

CITY OF WASHBURN

Public Participation Plan

I. INTRODUCTION

The City of Washburn intends to conduct a comprehensive revision of its comprehensive plan in accordance with Chapter 66.1001, Wisconsin Statutes. The first step in the revision process is the creation and adoption of a Public Participation Plan as designated in the Comprehensive Planning statute:

“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.”

Wis. Stats. §66.1001(4)(a).

This Public Participation Plan is designed to satisfy these statutory requirements and to achieve the highest possible level of public participation. The City recognizes that public participation is a vital component to a successful planning process. By incorporating the public's input, the City acknowledges that:

1. Every citizen has a right to participate in local government decision-making.
2. Because this plan revision will significantly impact the future growth and development of the City, local residents, businesses, and property owners have a significant interest in shaping that future.
3. Citizens possess a greater combined knowledge of the history, present dynamics, and future challenges surrounding the City than those vested with overseeing the plan revision process.
4. Citizens provide a variety of perspectives and represent a fertile source of ideas, creativity, and solutions based on their wide breadth of life experiences, knowledge, and skills. Their input will help produce better planning decisions.
5. If a plan is not representative of the public's attitudes and values the public will not value and support the plan. A collaborative planning endeavor is therefore necessary to give the public a stake in the planning process, engender a sense of

pride in the final planning product, and to ensure public support of future planning decisions implementing and applying the plan.

This plan sets forth a framework for achieving an open and interactive dialog between the City government, the Plan Commission, planning staff, neighboring governments, and the citizens and property owners of the City of Washburn. The plan outlines the public participation opportunities available at each of the seven planning stages. Moreover, this Plan creates a strategy to encourage, receive, and incorporate the maximum quantity and quality of public participation throughout the planning process. The plan recognizes that different people prefer to participate in different fashions and seeks to accommodate a wide array of participation styles. The plan offers multiple devices to solicit and encourage meaningful and effective participation. That input will be considered and employed by the Plan Commission as it prepares the Comprehensive Plan Revision.

II. OBJECTIVES FOR PUBLIC INVOLVEMENT

1. All meetings, hearings, and workshops held by the Plan Commission and Plan Subcommittees shall be open to the public, whether held in-person or in a virtual environment.
2. All meetings, hearings, and workshops held by the Plan Commission and Plan Subcommittees will be posted in advance and noticed in accordance with governing law; however, there is an expectation that notices exceed the requirements and be posted for at least a week whenever possible.
3. All meetings, hearings and workshops will be scheduled at times and locations to permit attendance by all interested persons. Where appropriate, multiple sessions at different times and locations will be considered.
4. Recognize the different levels of participation: public awareness, public education, public input, public interaction, and public partnership. Provide opportunities for all individuals within the community to participate at each level.
5. Promote and encourage contributions from all segments of the City population including, but not limited to: youths, families, senior citizens, businesses, and property owners.
6. Obtain the greatest quantity and quality of participation as possible by informing, educating, inviting, engaging, listening and responding to the public in all steps of the process.
7. Make concerted efforts throughout the plan revision process to build public support and to encourage a sense of community ownership in the Plan.

8. Establish and maintain cooperative relationships with neighboring governments and Bayfield County. Initiate and promote the sharing of information, planning goals, and planning expertise. Work to ensure the Comprehensive Plans adopted by all adjacent and overlapping jurisdictions are consistent to the greatest extent possible.
9. Maintain a list of resources and contacts that citizens can reference to facilitate:
 - a) their education and understanding of planning processes
 - b) their participation at all meetings, hearings, and workshops
 - c) their communication with planning leaders.
10. Compile a chronology of all notices, meetings, exhibits, documents, public outreach efforts, etc. to demonstrate and document compliance with this Public Participation Plan.

III. POLICY GUIDELINES FOR PUBLIC PARTICIPATION

The City of Washburn proposes to follow a six-step process for the revision of its Comprehensive Plan. This public participation plan outlines the public participation activities anticipated at each step of the planning process.

