

Public Participation Plan

East Central Wisconsin Regional Planning Commission - Comprehensive Plan 2040

Calumet

Fond du Lac

Green Lake

Marquette

Menominee

Outagamie

Shawano

Waupaca

Waushara

Winnebago

Our Mission is to build relationships and cooperative, visionary growth strategies that keep our region beautiful, healthy, and prosperous.

Introduction & Purpose

Public participation is an integral part of the comprehensive planning process as participation ensures the plan accurately reflects the vision of the community. For an effective plan to develop, elected leaders and staff incorporate ideas, thoughts, and opinions from their residents and stakeholders. The purpose of this public participation plan is to provide the opportunity for residents to participate and learn about their region in a variety of methods throughout the Comprehensive Plan 2040 planning process.

Wisconsin's Smart Growth Comprehensive Planning law requires public participation throughout the comprehensive planning process. For a regional planning commission, Wisconsin Statutes §66.0309 (10) requires, in part, that a master plan be created.

“ADOPTION OF MASTER PLAN FOR REGION. The master plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the region which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development. The regional planning commission may adopt the master plan as a whole by a single resolution, or, as the work of making the whole master plan progresses, may by resolution adopt a part or parts of the master plan, any part to correspond with one or more of the elements specified in s. 66.1001. The resolution shall refer expressly to the maps, plats, charts, programs and descriptive and explanatory matter, and other matters intended by the regional planning commission to form the whole or any part of the plan, and the action taken shall be recorded on the adopted plan or part of the adopted plan by the identifying signature of the chairperson of the regional planning commission and a copy of the plan or part of the adopted plan shall be certified to the legislative bodies of the local governmental units within the region. The purpose and effect of adoption of the master plan shall be solely to aid the regional planning commission and the local governments and local government officials comprising the region in the performance of their functions and duties.”¹

This Public Participation Plan (PPP) actively engages the general public and key community interests to identify major regional challenges, establish a shared vision for the community, and create goals, objectives, and policies which help bring that shared vision to fruition. The Commission will use this document as a guide to actively involve community members in the comprehensive planning process by providing a variety of opportunities to solicit input and participation from a diverse cross-section of stakeholders.

¹ <https://docs.legis.wisconsin.gov/statutes/statutes/66/iii/0309>

Goals & Objectives

Goal 1: Inform the public to aid understanding of regional challenges and opportunities and potential accompanying goals and strategies.

Objectives:

- To provide a general notification of meetings, particularly forums for public input, in a manner that is understandable to all populations, especially to those of non-English speaking languages.
- To hold meetings in venues which are accessible and reasonably welcoming to all area residents, including, but not limited to, low-income and minority members of the public.
- To provide avenues for a two-way flow of information and input from populations which are not likely to attend public meetings.

Goal 2: Collaborate with the public to develop and identify solutions to conflicts.

Objectives:

- Empower the public by providing opportunities to shape the comprehensive plan.
- Use various illustrative visualization techniques to convey information including charts, graphs, photos, maps, and other mediums.
- Involve the public to ensure their thoughts and concerns are considered throughout the planning process, particularly in the development of regional recommendations and actions.

Methods of Public Participation – Comprehensive Plan 2040

To guide the regional plan process, the East Central Wisconsin Regional Planning Commission, shall facilitate the planning process through its planning staff and shall oversee the preparation of the regional plan document. To ensure broad public participation across the region, ECWRPC will use several approaches to encourage public input throughout the comprehensive planning process. Particular emphasis will be given to creating participation opportunities for underrepresented persons and groups. Engagement methods to be employed during the Comprehensive Plan 2040 process are as follows:

Method 1: Standing Committees

ECWRPC will utilize the Commission's five standing committees to facilitate broad involvement in the planning process. Based on each committee's expertise, Commissioners will provide input within the planning element that corresponds with their subject matter. The Regional Comprehensive Planning Committee will oversee the Regional Comprehensive Plan process and relay information to the full Commission. ECWRPC staff will facilitate the Regional Comprehensive Plan update as an item on each agenda to cover the nine elements required for comprehensive planning per Wisconsin State Statutes. Below is a list of each committee and the element that they will guide and review :

1. **Regional Comprehensive Planning Committee.** The Regional Comprehensive Planning Committee’s function is to direct and monitor the Commission’s regional comprehensive planning efforts and oversee other matters of regional impact and their relationship to the Regional Comprehensive Plan. Matters regarding land use, housing, and GIS mapping are often considered by this Committee.

