetings and public hearings as outlined in this plan. SEWRPC will provide necessary maps for these displays.
8. Washington County will adopt the public participation plan consistent with the requirements of Section 66.1001 (4) of the Wisconsin Statutes prior to submittal of the grant application.
9. Washington County to provide copies of the draft comprehensive plan to all libraries throughout Washington County prior to the public hearing. Conducted public hearing and plan adoption as required by Wis. Statute, Section 66.1001 (4)(c) – (e).
10. Washington County to appoint representatives to serve on the Multi-jurisdictional Comprehensive Plan Advisory Committee, Element Work Groups and Washington County Comprehensive Plan Technical Advisory Committee.

***Local Government Partner Responsibilities for Plan Implementation***

1. Local government partners will compile a mailing list of all local stakeholders. Washington County will create and mail a flyer for all local public open houses/information/input meetings and visioning sessions as outlined in this plan. Local government partners are responsible for the cost of printing and mailing flyers.
2. The governing body of each local government partner will adopt the public participation plan consistent with the requirements of Section 66.1001 (4) of the Wisconsin Statutes prior to submittal of the grant application.
3. Participating local governments will post, conduct and document all public meetings and hearings regarding the comprehensive plan held by a local plan commission or Town/Village Board and provide a summary or minutes of the meeting to the County and SEWRPC. All meetings, workshops, open houses or other public participation sessions relevant to the comprehensive planning process held by a partnering local government but beyond the scope of the public participation plan set forth in this document will also be conducted and documented by the local government. A summary of each meeting will be prepared and provided to the County and SEWRPC.
4. Participating local governments should determine if they would like to participate in a survey.
5. Local government partners to provide a copy of their draft comprehensive plan to their community library prior to their public hearing. Conducted public hearing and plan adoption as required by Wis. Statute, Section 66.1001 (4)(c) – (e).
6. Appropriately provide notice for all meetings outlined in this plan if a quorum of local officials may be present.

7. Local government partners to appoint representatives to serve on the Multi-jurisdictional Comprehensive Plan Advisory Committee and Element Work Groups. Representatives to include local plan commission or board members.

### ***Southeastern Wisconsin Regional Planning Commission Responsibilities for Plan Implementation***

1. SEWRPC will provide maps necessary for display at all public open houses, information/input meetings and public hearings.
2. SEWRPC staff will attend the public open houses/information/input meetings set forth in this document and conduct necessary presentations. SEWRPC will attend local government meetings beyond those set forth in this document on request, subject to staff availability.
3. SEWRPC staff will coordinate with County staff to present the recommended Multi-jurisdictional Plan to the Planning, Conservation and Parks Committee and to the County Board for adoption. SEWRPC and County staff will also present the plan to the Town of Germantown, if requested by the Town.
4. SEWRPC staff will attend the public hearing for adoption of a local comprehensive plan upon the request of a local government partner. SEWRPC staff will make one presentation regarding the recommended local plan to each local government upon request. Additional presentations requested by local governments will be subject to staff availability.

### **SURVEY**

Washington County will be conducting a countywide survey that will cover issues on all nine comprehensive planning elements and will be statistically significant. The results of the survey can be tallied by the community, but may not necessarily be statistically significant. The questions for the survey will be compiled in part by the Multi-jurisdictional Comprehensive Plan Advisory Committee and the Washington County Planning, Conservation and Parks Committee.

Although a survey is not a requirement of the comprehensive planning law, it serves as a beneficial way to gather opinions of residents on a variety of issues. Each local government should determine if they would like to participate in a survey. Local partners may decide to:

- a. Utilize results of the countywide survey and hold focus group on any special issues
  - b. Pay for a separate survey utilizing the same consultant preparing the countywide survey, in which there may be substantial cost savings by working with other local governments
  - c. Pay for your own survey to be completed by a separate consultant
  - d. Do not conduct survey
1. Countywide Survey - random telephone survey (400 + residents) - \$11,000.00 estimate.
  2. Local Community Survey – (based on the Town of Hartford population) - \$7,000.00 estimate. This would include:
    - Working with a consultant to create the survey instrument
    - Census of all households
    - A mailed survey with 7 pages and cover letter

- Includes cost of printing and postage
- 3 meetings with community
- Analysis of survey results
- Survey report

After the survey report has been completed, the survey instrument will be provided on the County website to allow an opportunity for interested residents to complete the survey. This additional information will be collected as a separate study.

