

## Resolution #09-18

### RESOLUTION OF THE TOWN BOARD OF THE TOWN OF GREENVILLE ESTABLISHING PUBLIC PARTICIPATION PROCEDURES FOR THE TOWN OF GREENVILLE 2040 COMPREHENSIVE PLAN UPDATE

**WHEREAS**, pursuant to Section 66.1001 of the Wisconsin Statutes, any program or action of a local governmental unit that affects land use, including but not limited to zoning, subdivision regulation and official mapping, shall be consistent with that local governmental unit's adopted comprehensive plan beginning January 1, 2010, and such plan must address the nine elements as required by Wisconsin Statutes Section 66.1001(2); and

**WHEREAS**, the Town of Greenville has prepared the *Town of Greenville Year 2030 Comprehensive Plan*, adopted on March 30, 2009 by Ordinance 09-5, that will be amended to comply with the authority and procedures established by Section 66.1001 and Section 62.23 of the Wisconsin Statutes; and

**WHEREAS**, Section 66.1001(4)(a) of the Wisconsin Statutes requires that the Town Board adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation including open discussion, communication programs, information services and public meetings for which advance notice has been provided, and that such written procedures shall also provide for wide distribution of draft plan materials, an opportunity for the public to submit written comments on the plan materials, and a process for the governing body to respond to such comments; and

**WHEREAS**, the Town Board of the Town of Greenville believes that regular, meaningful public involvement in the comprehensive planning process is important to assure that the resulting comprehensive plan reflects the desires and expectations of the public; and

**WHEREAS**, the Plan Commission has reviewed the *Public Participation Plan* attached as Exhibit A and has recommended approval; and

**WHEREAS**, the attached "Public Participation Plan" developed for the *Town of Greenville 2040 Comprehensive Plan Update* includes written procedures designed to foster public participation, ensure wide distribution of draft plan materials, provide opportunities for written comments on such materials, and provide mechanisms to respond to such comments.

**NOW, THEREFORE, BE IT RESOLVED** that the Town Board of the Town of Greenville hereby adopts the *Public Participation Plan for the Town of Greenville 2040 Comprehensive Plan Update* as its public participation procedures to fulfill the requirements of Wis. Stats. Section 66.1001 (4)(a).

This resolution was adopted by the Town of Greenville Town Board on the 14<sup>th</sup> day of May, 2018:

TOWN BOARD OF THE  
TOWN OF GREENVILLE, WISCONSIN

By: Jack Anderson  
Jack Anderson, Town Chair

ATTEST:

Wendy Helgeson  
Wendy Helgeson, Clerk

Motion to Approve Resolution No. #09-18 made by: Strobel / Culbertson

Votes:

Title	Name	Aye	Nay	Other
Supervisor	Culbertson	✓		
Supervisor	Peters	✓		
Supervisor	Strobel	✓		
Supervisor	Woods	✓		
Chairperson	Anderson	✓		

Posted: May 15, 2018

## **Exhibit A: Public Participation Plan Town of Greenville 2040 Comprehensive Plan Update**

### ***Introduction & Purpose***

Public participation is an important part of the comprehensive planning process as it helps to ensure that the plan accurately reflects the vision of the community. For a plan to develop, decision makers need to hear ideas, thoughts, and opinions from their citizens and stakeholders. The purpose of this public participation plan is to give citizens the opportunity to participate and learn about their community.

Wisconsin's Smart Growth Comprehensive Planning law requires public participation throughout the comprehensive planning process. Wisconsin Statutes, Section 66.1001(4)(a) requires, in part, that,

*“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 every 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.”*

This Public Participation Plan actively involves the general public and key community interests in identifying major issues, establishing a shared vision for the community, and creating goals, objectives, and policies which help bring that shared vision to fruition. The Town will use this document as a guide to actively involve community members in the comprehensive planning process by providing them numerous opportunities to offer input and become educated via multiple means of communication.

In addition to the Comprehensive Plan Update, the Town will also be preparing a separate yet integrated, Bicycle & Pedestrian Plan to better address the mobility needs and desires of the community. As this element will be integrated, it will therefore be subject to the same provisions for fostering public participation.

### ***Comprehensive Plan Update Timeline***

Specifically, the update of the Comprehensive Plan will include the preparation of information and analyses that will result in creation of a Year 2040 Land Use Plan map and associated goals, objectives, strategies and recommendations. The project will begin in April, 2018 and is planned for completion in May, 2019 with major steps illustrated in the timeline chart below. It should be noted that this timeline may be altered based on the pace at which the Town desires to review and address these tasks. Citizens and interested parties should always check the Town's website for Plan Commission meeting agendas in order to keep informed on the pace and timeline of the project.

