

Memorandum

To: Plan Commission
From: Katherine Holt – Community Development Specialist
Date: December 31, 2024
Re: **Comprehensive Plan**

In Wisconsin, municipalities such as the City of Verona are required to have a Comprehensive Plan as required by Wisconsin State Statute 66.1001 to provide a guide for future development. As part of the process of adopting a Comprehensive Plan, the State Statute requires the following for a Public Participation Plan (“PPP”).

“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”.

MKSK, the consultant, met with City Staff and the Comprehensive Plan Task Force (“Task Force”) in November to kick-off the process, tour the City, and gain feedback regarding their draft PPP. The PPP was created initially based on MKSK experiences in other communities on what worked best or didn’t work well. MKSK amended their draft proposal to include comments from City Staff and the Task Force such as how to engage different age brackets in the City and people who may or may not attend events. One comment from both groups is to involve Mara Trusty, Communications

Manager, throughout this process. The goal of the PPP is to keep this high-level with the understanding that the document will be tweaked as items in the PPP are implemented. If a participation proposal does not work well, this may be either removed for future implementation or tweaked to try it again. The PPP was created to be a guide on how to gain input from people within and outside of the existing City of Verona boundary.

Recommendation:

Staff recommend the Plan Commission recommend the Common Council approve the City of Verona Public Participation Plan for the Comprehensive Plan.

PUBLIC PARTICIPATION PLAN

Draft Date: December 17, 2024

The community engagement process will include a mix of digital engagement, in-person events, task force meetings, technical advisory committee meetings, and stakeholder meetings. The guiding principles for community engagement and outreach are listed below.

1. **Make it Meaningful:** Engagement is a primary input for plan recommendations. The public engagement strategy and schedule is geared to be deliberate, inclusive, and align with the overall schedule to directly inform the recommendations in the plan.
 2. **Diverse Public Touchpoints:** Public engagement is not a one-size-fits-all approach. The project team recommends a variety of engagement events, times, and locations. Along with supplementary digital engagement, this more varied approach will create more opportunities for residents to engage with the planning process.
 3. **Go to the Experts:** Key city staff and stakeholders throughout the planning process will provide local perspective and guidance. The project team will work with the City to identify the key groups, community leaders, and knowledge holders who will help fill in advisory and knowledge gaps.
 4. **Keep it Simple:** Comprehensive planning is complex, but communications don't need to be. The project team will use simple and direct communication strategies to educate the public on the impact, outcomes, and process for the comprehensive plan.
-

What is the timeline for engagement?

The team is centering the Community Engagement strategy around 2 primary phases of work:

- **Listen.™ .Learn.(through.Spring.868📞)** Listening to community members and knowledge holders across the City, and building a base understanding of the State of the Community.
- **Reveal.™ .Refine.(through.868📞)** Sharing recommendations and testing ideas, and garnering feedback to guide the refinement of recommendations.

How will the public be able to inform the plan?

- Two (2) In-Person Public Open House Events
- Additional in-person Pop-ups to align with community events
- Website, including:
 - Online mapping tool to understand community assets and challenges
 - Two (2) Online Surveys or Questionnaires
 - Public Comment Tool
 - Direct Comment Tool (sends a private message)
 - Public Comment on Draft Plan
- Targeted Stakeholder Group Conversations, see above

How will engagement opportunities be advertised?

- Project Website, which will include the engagement calendar up to date
- Social Media
- Utility Bill Inserts
- Email Lists
- Newsletters
- Posters or postcards that can be put up in public locations and distributed

ENGAGEMENT & EVENTS

Task Force Meetings

The project team will conduct up to four (4) meetings with the task force. The Task Force is intended to provide the highest-level of guidance for the planning team, and to ensure the Comprehensive Plan is aligning with community objectives. Task Force meetings are intended to align with key Phase 1 & 2 deliverables, and to provide guidance in advance of public engagement touchpoints.

- Task Force Meeting #1 – Kickoff
 - Date: 11/19/2024
 - Meeting Location: In-Person
 - Content:
 - Planning Team introductions and process
 - Community engagement approach
 - Activities to identify objectives, risks, and opportunities
- Task Force Meeting #2 – State of the Community Draft
 - Proposed Date: Spring 2025
 - Meeting Location: TBD
 - Content:
 - Summary of Phase 1 analysis
 - Community engagement and stakeholder summary
- Task Force Meeting #3 – Draft Recommendations/Strategies
 - Proposed Date: Summer 2025
 - Meeting Location: TBD
 - Content:
 - Sharing of draft strategies and recommendations
 - Activities to assess tradeoffs
- Task Force Meeting #4 – Draft Comprehensive Plan
 - Proposed Date: Fall 2025
 - Meeting Location: TBD
 - Content:
 - Draft Plan

Technical Advisory Committee Meetings

The project team will conduct up to four (4) meetings with the technical advisory committee. The Technical Advisory Committee is intended to be comprised of department heads and plan implementers. The role of the Technical Advisory Committee is to provide input on core topics within the planning process that require inter-departmental coordination.

