

# Town of Lincoln

## **COMPREHENSIVE PLANNING PUBLIC PARTICIPATION PLAN**

Prepared by the  
Town of Lincoln Plan Commission

Adopted by the  
Town of Lincoln Town Board  
November 2007

With assistance from:



TOWN OF LINCOLN  
COMPREHENSIVE PLANNING  
PUBLIC PARTICIPATION PLAN

PURPOSE

Public participation is an important component of the comprehensive planning process. The Town of Lincoln Comprehensive Plan is meant to reflect the views and opinions of the residents, which are unlike the views and opinions of other municipalities. This plan is considered a tool that residents can use to guide the direction of the Town in the way that suits them best.

This plan is intended to outline the public participation strategy for the development, evaluation, and eventual adoption of the Town of Lincoln Comprehensive Plan. In accordance with Wisconsin State Statute 66.1001 (4)(a): '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.'

PLAN COMMISSION AND COMMITTEE MEETINGS

The Town Board of the Town of Lincoln has designated the Town of Lincoln Plan Commission to develop and review the comprehensive plan. The Plan Commission will adopt the plan by resolution and petition the Town Board to adopt the plan by ordinance.

All meetings of the Town of Lincoln Plan Commission will be posted in advance and open to the public in accordance with Wisconsin law. The agenda shall provide for comments from the general public. Plan Commission members will ensure that public meetings allow for open discussion on issues concerning the comprehensive plan. To accomplish this, the following steps will be taken:

- The purpose of the meeting as well as items to be addressed will all be posted on each agenda.
- The date and time of meetings will be convenient to allow for maximum public involvement.
- All agendas will be posted 24 hours prior to the meeting outside of the Town Hall.

PUBLIC PARTICIPATION METHODS

Awareness and Education Methods

Public participation methods are designed to increase the public's awareness of planning and participation activities and build their capacity to become further involved.

- Public Notice: the minimum legal requirement necessary to advertise opportunities for public participation. Notice is usually posted in public places and newspapers.
- Displays and exhibits: maps, pictures, and text arranged in a poster style and posted in high traffic public places or during meetings to share information with the general public.
- Direct mail: a method to build awareness by mass mailing written materials. Direct mailings work best when the message is simple and an audience is easily identifiable.
- Community Calendar: a typical calendar filled with important meeting dates, information about the planning process, and pictures or photos submitted by area students and adults.
- Newsletter/Flyer: provides the public with a regular source of information that can be reviewed at their leisure. Newsletters or flyers may be distributed at various planning stages to keep the public informed and educated throughout the planning project.
- Public Education Meeting: incorporate educational programs, such as seminars and presentations or simulations and informal discussions to improve citizens' understanding of a planning issue or task. Public educational meetings build citizens' capacity to participate more effectively.
- Website: the Internet is a tool to share information with the general public and stakeholders. Maps, reports, meeting agendas and minutes, contact information, and many other types of information can be served on the Web. The Internet also supports interactive participation, such as on-line voting, planning chat-rooms, and Internet map serving that can be used to create planning maps at home.
- Media Liaisons: members from the media are invited to participate as non-voting members on area planning committees. This way planning would be consistently and accurately covered in the local newspapers and radio stations.

Input Methods

Methods designed to gather public opinions and expertise.

- Open house: an informal setting using displays, handouts and other materials designed to expose citizens to planning information and ideas. It provides citizens a chance to react and express feedback about planning information in oral or written form.
- Public hearing: the minimum legal requirement for public participation is an official meeting used to present technical information and obtain formal review and approval of proposals. The hearing consists of 1) a summary of why the project is being done, 2) the alternative solutions identified, 3) an assessment of the consequences and impacts of each solution, and 4) reactions to the proposed course of action. An official, permanent record of the public hearing is established.

- Visual preference survey: asks citizens to identify 3-D rendering or actual photographs of design alternatives or landscapes they prefer or find appropriate. This method is used to identify visual preferences common to the community.
- Opinion surveys: questionnaire used to systematically collect data or viewpoints from many people. Data is relatively easy to obtain, but difficult to analyze and interpret. Sample must be chosen carefully to represent appropriate population. Questions should be simple and brief.
- Focus groups: a small group of people (usually 6-12) responsible for identifying issues, concerns, values, beliefs or information related to a particular issue. Participants often are selected based on their knowledge of a particular subject. Focus groups require a skilled facilitator and vocal participants.
- Visioning: citizens are asked to develop a vision that reflects community values and depicts what they want the future to look like using text, speech, images, or a combination.