[Comprehensive Plan Element\(s\) to Review: Issues and Opportunities, Land Use, Housing](#)

2. **Transportation Committee.** The Transportation Committee directs and monitors the Commission’s Transportation Program and maintains liaison with the Transportation Policy Advisory Committee and the Transportation Technical Advisory Committee.

[Comprehensive Plan Element\(s\) to Review: Transportation Element](#)

3. **Community Facilities Committee.** The Community Facilities Committee directs and monitors the Commission’s Water Quality Management program. The Committee has responsibility to act on-behalf of the Commission for sewer service area amendment reviews.

[Comprehensive Plan Element\(s\) to Review: Utilities and Community Facilities](#)

4. **Economic Development Committee.** The Economic Development Committee directs and monitors the Commission’s Economic Development Program. It maintains liaison with the



Comprehensive Economic Development Strategy (CEDS) Committee.

[Comprehensive Plan Element\(s\) to Review: Economic Development and Housing](#)

5. **Open Space and Environmental Management Committee.** The Open Space and Environmental Management Committee directs and monitors the Open Space and Environmental Management Programs.

[Comprehensive Plan Element\(s\) to Review: Agriculture, Natural & Cultural Resources Element](#)

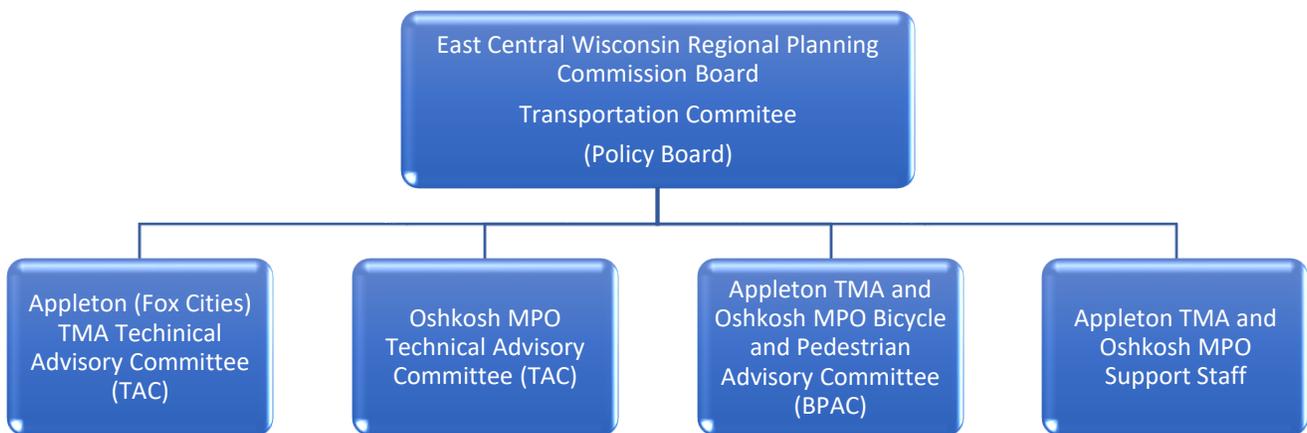
The Commission may choose to include other representatives at select meetings to provide input on particular sections of the 2040 Comprehensive Plan. The Regional Comprehensive Planning

Committee will be responsible for reviewing data, prioritizing issues and land use alternatives, overseeing the organization of the plan, and ensuring goals, objectives, and policies based on information gathered from the public is incorporated into the plan. The full Commission will ultimately approve the plan for adoption.

Method 2: Technical Advisory Committees (TAC's) and Partner Engagement Focus Groups

The Commission maintains Technical Advisory Committees (TAC's) for two principal areas of work activity: transportation and economic development. Each of the Metropolitan Planning Organizations (MPO) have technical advisory committees (TAC) that consist of representatives from municipalities and counties within the respective MPO.

Technical Advisory Committees



Transportation

Metropolitan Planning Organizations

- TAC's for the Metropolitan Planning Organizations (MPOs)
- Appleton (Fox Cities) TMA and Oshkosh MPO Regional Bicycle and Pedestrian Advisory Committee

Rural Communities

- Traffic Safety Commission
- Specialized Transportation Committee

Economic Development

Comprehensive Economic Development Strategy (CEDS) Committee

The Transportation Advisory Committees (TAC's) for the Appleton (Fox Cities), Oshkosh, and Fond du Lac Metropolitan Planning Organizations provide monitoring and review the Transportation Improvement Programs (TIP) and long-range planning efforts.