Comprehensive Plan Revision Step 1: Establish a Plan for Planning Process

GENERAL PUBLIC PARTICIPATION STRATEGY:

In this step the City prepares itself for the Comprehensive Planning process. A model for the process is designed and a plan steering committee is appointed. Emphasis is placed on building public awareness of the planning process. Procedures are established to guide public participation and communication throughout the planning process.

PARTICIPATION GUIDELINES:

1. The City Council will appoint five persons to the Comprehensive Plan Steering Committee. Committee members may include citizens of the City and/or representatives of community groups, as well as select City government representatives. Citizen members will interact as partners in deciding the policy and content to be incorporated into the Plan. The Steering Committee implements, directs, and oversees all aspects of the planning process. **(This could be the Plan Commission with at-large public representatives appointed)**
2. The Plan Commission and / or its designee(s) shall build public awareness of the planning process including:
 - (a) the composition and role of the Plan Commission

- (b) development of a distinct Plan title and / or logo and / or identifying phrase
- (c) the timetable and steps for planning
- (d) the public participation plan and the opportunities it presents.

Information will be communicated to City residents through a combination of press releases to local and regional media, public presentations and publications, the City Newsletter, and the City and Northwest Regional Planning Commission websites. In addition, the Planning Process Plan and Public Participation Plan shall be made available to the public at the City Administrative Office and the Washburn Public Library.

3. The Plan Commission and / or its designee(s) shall establish a relationship with the [Ashland Daily Press](#) and the [Bottom Line News and Views](#). Press releases will be submitted to the newspaper(s) throughout the planning process to educate the public concerning the purpose and procedures of the Comprehensive Planning Revision endeavor. A combination of press releases and published notices will alert the public of upcoming planning events and opportunities for public participation.
4. The City is obligated by Wis. Stats. Sec. 66.1001(4)(a) to establish a procedure to receive and respond to written comments and questions from the public. Planning Staff shall implement and publicize the following procedure:

The public shall submit comments / questions in writing to the Comprehensive Plan Steering Committee and / or its designee(s) via:

- (a) hand-delivery to the City Office at 119 Washington Avenue / Washburn, WI during normal business hours or the drop box any time
 - (b) U.S. postal service addressed to City of Washburn / Comprehensive Plan / 119 Washington Avenue / P. O. Box 638 / Washburn, WI 54891
 - (c) email to Washburnadmin@cityofwashburn.org. The Steering Committee and / or its designee(s) shall respond to each submission in writing, within 30 days of receipt. The City shall maintain a file of all submissions and responses and a log showing the date of receipt and response.
5. The City is obligated by Wis. Stats. Sec. 66.1001(4)(a) to guarantee wide distribution of proposed, alternative, or amended elements of the Comprehensive Plan. Accordingly, the Plan Commission and / or its designee(s) shall make written plan elements, as detailed within this Public Participation Plan, available to the public at the City Administrative Office and the Washburn Public Library. Additionally, photocopies of requested documents may be requested from City Administrative Office at a current rate as set by the Common Council.

Comprehensive Plan Revision Step 2: Data Collection and Analysis

GENERAL PUBLIC PARTICIPATION STRATEGY:

In this step public participation will focus on the review and validation of data collected and the identification of gaps in that data. Cooperation with entities outside the City, including but not limited to entities such as neighboring and overlapping jurisdictions will provide supplemental information. An analysis of the complete data set will follow.

PARTICIPATION GUIDELINES:

1. The Plan Commission and / or its designee(s) shall build public awareness of the data collection and analysis process and its results. Information may be communicated to City residents through a combination of press releases to local media, public presentations, the City Newsletter, and the City website and Facebook page.
2. The Plan Commission will hold one or more public meetings to present the data collected and analysis of the data. An emphasis will be placed on:
 - a. educating the public through the data; and
 - b. soliciting input from the public on the data collected, any gaps in the data, and analysis of the data.
3. The Plan Commission shall identify neighboring communities and other governmental bodies and arrange meetings to discuss shared planning issues and to share relevant data.
4. The Plan Commission draft Report shall be made available for a reasonable period of time to the public at the City Administrative Office and the Washburn Public Library. Photocopies may be requested as provided under Step 1, above as required under Wis. Public Record law.
5. Public input received through public meetings and written comments shall be reviewed and considered by the Plan Commission prior to the Committee adopting its final Report to be incorporated into the revised plan.