### **PLANNING RESOURCES**

By the adoption of this public participation plan by Washington County and participating local governments and by the approval of this plan by SEWRPC, each partner agrees that they have the resources necessary to carry out their responsibilities outlined in the plan.

#### ***Washington County Resources***

Washington County staff, as described above, may include staff from the Washington County Planning and Parks Department, other County departments impacted by the development of the Washington County comprehensive plan, or staff from the Washington County University of Wisconsin Extension Department.

Washington County Planning and Parks Department has created the Comprehensive Planning Task Force including staff from the Planning Division, Geographic Information Systems Division and Administrative Division to lead the implementation of the Washington County multi-jurisdictional comprehensive planning process.

The University of Wisconsin Extension Growth Management Educator will be assisting the Comprehensive Planning Task Force in the implementation of this public participation plan.

#### ***Local Government Partner Resources***

Local government partners have the staffing and financial resources to carry out their responsibilities as outlined in this plan.

#### ***SEWRPC Resources***

Washington County is contracting with the Southeastern Wisconsin Regional Planning Commission, in part, for the development of the multi-jurisdictional comprehensive plan and partnering local plans. Appropriate staffing resources have been established by SEWRPC to carry out their responsibilities as outlined in this plan.

#### ***Cost***

Local government partners will incur the following costs as part of this plan:

1. Reserving hall for public participation meetings
2. Refreshments available for participants
3. Posting meeting notices

4. Per Diem costs for local officials
5. Survey, if requested
6. Printing, sorting and postage of flyers for local public meetings estimated between \$550 – \$850 per 1000 flyers.

## APPENDIX

### *A. Participating Municipalities and Contacts*

#### **Washington County**

**Debora Sielski**

**Assistant Administrator for Planning  
Planning and Parks Department**

333 E Washington Street, Suite 2300  
PO Box 2003

West Bend, WI 53095

Phone: (262) 335-4445

Fax: (262) 335-6868

[landeb@co.washington.wi.us](mailto:landeb@co.washington.wi.us)

#### **UW-Extension Washington County**

**Kevin Struck, Growth Management Educator**

333 E Washington Street, Suite 1200  
PO Box 2003

West Bend, WI 53095

Phone: (262) 335-4480

Fax: (262) 335-4863

[kevinstruck@co.washington.wi.us](mailto:kevinstruck@co.washington.wi.us)