# TOWN OF GREENVILLE YEAR 2040 COMPREHENSIVE PLAN UPDATE



  ECWRPC Task    
   STAFF    
   Town Staff Task    
   Plan Comm. Mtg.    
   Ongoing    
   → Ongoing

	4/18	5/18	6/18	7/18	8/18	9/18	10/18	11/18	12/18	1/19	2/19	3/19	4/19	5/19
<b>Task 1 - ORGANIZATION / OUTREACH</b>														
1.1 Public Participation Plan Update / Kickoff Mtg.		PC												
1.2 Social Media		STAFF												
1.3 Notifications		STAFF										STAFF		
1.4 Public Engagement Survey / Scenario Planning Workshops			STAFF					STAFF	Workshops			PC		
<b>Task 2 - COMP PLAN ELEMENT UPDATES</b>														
2.1 Issues and Opportunities			STAFF											
2.2 Economic Development			STAFF	PC										
2.3 Housing			STAFF											
2.4 Ag/Natural/Cultural Resources						STAFF	PC							
2.5 Transportation						STAFF								
2.6 Utilities and Community Facilities						STAFF								
2.7 Land Use										STAFF	PC			
2.8 Intergovernmental Cooperation										STAFF				
2.9 Implementation (& Intergov. Coop. Meeting)											STAFF	PC		
<b>Task 3 - COMP PLAN DEVELOPMENT</b>														
3.1 Goal/Objective/Strategy Review & Updates														
3.2 Year 2040 Land Use Map Preparation										STAFF	PC			
<b>Task 4 - BICYCLE &amp; PEDESTRIAN PLAN UPDATE</b>														
4.1 Data Collection / Plan Development										STAFF				
4.2 ECWRPC Guidance, Support & Review														
4.3 Integration into Comprehensive Plan											PC			
<b>Task 5 - PLAN APPROVAL</b>														
5.1 Public Notices / Review Period / Public Hearing / Adoption														
5.2 Final Editing and Printing												STAFF	PC	TB

## ***Methods of Citizen Participation***

The Town of Greenville will use several methods to encourage public input throughout the comprehensive planning process for any future updates and amendments. The methods to be employed are as follows:

### *Method 1: Plan Commission & Ad Hoc Members*

The Town of Greenville will utilize the Plan Commission as the main body responsible for development of the Comprehensive Plan Update. The Town may choose to add additional, ad hoc, non-voting members to the Plan Commission to help guide the comprehensive planning process and discussions. The Plan Commission will be responsible for reviewing data, prioritizing issues and land use alternatives, overseeing the organization of the Plan, and determining goals, objectives and policies based on information gathered from the public.

### *Method 2: Public Meetings*

Public meetings provide opportunity for both education and input. All Plan Commission and Town Board meetings are open to the public. All agendas and meeting minutes are posted in advance through the Town of Greenville website and published as required by State law. As each chapter of the comprehensive plan is developed it will be reviewed in detail by the Plan Commission at a meeting that is open to the public. Time for public participation will be set-aside at each meeting.

### *Method 3: News Releases/Website/Social Media*

News releases are an effective tool to keep both the public and the press informed about the planning process. The Town of Greenville will utilize news releases to create public awareness about the comprehensive planning process at key times during the process. In addition, the Town will utilize its website and social media (e.g. Facebook and Twitter), and bi-annual newsletter to keep citizens informed on the planning process, to encourage public involvement, and to provide input/comments to Town staff at any time.

### *Method 4: Public Engagement Survey*

A short on-line (web-based) survey will be prepared and promoted so that the Town's citizens and businesses can share their insights on issues of interest as they pertain to nine plan elements. The survey will be available for several months and will be summarized for use by the Plan Commission during the development of the Comprehensive Plan.

### *Method 5: Strategic Foresight – Scenario Planning Workshops*

In order to better develop the community's vision, a 2-part (possibly 3) public workshop, targeted at community leaders, businesses and residents will be held to conduct a "Strategic Foresight" process. Strategic Foresight is scenario planning process that combines methods of 'futures work' with those of 'strategic management'. It is about understanding upcoming external changes in relation to internal capabilities and drivers. Strategy is a high level plan to achieve one or more goals under conditions of uncertainty. Strategic foresight happens when

any planner uses scanned inputs, forecasts, alternative futures exploration, analysis and feedback to produce or alter plans and actions of the organization. Strategic planning always includes analysis, but it may or may not involve serious foresight on the way to developing a plan, or taking an action. A consideration of possible futures (alternative futures) and of probable futures (forecasts, predictions) is important to developing a preferred future (plan).

*Method 6: Open Houses and Community Events*

The Town of Greenville may choose to sponsor open houses, informational meetings, or attend various community events (e.g. farmer's markets, street festivals, etc.) during the comprehensive planning process. This will provide an informal setting for residents to interact with the Town of Greenville staff and give them the opportunity to gather information, ask questions, react to the information and provide both written and verbal feedback.

*Method 7: Public Hearings*

A public hearing will be held before the Town Plan Commission prior to the adoption of the *2040 Comprehensive Plan Update*. The public hearing will consist of a short presentation summarizing and highlighting the major parts of the planning process and the final draft of the comprehensive plan. Participants will have the opportunity to provide comments about the draft plan. An official public record of the presentation and all comments will be established. The draft plan will be available for review prior to the public hearing. Interested citizens will also have the opportunity to provide written comments prior to the public hearing, which will be read into the hearing.

Future amendments to the Comprehensive Plan will be subject to the Wisconsin Statutes, Section 66.1001(4)(b-d) and the public hearing process; the Town may utilize the methods listed above as it deems necessary for future amendments.