

Tonight

1

- Comp Plan Update – Engagement Framework
 - PRINCIPLES
 - PIECES

Comp Plan Update – Engagement Framework

2

□ PRINCIPLES:

- Given short timeline.....staff tried to build an **EFFICIENT, COMPREHENSIVE, and INCLUSIVE** engagement framework.

Comp Plan Update – Engagement Framework

3

■ PIECES:

1. **Public survey** – September-October 2019
2. **“Neighborhoods”/district public meetings (5)**
– October 2019
3. **City Committee meetings** (Number TBD) –
September-December 2019
4. **City-wide public meeting (1)** – November 2019

(1. – 4. proposed and subject to change)

Public Survey

4

□ Format

- Electronic and hard-copy
- English and Spanish

□ Design and Content

- Succinct but effective
- Two components: General and Development Visual Preferences

□ Distribution

- **City-wide postcard mailer**, newspaper, FACTv, public meetings, “boots on the ground”, neighborhood associations, City website/social media, and City committee meetings

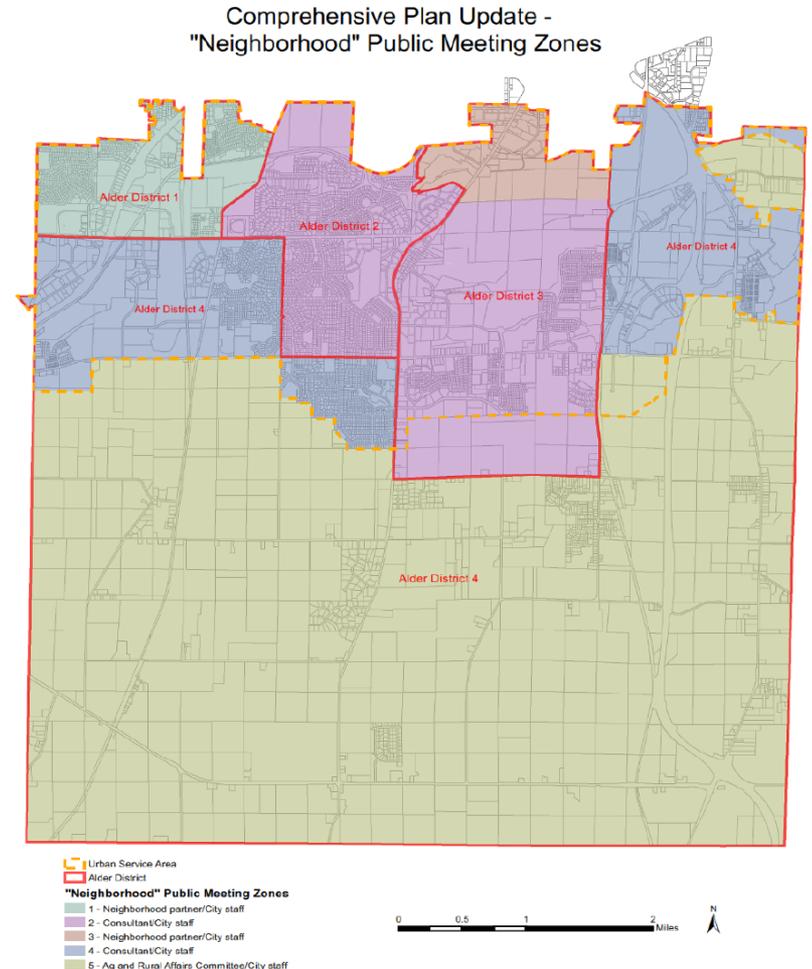
□ Timeline

- Open/close: Mid September to mid October
- Staff analysis and incorporation in to Comp Plan draft: November/December

“Neighborhoods”/District Public Meetings

5

- 5 meetings strategically located throughout the City...reflecting alder districts and City population demographics, issues of interest, etc.
- Meetings co-led by City staff and neighborhood partners or planning consultants
- Format and content TBD
- Confirm meeting dates/locations with alders....to be scheduled in October.