#### **Town of Addison**

127 First Street

PO Box 481

Allenton, WI 53002

Robert Bingen, Chairperson

Phone: (262) 629-9780

Ellen Wolf, Clerk

Phone: (262) 629-5420

#### **Town of Farmington**

9422 State Hwy 144

Kewaskum, WI 53040

(262) 692-2377

Jim Dieringer, Chairperson

Phone: (262) 692-9150

Joanne Oneska, Clerk

Phone: (262) 675-6441

#### **Nancy Anderson**

**Chief Community Assistance Planner**

**Southeastern Wisconsin Regional Planning  
Commission**

W 239 N 1812 Rockwood Drive

P.O.Box 1607

Waukesha, WI 53187-1607

Phone: (262) 547-6721

Fax: (262) 547-1103

#### **Heather Nemoir**

**Planner**

**Southeastern Wisconsin Regional Planning  
Commission**

W 239 N 1812 Rockwood Drive

P.O.Box 1607

Waukesha, WI 53187-1607

Phone: (262) 547-6721

Fax: (262) 547-1103

#### **Town of Barton**

3482 Town Hall Road

Kewaskum, WI 53040

(262) 334-2765

Richard Bertram, Chairperson

Phone: (262) 334-1797

Aggie Pruner, Clerk

Phone: (262) 335-0752

#### **Town of Erin**

1846 State Hwy 83

Hartford, WI 53027

(262) 673-3682

Dennis Kenealy, Chairperson

Phone: (262) 673-3682

Laura O'Mara, Clerk

Phone: (262) 673-0917

**Town of Germantown**

N132 W19051 Rockfield Road  
Richfield, WI 53076  
Paul Metz, Chairperson  
Phone: (262) 677-2533  
Joyce Dhein, Clerk  
Phone: (262) 628-1757

**Town of Hartford**

3360 County Hwy K  
Hartford, WI 53027  
Patricia Hoerth, Chairperson  
Phone: (262) 673-2571  
Debbie Semrad, Clerk  
Phone: (262) 673-7214

**Town of Jackson**

3146 Division Road  
Jackson, WI 53037  
(262) 677-4048  
Donald Klug, Chairperson  
Phone: (262) 675-6959  
Gordon Hoffmann, Clerk  
Phone: (262) 677-2270

**Village of Jackson**

N168 W20733 Main Street  
PO Box 147  
Jackson, WI 53037  
Delmore Beaver, Administrator/Clerk  
Phone: (262) 677-9001

**Town of Kewaskum**

9019 Kettle Moraine Drive  
PO Box 484  
Kewaskum, WI 53040  
Michael Lettow, Chairperson  
Phone: (262) 626-2205  
Sandra Stern, Clerk  
Phone: (262) 626-2566

**Village of Kewaskum**

204 First Street  
PO Box 38  
Kewaskum, WI 53040  
Daniel Schmidt, Administrator/Clerk  
Phone: (262) 626-8484

**Village of Newburg**

614 Main Street  
PO Box 50  
Newburg, WI 53060  
(262) 675-2160  
Walter Grotelueschen, President  
Phone: (262) 675-6253  
Bill Cording, Clerk  
Phone: (262) 675-6804

**Town of Trenton**

1071 State Hwy 33 East  
PO Box 259  
Newburg, WI 53060  
Joseph Gonnering, Chairperson  
Phone: (262) 675-2681  
Barbara Davies, Clerk  
Phone: (262) 675-6009

**Town of Wayne**

6030 Mohawk Road  
Campbellsport, WI 53010  
(262) 626-4818  
Leander Herriges, Chairperson  
Phone: (262) 626-2895  
Christian Kuehn, Clerk  
Phone: (262) 629-5032

**Town of West Bend**

6355 County Hwy Z  
West Bend, WI 53095  
(262) 338-3417  
Robert Seebach, Chairperson  
Phone: (262) 644-5019  
Dewayne Grauden, Clerk  
Phone: (262) 644-8361

## ***B. Glossary***

**Citizen advisory committee:** a small group (sometimes up to 20 people) chosen to reflect the views of the community-at-large. Committee members are responsible for understanding relevant planning issues and providing advice. Requires a great deal of time and effort on the part of citizen participants and the agency sponsoring the committee.

**Community values statement:** a concise statement that summarizes what a community values most. This could include values related to the environment, quality of life, services, development, and more.

**Consensus building:** A participation process where participants work together to try and reach a result which has benefits for both - a win/win outcome.

**Direct mailing:** mass mailing of letters, brochures, or other promotional pieces to increase awareness or advertise a particular event. Mail is delivered to a large number of individuals and requires little individual time commitment. Works best to target specific groups. Expensive to use as a general publicity tool.

**Educational forum:** a variety of techniques, including seminars, workshops, simulation games, roundtable discussions, brown-bag lunches and audio-visual materials may be used to improve the public's understanding of an issue and provide technical information in an easily understood format. Increases the effectiveness of the public on a particular issue by making them better informed.