Elected officials and board members of local governments and transportation agencies comprise these committees. The function of the TPAC's is to facilitate regional participation and consensus building on transportation-related issues through a continuing, comprehensive, and coordinated

planning process. In addition, TAC's have been established for the Fox Cities (Appleton) Urbanized Area, the Oshkosh Urbanized Area and the Fond du Lac Urbanized Area. Elected officials, board members of local governments, transportation agencies, county and municipal staffs, representatives from transit providers, and local airports are part of these committees. The TAC serves as the advisory body for the Transportation Policy Advisory Committees (both the full Commission and the separate Fond du Lac MPO Policy Board).

The Comprehensive Economic Development Strategy (CEDs) Committee, also considered a TAC, advises and guides the U.S. Economic Development Administration (EDA)-funded CEDs planning process. This committee is comprised of representatives from both the public and private sectors throughout the region.

TAC's generally include broad representation from public, private and voluntary sectors at the state, regional, county, tribal and local levels. The public is invited to attend any TAC meeting and provide public comment. The Commission strives to incorporate diversity into its planning processes. Therefore, the Commission seeks to include representatives from minority populations as it considers, and makes appointments to the TAC's. The use of TAC's promotes intergovernmental cooperation and interagency coordination and broadens the technical knowledge and expertise available to the Commission. TAC's will be responsible for proposing recommended plans and programs to the appropriate standing committee.

Partner Engagement Focus Groups

Economic Development

- Oshkosh Weekly Partners
- FCEDP
- NEWREP

Transportation*

- County Traffic Safety Commission
- Specialized Transportation Committee

**Similar to the TAC's but may involve different members.*

Housing Coalitions

- WinnebagoLand Housing Coalition
- Fox Cities Housing Coalition

Method 3: County and Local Government Outreach

In order to facilitate and reach a wider group of stakeholders located within the region, ECWRPC staff will facilitate focus group workshops. These workshops will be arranged with targeted groups of individuals with shared interests. Below is a sample list of partners who may support the regional comprehensive planning effort by participating in focus groups:

County Staff

- Executive or Administrator
- Planning and Development Directors
- Parks Directors

- Land & Water Conservation Directors
- Highway Commissioners
- Public Health Directors

Municipal Staff

- Mayor or Administrator
- Planning and Development Directors
- Parks Directors
- Public Health Directors
- Public Works Directors

Method 4: Kickoff and Public Notifications

Public meetings provide opportunity for knowledge-sharing and input. Commission and Standing Committee meetings are open to the public. Agendas, meeting minutes, and packets are posted in advance through ECWRPC's 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 appropriate Standing Committee and at other meetings that are open to the public. The COVID-19 pandemic may necessitate the option for virtual public participation during these meetings. Any option for virtual participation will be included on the meeting's agenda. Ample opportunity for public comments will be provided.

Preliminary notifications of the 2040 Comprehensive Plan process kickoff will be sent to clerks within the Towns, Cities, Villages, and Counties within the region as well as the mining operators in the NR-135 non-metallic mining program.

Press Releases

Press releases are an effective tool to keep both the public and the press informed about the planning process. ECWRPC will utilize press releases to create public awareness about the comprehensive planning process at key times during the process. In addition, the Commission will utilize its website and social media pages (e.g. Facebook) to keep residents and interested parties informed about the planning process to encourage public involvement and provide avenues for input and comments. Press releases will be sent out at the kickoff of the process, to gather survey responses, and for the public hearing requirement.

Web-based Public Visioning Portal

A web-based portal will be developed to include interactive polls, comment form, and GIS mapping technologies (ESRI StoryMaps) to allow residents and stakeholders to participate in a number of exploratory questions and exercises. These will allow stakeholders to identify specific land use issues, high priority trends, needed physical improvements, and plan implementation opportunities. This process will generate ideas that will enhance the current comprehensive plan by adding several more layers of 'depth' to addressing current issues.

