

MEMORANDUM

TO: Racine County Local Government Officials

FROM: David A. Schilling, SEWRPC Principal Planner

DATE: November 14, 2006

**SUBJECT: RACINE COUNTY MULTI-JURISDICTIONAL COMPREHENSIVE PLAN
PUBLIC PARTICIPATION PLAN**

The public participation plan (PPP) for the Racine County Multi-Jurisdictional Comprehensive Plan was approved by the Racine County Multi-Jurisdictional Advisory Committee on September 21, 2006 and was adopted by the County Board at its November 9, 2006, meeting. A copy of the adopted County PPP is enclosed.

Section 66.1001 (4) (a) of the *Wisconsin Statutes* requires that the governing body of each unit of government preparing a comprehensive plan adopt a public participation plan (PPP) to ensure adequate opportunities for public review and comment as the comprehensive plan is being prepared. The governing body of each town, village, and city participating in the Racine County multi-jurisdictional planning process will therefore need to adopt a PPP. While it is anticipated that most communities in Racine County will simply adopt the Racine County PPP as the local PPP, your local government is not obligated to do so. You may prefer to modify or supplement the County PPP to suit your own local needs, or prepare and adopt a separate PPP. Please let us know if you would like assistance in preparing your local PPP.

If you have determined that your community intends to adopt the County PPP as the local PPP, a sample resolution for the adoption of the PPP is enclosed. We recommend that the governing body of each local government adopt a PPP no later than December 31, 2006, to coordinate with the County PPP. Major public participation efforts will begin in early 2007 with distribution of the public opinion survey, followed by public informational meetings.

If you have any questions regarding the County or local public participation plans, please contact me at (262) 547-6721, extension 277, or at dschilling@sewrpc.org.

* * *

DAS/ds
#122363 - RACINE CO CP LOCAL PPP ADOPTION MEMO

Enclosure

PUBLIC PARTICIPATION PLAN

FOR THE RACINE COUNTY MULTI-JURISDICTIONAL COMPREHENSIVE PLAN

INTRODUCTION

This public participation plan for the multi-jurisdictional Racine County comprehensive plan is intended to serve two purposes. First, it will provide opportunities for public input throughout the comprehensive planning process. Second, adoption of a public participation plan is a requirement of the Wisconsin comprehensive planning law. Section 66.1001 (4) (a) of the *Wisconsin Statutes* requires 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 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.”

METHODS OF PUBLIC PARTICIPATION

There are many methods of public participation available to the Racine County Multi-Jurisdictional Advisory Committee to provide for meaningful public involvement, while meeting the requirements of Section 66.1001 (4) (a) of the *Wisconsin Statutes*. A description of the methods approved by the Multi-Jurisdictional Advisory Committee is given below.

Multi-Jurisdictional Advisory Committee and Ad Hoc Work Groups

A Racine County Multi-Jurisdictional Advisory Committee (MJAC) was formed by the Racine County Board of Supervisors at the outset of the comprehensive planning process. The MJAC is comprised of one representative appointed by each of the participating local governments and one member of the Racine County Board Land Use and Economic Development Committee. The MJAC is advisory to the planning process and may make recommendations to the Land Use and Economic Development Committee, including a recommended multi-jurisdictional comprehensive plan for Racine County. The MJAC provides a formal role for participating local governments to work with County officials to shape the recommended comprehensive plan.

The MJAC will hold regular meetings during the planning process. All meetings will be open to the public, and an opportunity for public comment will be provided during all meetings. Meeting minutes are available on the Racine County Smart Growth website at <http://www.sewrpc.org/smartgrowth/racinecounty/> or at the Racine County Planning and Development Department.

The MJAC will establish one or more ad hoc work groups (citizen advisory committees), as necessary, on various elements of the comprehensive plan. The ad hoc work groups will allow citizens, interest groups, and persons with

expertise on a particular topic an opportunity to share their interests and talents and to help identify trends, issues, and strategies for the future of Racine County.

Public Meetings

Meetings will be held throughout the comprehensive planning process to provide opportunities for open discussion of the issues at hand. All meetings on the comprehensive plan shall be open to the public. For all meetings, attendance sign-in sheets will be made part of the record. In addition to regular MJAC meetings, a series of public meetings will be held, which will include:

- A Racine County Comprehensive Plan “Kickoff Meeting” will be held in Summer 2006. The purpose of this meeting will be to provide background on the comprehensive planning law and planning process.
- Two meetings, one in each half of the County, will be held to present the results of inventories, analysis of inventories, and survey results conducted in support of the comprehensive planning process and to obtain public input regarding the planning process and information gathered. Inventories and analysis will include: population and employment, natural resources, existing land uses, housing, transportation facilities, utilities, and community facilities. A strengths, weaknesses, opportunities, and threats (SWOT) identification workshop will also be conducted at each of these meetings. The SWOT workshops will help identify the public’s perception of Racine County. The meetings will be widely advertised, and notice of the meetings will be sent to participating local governments and to County and local governments adjacent to the County.
- MJAC members will be responsible for providing regular updates on plan progress and status to the community they represent, including the results of the inventories and analysis noted above and to obtain additional community input relating to the development of local goals and objectives.
- Two open house meetings, one in each half of the county, will be held upon the completion of drafts of the seven key planning elements. The seven key planning elements include: issues and opportunities; housing; transportation; utilities and community facilities; agricultural, natural, and cultural resources; economic development; and land use. The open houses will be widely advertised, and notice of the meetings will be sent to participating local governments and to County and local governments adjacent to the County.
- An open house to present and receive public comment on the draft comprehensive plan, containing all nine planning elements, will be held in each participating town upon completion of a draft document. Citizens will have an opportunity to review the multi-jurisdictional comprehensive plan and the recommendations specific to their community, and to ask questions and provide input in an informal setting.
- Consistent with the requirements established in Section 66.1001 of the *Wisconsin Statutes*, a public hearing on the recommended comprehensive plan will be held in each participating town, village, and city. The public hearings shall be noticed pursuant to Chapter 985.02 (1) of the *Wisconsin Statutes*. The public hearing will consist of a presentation summarizing the planning process and the recommended comprehensive plan. Citizens will have the opportunity to provide formal comments. An official public record including all comments received will be created for each public hearing and included in the final draft of the comprehensive plan. Copies of the recommended comprehensive plan will be available for viewing prior to the public hearings.

Citizen Survey

A countywide, return-mail, public opinion survey regarding comprehensive planning will be prepared and administered to a random sample of Racine County residents. The survey will be developed by the Racine County Multi-

Jurisdictional Advisory Committee assisted by University of Wisconsin-Extension staff assigned to SEWRPC. The survey questions will encompass issues from all nine planning elements. Participating communities may administer their own survey or provide County and SEWRPC staff the results of surveys completed in the past five years. The results of these supplemental local surveys will be compared by staff to the results of the countywide survey and will assist County and local officials in developing plan goals and objectives.

On-Going Efforts

Ongoing public participation efforts are proposed to take place throughout the comprehensive planning process. These efforts are informative or policy oriented in nature. Ongoing public participation efforts will provide Racine County citizens with general education about the comprehensive planning process, provide information about upcoming participation sessions, and update the public on plan progress. On-going public participation efforts include the following:

- A Racine County “smart growth” website will be maintained by the Southeastern Wisconsin Regional Planning Commission at <http://www.sewrpc.org/smartgrowth/racinecounty/>. Updates regarding the comprehensive plan progress, upcoming public participation sessions, Multi-Jurisdictional Advisory Committee agendas and minutes, PowerPoint presentations from public meetings, public notices, fact sheets, news releases, schedules, and surveys will be posted on the website. Public access to the Internet is available at each of the public libraries throughout the County for residents without other Internet access.
- Periodic fact sheets will be generated regarding the Racine County comprehensive plan. The fact sheets will be distributed at area libraries, municipal halls, the Racine County Ives Grove Office Complex, and the Racine County Courthouse and posted on the “smart growth” website. The fact sheets will serve as information sources to the general public about planning requirements and development issues. Fact sheets will be produced as needed.
- News releases regarding the comprehensive planning process and plan progress will be provided to local newspapers, local government, the Racine County Multi-Jurisdictional Advisory Committee, and major organizations, as well as posted on the “smart growth” website.
- Upon request, Racine County and SEWRPC staff will make presentations about the comprehensive plan to Racine County community groups, business or professional organizations, nonprofit agencies, and local government groups. Presentations will be made to County government and the Multi-Jurisdictional Advisory Committee throughout the planning process. Several presentations have been made to date regarding comprehensive planning, and such efforts will continue throughout the planning process.
- A Racine County comprehensive planning informational booth will be set up at the Racine County Fair. The display will contain comprehensive planning information, comprehensive planning fact sheets, and updates on the comprehensive planning process. The County Fair informational booth will increase awareness of the comprehensive planning process through a visible presence at an event attended by a cross section of Racine County residents.
- Fact sheets, meeting notices, draft plan chapters, and other materials will be available at each of Racine County’s public libraries.
- The Racine County Multi-Jurisdictional Advisory Committee and Racine County and SEWRPC staff will actively solicit comments and suggestions at appropriate stages in the development of the comprehensive plan from County residents, local business and civic organizations, the Farm Bureau, Realtors Association, Builders Association, Racine County unit of the Wisconsin Towns Association, conservancy and environmental organizations, non-metallic mining interests and organizations, State

and Federal Agencies, school districts, utility companies, participating and non-participating local governments, lake, sanitary, and utility districts, community development authorities, and adjacent County and local governments.

ADOPTION OF PUBLIC PARTICIPATION PLAN

This public participation plan was approved by the Racine County Multi-Jurisdictional Advisory Committee on September 21, 2006. The public participation plan will be forwarded to the Racine County Board Land Use and Economic Development Committee and Racine County Board for review and adoption, and to the governing bodies of participating local governments for review and adoption.

#118466 v1 - RACINE CO CP PUBLIC PARTICIPATION PLAN
DAS/ds
05/31/06
Revised 09/12/06