**Fact sheet:** a printed source of information about a single topic that in one or two pages explains the most significant points about that topic.

**Focus group:** a small group of people (usually 6-12) responsible for identifying issues, concerns, values, beliefs or attitudes related to a particular subject. Generally not considered representative of a community because of the small number of participants involved; participants often selected based on their knowledge of a subject. Most effective when moderated by a skilled facilitator.

**GIS growth scenarios:** a software program that uses mapping and various population growth projections to display potential amounts and locations of new development over time.

**Mass media:** the use of radio, television, newspapers, local publications, and other media sources to disseminate information. Used to keep the planning project in direct view of the public eye and inform the public regarding developments and decisions in the planning process. Able to reach a large number of people. May suffer from editing or poor coverage. Can be used to solicit input if response forms or other means of feedback or participation are used.

**Newsletter:** a printed source of information delivered on a regular basis to interested and affected parties. Given the right content and timing, newsletters may be used to keep the public informed and educated about the planning project. Able to be reviewed at an individual's own pace and time.

**Open house:** a semi-informal setting in which technical experts and displays are used to inform the public about the planning effort. Also serves as an opportunity for the public to ask questions, express concerns and provide feedback about proposals on a one-to-one basis. Has potential to reach a moderate number of people, especially when held in various locations or over a period of time. Care should be taken to present materials readily understood by a layperson.

**Open meeting:** a formal meeting with a focused agenda, facilitator and operating rules. Attendance is open to the general public but participation is limited to selected participants or members of a working group. Provides face-to-face contact and the opportunity for a wide variety of people to attend. Effective dialogue with the public is generally limited. Vocal participants or attendees may try to dominate the meeting.

**Planning commission:** an appointed local government commission authorized to make and adopt a master plan, consistent with s. 62.23, *Wis. Stats.*, for the physical development of the city; and to recommend a comprehensive plan, consistent with s.66.1001, *Wis.Stats.*, for adoption by the local governing body.

**Planning process:** the process of developing a plan. Usually includes the following stages – visioning, data collection and analysis, issue identification, goal and objective development, strategy formulation, plan review and approval, implementation, and monitoring and assessment.

**Public hearing:** an official meeting used to present technical information and obtain formal review and approval of proposals. Public officials are generally seated at the front of the audience and use formal procedures to invite public comments and questions. All proceedings become part of the public record. Oftentimes intimidating to participants and may result in confrontation or conflict. The minimum legal requirement for public participation.

**Public notice:** advance notice of meeting dates, times and locations is usually posted in public places and newspapers. This is the minimum legal requirement necessary to advertise opportunities for public participation.

**Public participation:** the involvement of the public in the planning process, with the following purposes: educate the public, reach those that rarely get involved, thwart misinformation efforts, understand what people value, seek feedback from people, and build support for a plan.

**Stakeholders:** those who have an interest in a particular decision, either as individuals or representatives of a group. This includes people who influence a decision, or can influence it, as well as those affected by it.

**Survey:** a tool used to systematically collect data or viewpoints from many people. Data is relatively easy to obtain, but difficult to analyze and interpret. Sample must be chosen carefully to represent appropriate population. Questions should be simple, jargon-free and brief.

**Visioning:** a process by which a community defines the future it wants. Through public involvement, communities identify their purpose, core values, and vision of the future.

**Visual preference survey:** a technique whereby residents informally vote for the type of physical characteristics they would like to see in the future design of their community. The resulting vision can then be incorporated into the community's zoning ordinances and design guidelines.

**Website:** an online resource designed to keep the public informed and educated about the planning project. May be accessed by the general public for review at their own pace and on their own time. Must be well designed and regularly updated. Potentially an interactive form of public education and input that can reach a moderate number of people. May not be accessible to low-income or elderly audiences and is limited by the availability and use of computers. Public computer access in libraries or municipal buildings reduces this limitation.