- Technical Advisory Committee Meeting #1 – Kickoff
 - Date: 11/19/2024
 - Meeting Location: In-Person
 - Content:
 - Planning Team introductions and process
 - Community engagement approach
 - Activities to understand prior comp plan, community assets, and goals
- Technical Advisory Committee Meetings #2 to 4 – Topics Vary
 - Proposed Date(s): TBD, to align with major deliverables
 - Meeting Type:
 - Topics & Touchpoints:
 - State of the Community Draft
 - Draft Recommendations
 - Draft Plan

Stakeholder Interviews/Focus Groups Meetings

The project team will conduct stakeholder and focus group interviews during Phase 1, with potential follow up interviews early in Phase 2. The interviews will include city staff and local stakeholders, and will address topics within the previous comprehensive plan, current opportunities and challenges, and other relevant topics of conversation.

- Stakeholder Interviews/Focus Groups
 - Proposed Date: TBD, first wave during early 2025
 - Meeting Type: TBD
 - Possible Topics & Subgroups:
 - Adjacent Municipalities, MPO, Town
 - Development Community/Home Builders Association
 - Legacy Small Businesses
 - Large Industrial, Tech, or Manufacturing Businesses
 - Schools & Youth Populations
 - Neighborhood Orgs
 - Trails & Park Advocates
 - Epic
 - Senior Centers/Housing
 - Sustainability Task Force
 - Community Art Organizations

Public Engagement

The project team and city staff will conduct multiple public engagement events to align with two phases of engagement: 1) Listen & Learn and 2) Reveal & Refine.

This plan consists of 2 in-person community open houses to align with the two information gathering phases of the planning process, coupled with a series of focused pop-up events leading up to each workshop to target key community groups. Pop-ups may be staffed by MKSK, City staff, or a combination of both.

- Public Engagement Event #1 – Listen & Learn
 - Proposed Date: Winter/Spring 2025
 - Meeting Type: In-Person
 - Content:
 - Analysis Findings
 - Community Goals
 - Assets & Opportunities Mapping
- Public Engagement Event #2 – Reveal & Refine
 - Proposed Date: Fall 2025
 - Meeting Type: In-Person
 - Content:
 - Reporting of prior Community Engagement
 - Input on recommendations and scenarios
- Pop-ups
 - Proposed Date: TBD, series of pop-ups to lead up to each event
 - Meeting Type: In-Person
 - Content to align with respective Phase
 - Potential Locations (all locations intended to be free):
 - Phase 1 Popups (3 or 4 desired in Jan/Feb/Mar)
 - Determined through discussions with the Task Force and Staff
 - Phase 2 Popups (3 or 4 desired in June/July/Aug)
 - Hometown Days – June, 2025
 - National Night Out – August, 2025
 - Other Potential Events, to name a few
 - Farmers Market
 - Verona Area Community Theater
 - Schools/Box City
 - Live Music Event
 - Library
 - Sporting Events
 - School Events
 - Festivals/Seasonal Markets
 - Food Bank
 - Community Kitchen

Website & Digital Engagement

Digital engagement will be available throughout the public engagement and planning processes. This will allow residents who cannot attend in-person engagement or prefer digital participation to have multiple opportunities to participate in the process and provide feedback. Hosted on the

project website, engagement may include surveys, interactive mapping, and other comment forms as determined by the planning team and city staff.

- Digital Engagement – Website
 - Timeline: ASAP through the length of the planning process
 - Content
 - Plan Description & Timeline
 - Link to interim documents & public drafts
 - Engagement Schedule
 - Surveys & Webmap
 - Surveys & Activities
 - Survey/Questionnaire 1: Through Listen & Learn Phase, may include online mapping activities
 - Survey/Questionnaire 2: Through Draft Plan
 - Open comments: Through entire process
 - Website engagement tools will have moderation features to alert consultant team inappropriate or harassing posts to prevent posting publicly.
- Engagement Graphics
 - MKSK to coordinate with City to develop graphics for social media posts, posters, or postcards, to be distributed in advance of Pop-ups and Community Events, or to draw traffic to the website/survey.