Comprehensive Plan Revision Step 3: Review & Re ine Community Goals and Objectives

GENERAL PUBLIC PARTICIPATION STRATEGY:

Citizens are asked to help refine key community issues, strengths and weaknesses, and opportunities and constraints, through ~~various methods of~~ input. A concerted effort will be made to educate and inform the public of the opportunities available and the importance of their participation. The input from the public will be considered in the review of plan goals and objectives.

PARTICIPATION GUIDELINES:

1. The Plan Commission and / or its designee(s) shall build public awareness of the purpose and process through which community goals and objectives will be evaluated. Information may be communicated to City residents through a combination of press releases to local and regional media, public presentations, the City Newsletter, and the City website and Facebook page.
2. Public input will be gathered through written comments or oral testimony.
3. Community vision review will allow for comment and input to refine the community issues, strengths and weaknesses, and opportunities and constraints from the previous comprehensive plan.
4. Youth participation will be emphasized and encouraged.
5. The Plan Commission preliminary draft report summarizing proposed revised community goals and objectives shall be made available for a reasonable period of time to the public at the City Administrative Office and the Washburn Public Library and on the City's website. Photocopies may be requested as provided under Step 1, above.
6. The preliminary draft report should be circulated among the identified neighboring communities and organizations that share an interest in this plan update process. This effort should include an invitation for written comments.
7. The Plan Commission will hold one or more public meetings / open houses to encourage and receive input from the public addressing the proposed revised community goals and objectives.
8. Public input received via written or oral comments shall be reviewed and considered by the Plan Commission prior to the Committee preparing its final draft of revised community goals and objectives.

Comprehensive Plan Revision Step 4: Strategy Review and Draft Revised Comprehensive Plan

GENERAL PUBLIC PARTICIPATION STRATEGY:

In this step the public is invited to evaluate and comment on proposed alternatives aimed at achieving the selected goals and objectives. The Plan Commission will ultimately select a set of preferred plan revision alternatives after weighing public input.

PARTICIPATION GUIDELINES:

1. The Plan Commission and / or its designee(s) shall build public awareness of the alternative strategy analysis and plan revision process and its results. Information may be communicated to City residents through a combination of press releases to local and regional media, public presentations, the City Newsletter, and the City website and Facebook page.
2. The Plan Commission will hold one or more public meetings / open houses, either in-person or virtually, to encourage and receive input from the public addressing the proposed alternatives and strategies formed by the Steering Committee.
3. The City is obligated by Wis. Stats. Sec. 66.1001(4)(a) to establish a procedure to receive and respond to written comments and questions from the public. The Plan Commission or its designee(s) shall implement and publicize the following procedure:

The public shall submit comments / questions in writing to the Plan Commission and / or its designee(s) via:

- a. hand-delivery to the City Office at 119 Washington Avenue / Washburn, WI during normal business hours or the drop box any time
 - b. U.S. postal service addressed to City of Washburn / Comprehensive Plan Revision / 119 Washington Avenue / P. O. Box 638 / Washburn, WI 54891
 - c. email to washburnadmin@cityofwashburn.org. The Plan Commission and / or its designee(s) shall respond to each submission in writing, within 30 days of receipt. The City shall maintain a file of all submissions and responses and a log showing the date of receipt and response.
4. The City is obligated by Wis. Stats. Sec. 66.1001(4)(a) to guarantee wide distribution of proposed, alternative, or amended elements of the Comprehensive Plan revision. Accordingly, the Plan Commission or its designee(s) shall make written plan elements and / or the preliminary draft revised plan, as detailed within this Public Participation Plan, available to the public at the City Administrative Office and the Washburn Public Library and the City's website. Photocopies may be requested as provided under Step 1, above.
 5. Public input received through public meetings and written comments shall be reviewed and considered by the Plan Commission prior to the Committee preparing a "final draft" plan revision.