**Workshop:** interactive meeting where a facilitator stimulates the flow of creative ideas among participants. Multiple methods may be used including brainstorming, small group discussions, and a variety of group process techniques. Presenters, panels, videos, maps, models and other visual or active devices may also be used to stimulate discussion. Many techniques can be used to include the less vocal public.

**Youth participation session:** a public participation opportunity designed especially for the purpose of engaging youth in the comprehensive planning process. These sessions can be primarily educational or they can ask for input from the future leaders of the community.

***C. Media Listing***

WEST BEND DAILY NEWS  
100 S SIXTH AVE  
WEST BEND WI 53095

HARTFORD TIMES PRESS  
PO BOX 270550  
HARTFORD WI 53027

KEWAKSUM STATESMAN  
PO BOX 98  
KEWASKUM WI 53040

MILWAUKEE JOURNAL SENTINEL  
333 W WASHINGT ST  
MILWAUKEE WI 53203

CNI NEWSPAPER  
PO BOX 988  
WAUKESHA WI 53187

HOMETOWN PUBLICATIONS  
W156 N9660 PILGRIM RD  
GERMANTOWN WI 53022

DON BEHM  
MILWAUKEE JOURNAL SENTINEL  
W66 N200 COMMERCE COURT  
CEDARBURG WI 53012

TRI COUNTY MESSENGER  
680 MAIN ST  
BELGIUM WI 53004

WLZR FM  
5407 W MCKINLEY AVE  
MILWAUKEE WI 53208

MAYVILLE NEWS  
126 BRIDGE ST  
MAYVILLE WI 53050

DAILY FREEMAN  
801 N BARSTOW  
WAUKESHA WI 53187

OCONOMOWOC ENTERPRISE  
212 E WISCONSIN AVE  
OCONOMOWOC WI 53066

WTKM AM HARTFORD  
27 N MAIN ST  
HARTFORD WI 53027

WBKV/WBWI  
2410 A SOUTH MAIN ST  
WEST BEND WI 53095

WTMJ TV CHANNEL 4  
720 E CAPITOL DR  
MILWAUKEE WI 53212

WTMJ RADIO 620 AM  
720 E CAPITOL DR  
MILWAUKEE WI 53212

WKTI RADIO 94 FM  
720 E CAPITOL DR  
MILWAUKEE WI 53212

WISN – TV CHANNEL 12  
759 N 19TH ST  
MILWAUKEE WI 53223

THE VILLAGER  
2325 PARKLAWN DR  
PO BOX 335  
WAUKESHA WI 53187

EXPRESS NEWS  
10001 W LISBON AVE  
MILWAUKEE WI 53222

***D. Sample Comment Sheet***

Comment card for County wide/Town/Village Open House/Information/Input Meetings.

**The Town Of Farmington And The Multi-Jurisdictional Comprehensive Planning Technical Advisory Committee Are Interested In Your Thoughts And Comments On Any Aspect Of The Draft Washington County Comprehensive Plan.**

Please submit your written comments to Planning staff, in the comment box, or mail to:

Debora Sielski, Assistant Administrator for Planning  
Washington County Planning and Parks Department  
333 E Washington Street, Suite 2300, PO Box 2003  
West Bend, WI 53095

email: [landeb@co.washington.wi.us](mailto:landeb@co.washington.wi.us)

Washington County Website: [www.co.washington.wi.us](http://www.co.washington.wi.us)

**Your input is important and will allow the Town of Farmington and Planning Technical Advisory Committee to better understand the concerns of the people they represent. Feel free to attach additional sheets if needed.**

What are your observations or concerns?

What are your suggestions or alternative ideas for these concerns?

**Would you like to be added to our mailing list? Please provide the following information:**

Name:

Agency/Local Government:

Address:

Phone Number:

Email address:

***E. Resolutions Adopting Public Participation Plans***

To be added once public participation plan is adopted by all partnering communities