



City of Waupaca

Public Participation Plan

Update of the City's Comprehensive Plan + Zoning Code

The City of Waupaca intends to develop a forward-thinking action-oriented update of the City of Waupaca Year 2030 Comprehensive Plan (Comprehensive Plan), which was originally adopted in 2007. Section 66.1001(4)(a) of Wisconsin Statutes specifically requires the governing body of the local governmental unit to adopt written procedures 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 in the preparation of the comprehensive plan. The written procedures contained within this public participation plan satisfy this requirement.

This public participation program offers citizens, businesses, interest groups and others an opportunity to participate throughout the planning process in a meaningful way to shape the future of the City. This plan will, in part, determine where and how our residents live, work and play, and how they travel from one place to another. The success of the planning effort is largely dependent upon the degree to which the community “buys into” the process by actively contributing to its development and implementation.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all City decision-making processes;
- Provide opportunities to disseminate information about the plan and process to all segments of the City;
- Strengthen the relationships between our decision-makers and citizens; and
- Develop a shared vision for the future of Waupaca

City of Waupaca

Public Participation Opportunities

The City of Waupaca established the following list of public participation methods to engage the community. These techniques are designed to maximize public participation throughout the planning process that will satisfy Wisconsin's Comprehensive Planning Legislation.

1. City of Waupaca Plan Commission Meetings (PC)

The PC will oversee the project, meeting monthly at its regularly scheduled times to review, discuss, and ultimately recommend to Council adoption of the final Comprehensive Plan itself. All PC meetings are open to the public. The meetings will focus on the development of plans, policies, and programs to implement the City's vision.

2. Community Visioning Workshops (2)

Workshop #1, #2: Issues and Opportunities

City staff will facilitate two community workshops to formally introduce the project and provide participants an opportunity to share views in greater detail. The workshops will be conducted in different areas of the City to encourage neighborhood participation. The team will facilitate small groups of participants in discussions concerning issues, opportunities and their vision for the City of Waupaca. Facilitators will employ a SWOT analysis and a nominal group technique to organize and rank issues and opportunities. The results of the exercise will provide the foundation of the development of the project and community goals/objectives.

The first workshop will be combined with the Zoning Code Kick-Off meeting, which will provide an overview of the Zoning Code update process, and include a facilitated discussion of zoning related issues and opportunities led by the City's Zoning consultant.

3. Stakeholder Workshop

A stakeholder workshop will be held in order to explore specific zoning related issues and opportunities. This workshop will be led by the City's Zoning consultant.

4. Online Survey

The purpose of the survey will be to obtain a broad level of citizen input regarding community-wide and downtown issues and opportunities. Content analysis will be conducted to develop key themes based on qualitative feedback.

5. e-Newsletter

City staff will produce four electronic newsletters prepared for distribution to the citizens of Waupaca. Content will include progress of the study and information regarding time, location and topic of public engagement opportunities.

6. Press Releases:

City staff will develop press releases and other public information pieces at key points to facilitate widespread awareness and education of events and overall plan creation progress.

City of Waupaca

7. Project Website + Social Media

The website and social media will be used to communicate project status, post draft work products, and solicit input on alternatives.

8. Formal Plan Updates/Presentations

City staff will provide quarterly updates to the Common Council and monthly updates to Plan Commission during the study process. These meetings are open to the public.

9. Issues and Opportunities – Key Stakeholder Interviews

City staff will solicit recommendations on key issues that should be addressed as part of the Comprehensive Plan Update. Key groups include but are not limited to: Common Council, Plan Commission, other city Boards and commissions. External stakeholders include but are not limited to: Convention and Visitors Bureau, Waupaca Area Chamber of, Waupaca Area School District, Waupaca Downtown Inc., Waupaca Northside Business Association, Realtors Association, and Waupaca Area Community Foundation.

10. Focus Groups

Three focus groups will be conducted as part of the public participation process. These are intended to explore specific issues in depth and the Project Team will design and facilitate the sessions around distinct themes such as transportation, utilities, and community facilities; economic development and intergovernmental cooperation; and housing. Focus groups will comprise a blend of representatives from various interest groups and organizations throughout the City. These might include groups such as:

- Arts + Culture Network
- County + Municipal Public Works Staff
- Chamber of Commerce Members
- School District Board of Directors
- Major Employers + Small Businesses
- Community Development Agencies
- Special Planning Area Residents and Businesses

11. Meeting in a Box

City staff will prepare a stand-alone public input activity called 'Meeting in a Box', which allows individual groups to brainstorm ideas for Waupaca's future. City staff will compile results into the public participation summary document.

12. Draft Plan Open Houses (2)

City staff will facilitate two public open houses during the Comprehensive Plan Update. The Project Team will develop marketing materials for the open house, including a newsletter insert.