City Committee Meetings

6

- Offer by Planning Dept. staff to meet with various City Committees/staff, at their regularly scheduled meetings, to discuss Comp Plan update
- Meetings to be held in September-December

City-Wide Public Meeting

7

- Culmination of all previous engagement efforts
- Presentation of draft....Open House format
- Meeting to be held in November

Discussion



MEMORANDUM

**City of Fitchburg
Planning and Zoning Department**

TO: Plan Commission
FROM: Wade Thompson, Community Development Planner and Sonja Kruesel, City Planner/Zoning Administrator
DATE: August 16, 2019
SUBJECT: **2019-2020 Comprehensive Plan Update – Further Detail on Citizen Participation Plan**

The following further details likely major components of the City of Fitchburg’s Citizen Participation Plan for the 2019-2020 Comprehensive Plan Update, as adopted by the Common Council on July 23, 2019.

These major components (proposed and subject to change) are identified as follows:

1. **Public survey** – September-October 2019
2. **“Neighborhoods”/district public meetings (5)** – October 2019
3. **City Committee meetings** (Number TBD) – September-December 2019
4. **City-wide public meeting (1)** – November 2019

The following provides further detail on these components:

PUBLIC SURVEY

1. Format
 - Digital (POLCO software purchased by City) and hard-copy
2. Design and Content
 - **Succinct and efficient** to maximize participation and usefulness of responses, to include themes, visual preference questions, and a general “message/comment board”
 - Two components – General and Visual Preference (see draft surveys on pages 4 - 25 of this memo)
3. Distribution
 - City-wide postcard mailer, newspaper, FACTv, public meetings, “boots on the ground”, neighborhood associations, City website/social media, and City committee meetings

4. Timeline

- Open survey – Early/mid September 2019
 - Close survey – Early/mid October 2019
 - Staff analysis – November-December 2019
 - Staff analysis incorporated into comp plan draft – November-December 2019
-

NEIGHBORHOOD/DISTRICT PUBLIC MEETINGS (5)

Staff will coordinate 5 public meetings strategically located in various geographic areas of the City, to better address and gather feedback on specific issues relevant to these diverse neighborhoods/districts (see map on page 3 of this memo). In the City's northern tier, staff will likely coordinate with neighborhood program/service providers to facilitate these meetings. In the City's "middle tier", staff will potentially hire a community planning consultant to facilitate these meetings, using monies allocated by the City for these purposes. In the City's southern agriculture tier, staff will likely coordinate with the City's Agriculture and Rural Affairs Committee to facilitate these meetings.

Staff will confirm meeting locations and dates/times with alders, coordinate with potential meeting facilitators, and schedule and notice these meetings over the next month. Meetings will be noticed in a manner similar to distribution of the Public Survey, as identified on the previous page.