Social Media

Regular postings on social media will occur throughout the planning process to reach more residents. These will include feedback opportunities and meeting notices. A list of platforms are as follows:

- ECWRPC LinkedIn
- ECWRPC Facebook Page

- Constant Contact Email
- Community share on their social media and websites

Method 5: Public Survey

A web-based survey will be initiated through SurveyMonkey early on in the planning process to gather feedback and talking points to be carried throughout the discussion phase. To promote participation in the survey to the general public, ECWRPC will utilize the following methods:

- Distribution through partner networks
- Print copies at public libraries
- Distribution to schools and other community facilities
- Web Portal

Public Hearing Requirement

A public hearing will be held before the Commission prior to the adoption of the *2040 Regional Comprehensive Plan*. A class 1 notice (Wisconsin Chapter 985) will be issued at least 30 days prior to the public hearing. 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 residents will also have the opportunity to provide written comments prior to the public hearing, which will be read at the hearing. The COVID-19 pandemic may necessitate a virtual option for the public hearing. Any virtual options will be listed on the meeting notice and the meeting agenda.

Future amendments to the 2040 Regional Comprehensive Plan will be subject to the public hearing process and the same opportunities for review and comment by the general public as the original approved plan per Wisconsin Statutes, §66.0301(4).

Accommodations & Inclusion

Non-English-Speaking Persons

East Central Wisconsin Regional Planning Commission (ECWRPC or Commission) has adopted a *Title VI Non-Discrimination Plan & limited English Proficiency Program*.

ECWRPC will regularly assess the region to accommodate residents who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English. Special efforts and opportunities will be given to assure all members of the region are included within the planning process. Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency" (LEP) directs each federal agency that is subject to the requirements of Title VI to publish guidance for its respective recipients clarifying this obligation. In response to this requirement, the Commission has developed a Title VI Non-Discrimination Limited English Proficiency Program. According to the Safe Harbor Threshold² the Commission must provide translation of vital documents

² The Safe Harbor Threshold is calculated by dividing the population estimate for a language group that "speaks English less than very well" by the total population of the county. The Limited English Proficiency (LEP) language threshold (5 percent or 1,000 individuals) is calculated for each group.

in written format for non-English users in the counties of Fond du Lac, Outagamie, and Winnebago for Spanish and Hmong. Even though it is not a requirement in all counties within the region, the Commission will insert a sentence in its notice to beneficiaries in both Spanish and Hmong that states “If information is needed in another language contact (920) 751-4770”.

ECWRPC will take reasonable steps to provide opportunities for meaningful access to LEP individuals who have difficulty communicating in English. This will include providing interpretive services, within reason, for public meetings if advance notice is provided to the Commission and such services are readily available. The Commission will also make translated versions (or provide for the interpretation of relevant sections) of all documents/publications available upon request, within a reasonable time frame and as resources permit.

In October, 2020, the ECWRPC Board approved the Commission’s *Title VI Non-Discrimination Plan & Limited English Proficiency Program Plan*, which establishes a framework for ECWRPC’s efforts to ensure compliance with Title VI as well as with other Environmental Justice and non-discrimination mandates. The plan outlines the Title VI and EJ considerations are reflected in the Commission’s Work Program, publications, communications, public involvement efforts and general way of doing business. The *Title VI Non-Discrimination Plan & Limited English Proficiency Program Plan* is available by contacting 920-751-4770 or on the ECWRPC’s website at <http://www.ecwrpc.org/about-ecwrpc/title-vi/>.

Disabled Populations

ECWRPC is committed to complying with the Americans with Disabilities Act of 1990 (ADA), including as it relates to public involvement in planning and programing efforts. Measures will be taken to ensure that persons with special needs have opportunities to participate. For example, the Commission will ensure that all public meetings are held in venues that are ADA compliant so persons with special needs are able to attend. Additionally, the Commission will respond to requests to address special needs and will arrange to accommodate those needs. Public notices of public meetings will indicate that persons with special needs should contact the Commission office to allow for arrangements to be made prior to the meeting date, as well as to provide contact information.

The Americans with Disabilities Act (ADA) of 1990 provides “no qualified individual with a disability shall, by reason of such disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination by a department, agency, special purpose district or other instrumentality of the state or local government.” Therefore, ADA calls for federally assisted programs to be accessible to people with disabilities.

In order to serve those with disabilities ECWRPC will:

- Include an accommodation statement in all event advertisements letting people know how they can request accommodations.
- Hold all events in places that are accessible to those with mobility issues.
- Have all meeting materials available at least five business days prior to meetings so those who need them, can get documents into a readable form.