Comprehensive Plan Revision Step 5: Plan Review and Adoption

GENERAL PUBLIC PARTICIPATION STRATEGY:

In this step, the Plan Commission and citizens review and evaluate the preliminary draft revised plan. The Committee then prepares a final draft for consideration, public comment, and adoption by the City Council.

PARTICIPATION GUIDELINES:

1. The Plan Commission and / or its designee(s) shall build public awareness of the final plan review process. Information may be communicated to City residents through a combination of press releases to local and regional media, public presentations, the City Newsletter, the City website, and [Facebook page](#).
2. The Plan Commission will hold one or more public meetings / open houses to encourage and receive input from the public addressing the Committee's final draft of the Comprehensive Plan Revision.
3. The City is obligated by Wis. Stats. Sec. 66.1001(4)(a) to establish a procedure to receive and respond to written comments and questions from the public. Planning Staff shall implement and publicize the following procedure:

The public shall submit comments / questions in writing to the Plan Commission and / or its designee(s) via:

- a. hand-delivery to the City Office at 119 Washington Avenue / Washburn, WI during normal business hours or utilize the drop box any time
 - b. U.S. postal service addressed to City of Washburn / Comprehensive Plan Revision / 119 Washington Avenue / P. O. Box 638 / Washburn, WI 54891
 - c. email to Washburnadmin@cityofwashburn.org The Plan Commission and / or its designee(s) shall respond to each submission in writing, within 30 days of receipt. The City shall maintain a file of all submissions and responses and a log showing the date of receipt and response.
4. The City is obligated by Wis. Stats. Sec. 66.1001(4)(a) to guarantee wide distribution of proposed, alternative, or amended elements of the Comprehensive Plan. Accordingly, the Plan Commission and / or its designee(s) shall make written plan elements, as detailed within this Public Participation Plan, available to the public at the City Administrative Office, Washburn Public Library, and website. Photocopies may be requested as provided under Step 1, above.

5. Public input received through public meetings and written comments shall be reviewed and considered by the Plan Commission prior to the Committee adopting a final plan revision.
6. The recommended final revised plan will be distributed to all recipients designated by Wis. Stats. Sec. 66.1001(4)(b). Those recipients shall be afforded sufficient time to review the plan and submit comments to the Plan Commission.
7. The Plan Commission must recommend City Council adoption of the revised plan by majority vote of the entire body at an open public meeting.
8. The City Council shall hold at least one public hearing, with Class 1 Notice preceding the hearing, to discuss the Comprehensive Plan revision presented by the Plan Commission and the proposed ordinance necessary to enact the revised Plan into law.
9. The City Council shall consider all input, whether oral testimony or written comments, received at and before the public hearing before adopting the revised Plan. A majority vote of the City Council at a public meeting is necessary to enact the adopting ordinance.
10. The City Council and / or its designee(s) must submit the adopted revised Comprehensive Plan and Ordinance to all recipients designated by Wis. Stats. Sec. 66.1001(4)(b).

Comprehensive Plan Revision Step 6: Plan Implementation

GENERAL PUBLIC PARTICIPATION STRATEGY:

In this step, the City takes all necessary steps to implement the adopted revised comprehensive plan. The City will review and update all land related ordinances and procedures for consistency with the revised Plan. Periodic assessments of the implementation process will be conducted.

PARTICIPATION GUIDELINES:

1. The Plan Commission, or its successor or designee(s), shall hold at least one public meeting every two years, beginning in the first year following adoption of the revised plan by the City Council, to assess the implementation of the Comprehensive Plan. The public shall be encouraged to offer input, both orally and in writing on the successes and shortcomings of the implementation process.

Comprehensive Plan Revision Step 7: Evaluate Planning Process

PARTICIPATION GUIDELINES:

- 1. The Plan Commission and / or its designee(s), shall provide periodic updates on the planning process to the City Council.**