



Dane County Comprehensive Plan

DRAFT

Housing & Economic Development (HED) Work Group Potential Public Participation Plan

*(Based on the current Dane County Comprehensive Plan's Public Participation Plan
& 10/28/03 HED Work Group discussion on public participation.)*

Purpose of Public Participation in the HED Work Group:

To provide for a process through which Dane County citizens, public officials, and stakeholder groups may participate in the development of goals and objectives as well as plan and policy alternatives recommended by the Housing & Economic Development Work Group.

Increasing Levels of Public Involvement:

1. *Public Awareness* – share information
2. *Public Education* – provide citizens with balanced and objective information
3. *Public Input* – provide citizens with opportunities to inject ideas into the planning process
4. *Public Interaction* – exchange views and ideas as a means of reaching agreement
5. *Public Partnership* – involve citizens in the decision-making process

Objectives of Public Participation in the HED Work Group:

- Encourage an effective mix of participation opportunities that may include public awareness, public education, public input, public interaction, and/or public partnership.
- Encourage participation that represents the diversity of the county.
- Build awareness and support for the Dane County Comprehensive Plan Housing & Economic Development Work Group and the Dane County Comprehensive Plan.

Guiding Principles for Public Participation in the HED Work Group:

1. Public participation efforts will add value to the discussions and recommendations of the Dane County Comprehensive Plan Housing & Economic Development Work Group.

2. Public participation efforts will seek a diversity of citizens and groups, particularly those that are underrepresented in the current Work Group composition.

3. Public participation efforts will help to refine and focus the Dane County Comprehensive Plan's Housing & Economic Development Work Group.

Outreach for Public Participation in the HED Work Group:

In a brainstorming session on 10/28/03, members of the Dane County Comprehensive Plan's Housing & Economic Development Work Group generated the following list of public officials and stakeholder groups it sought to involve (the list is not intended to be exhaustive or exclusive):

- Bankers
- Environmentalists
- Architects
- Planners (Local Gov.)
- Local City, Town, & Village Representatives
- Developers
- Builders
- Community Centers
- Neighborhood Centers
- Unions
- Chambers of Commerce
- Seniors
- Carpenters & Construction Workers – Trades people
- Non-Profit Housing Groups
- Homeless
- Human Service Providers
- Transportation Representatives
- Business Owners (Large & Small)
- Entrepreneurs
- Energy Providers
- Civic Organizations
- Church/Religious Groups
- Youth Groups

Potential Public Participation Tools for the HED Work Group:

(Please refer to the Addendum for a listing of Existing Public Participation Efforts for the Dane County Comprehensive Plan). *This list suggests potential public participation tools is not intended to be exhaustive nor is it intended to be prescriptive. The efforts outlined below may or may not be pursued by the Dane County Comprehensive Plan's Housing and Economic Development Work Group.*

Public Awareness:

- Public Notification
- Press Releases
- Articles (Newsletters, Magazines, List Servs, e.g. various publications)
- Letters to the Editor of Local & State Newspapers
- Recruitment of Identified Citizens, Public Officials & Groups to Work Group Meetings

Public Education:

- Fact Sheets
- Website
- Power Point presentations to Identified Citizens, Public Officials & Groups

Public Input:

- Listening Sessions/Focus Groups
- Survey(s) (phone/mail)

Public Interaction:

- Open House/Workshop

Public Partnership:

- Increased Work Group Advisory Members
- Modification of Discussions & Recommendations Based on Input
- Consensus Decision-Making

HED Work Group Public Participation Requirements:

1) Provide recommendations on public participation to the Steering Committee (See Addendum).

2) Create a draft of 10-12 questions for the HED Work Group by July of 2004 for possible inclusion in a potential countywide survey.

3) Conduct one focus group on housing and economic development issues.

Budget for Public Participation in the HED Work Group:

The Dane County Comprehensive Plan's Steering Committee has secured \$30,000 in funding for to support enhanced public participation in the Dane County Comprehensive Planning process in 2004. The Steering Committee will maintain oversight of this funding and will likely determine a formal mechanism for allocating the distribution of funds. *At present, the Dane County Comprehensive Plan's Housing and Economic Development Work Group has not been allocated funding for public participation efforts.*

ADDENDUM**Existing Dane County Comprehensive Plan Public Participation Efforts:**

Note that public participation enhancements are being discussed by the Dane County Comprehensive Plan's Steering Committee; recommendations from HED Work Group members are welcomed. Please direct comments to daneplan@co.dane.wi.us and/or Michelle St. Clair at stclair@co.dane.wi.us.

Public Awareness:

- Mass Media
- Website
- Major Event Notices
- Public Notification
- News Releases
- Newsletters

Public Education:

- Speakers
- Website

Public Input:

- Quadrant Meetings
- Public Input Forums

Public Interaction:

- List Serv (in construction)
- Work Group Discussions
- Periodic Open House/Workshop

Public Partnership:

- Draft Plan Presented to the Public
- Public Events
- Input Collection Mechanisms
- Modification of Plan Based on Input
- Final Plan Presentation to the Public

Please refer to the Dane County Comprehensive Plan's 2002 Public Participation Plan approved by the Steering Committee and Dane County Board of Supervisors for a description of current public participation efforts. This document may be accessed at:
<http://www.co.dane.wi.us/PLANDEV.ComprehensivePlan/pdf/publicparticipation.pdf>