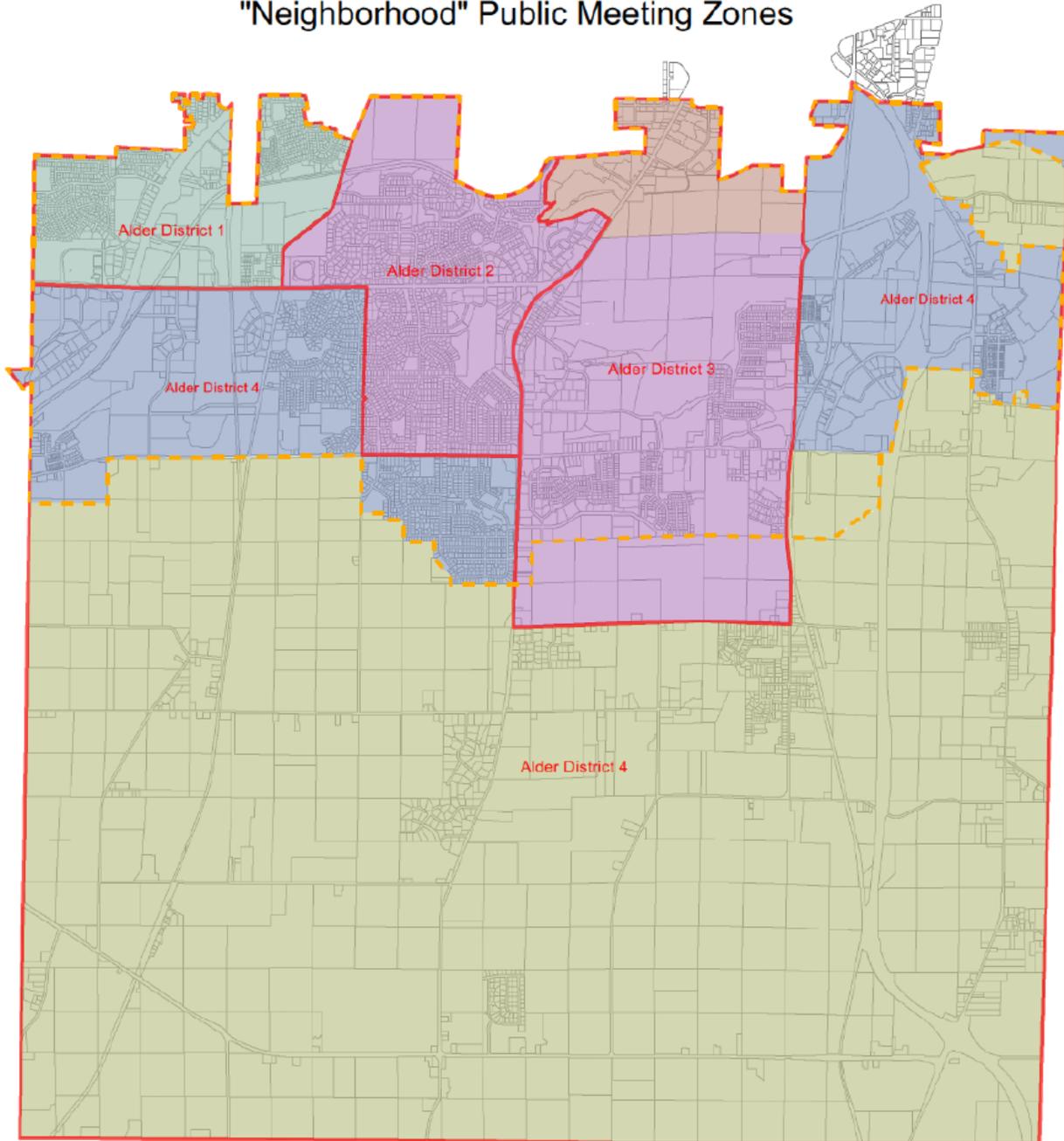
CITY COMMITTEE MEETINGS (Number TBD)

Staff will present an overview of the Comp Plan update, and gather feedback on desired elements of said update, from various interested City Committees, at their regularly scheduled meetings. Staff will identify interested Committees over the next month, based on discussions with staff contacts for these Committees.

CITY-WIDE PUBLIC MEETING (1)

Staff will coordinate and potentially hire a community planning consultant to facilitate one City-wide public meeting, to present feedback collected via the public survey, neighborhood public meetings, and City Committee meetings. Staff will also gather new feedback from meeting attendees. Staff will begin coordinating this meeting in September 2019. This meeting will be noticed in a manner similar to distribution of the Public Survey, as identified on the previous page.

Comprehensive Plan Update - "Neighborhood" Public Meeting Zones



-  Urban Service Area
-  Alder District
- "Neighborhood" Public Meeting Zones**
-  1 - Neighborhood partner/City staff
-  2 - Consultant/City staff
-  3 - Neighborhood partner/City staff
-  4 - Consultant/City staff
-  5 - Ag and Rural Affairs Committee/City staff