The Town of Lincoln proposes to implement the following methods of public participation:

1. Plan Commission meetings. The Town of Lincoln Plan Commission will develop the Comprehensive Plan. The Plan Commission may invite key citizens for specific issues and not require them to remain active members throughout the process. The planning consultants, Stevens Engineers, will facilitate the meetings, provide background research, and write the document. The Plan Commission decides what is included in the plan and approves the contents of the final document with ultimate adoption authority lying with the Town Board. All Plan Commission meetings are open to the public.
2. Informational flyer. An informational flyer will be included in the tax statements or other mailings by the Town.
3. Newspaper article. The Town will send a press release to the area newspaper announcing all meetings of the Plan Commission and meetings for public comment. In addition, the Town will periodically send a press release out on the progress of the plan. The local media will be encouraged to attend and report on what takes place during the comprehensive planning process.
4. Local radio station. The Plan Commission will release comprehensive planning information to the local radio station.
5. Display. Comprehensive planning information will be available at the local library for public review and comment.
6. Community calendar. The Plan Commission will release information to the local 'Community Calendar'.
7. Release of a community wide survey. The Town will mail out a survey to all residents and/or property owners in the municipality or a statistically valid sample number of them. Residents and/or property owners will be asked a series of questions to determine their values, preferences, and opinions about the Town of Lincoln. The Plan Commission will consider the survey results to develop the plan.

8. Hosting an open house. In addition to participating in the regular meetings to develop the plan, the public will be invited to attend open houses or public comment meetings at key points in the planning process. At these meetings a brief summary of the plan to date will be given and the public will be given an opportunity to comment on the plan. These meetings may take place at a regular Town Plan Commission or Town Board Meeting.
9. Holding at least one public hearing. A public hearing will be held in accordance with §66.1001(4)(d) prior to the Town Board adopting the Comprehensive Plan.
10. Written comments. The public is invited to provide written comments for the development of the comprehensive plan. The Plan Commission will accept written comments submitted to the Town Clerk. The Clerk will record the transmittal and forward copies of the comments to the Plan Commission for consideration.

PUBLIC ACCESS AND PUBLIC COMMENT ON DRAFT DOCUMENT

Wisconsin's open records law will be complied with in all cases. During the preparation of the comprehensive plan, a copy of the draft plan will be kept on file at the Town Hall and will be available for public inspection during normal office hours. The public is encouraged to submit written comments on the plan or any amendments of the plan. Written comment should be addressed to the Town Clerk who will record the transmittal and forward copies of the comments to the Plan Commission or Town Board for consideration.

The Town Board shall respond to written comments either individually or collectively by type of comments. Town Board responses may be in the form of written or oral communication, or by a written summary of the Town's disposition of the comments in the comprehensive plan.

PLAN COMMISSION ADOPTION OF PLAN BY RESOLUTION

The Town of Lincoln Plan Commission may recommend the adoption or amendment of the comprehensive plan only by the adoption of a resolution by a majority vote of the entire Commission at a regularly scheduled and publicly noticed meeting of the Plan Commission in accordance with § 66.1001 (4)(b). The vote shall be recorded in the official minutes of the Plan Commission. The resolution shall refer to maps and other descriptive materials that relate to one or more elements of the Comprehensive Plan.

DISTRIBUTION OF THE RECOMMENDED AND ADOPTED PLANS

In accordance with § 66.1001 (4), Procedures for Adopting Comprehensive Plans, one copy of the recommended and adopted plan or amendment shall be sent to the following:

- Every governmental body that is located in whole or in part within the boundaries of the local governmental unit;
- Every local governmental unit that is adjacent to the local governmental unit which is the subject of the plan;
- The Wisconsin Land Council;
- The Wisconsin Department of Administration;
- The West Central Wisconsin Regional Planning Commission; and
- The public library that serves the Town of Lincoln.

ADOPTION OF COMPREHENSIVE PLAN BY TOWN BOARD

After adoption of a resolution by the Town of Lincoln Plan Commission, the Town Board will adopt the Comprehensive Plan by ordinance only after holding at least one public hearing at which the ordinance relating to the Comprehensive Plan is discussed. A majority vote of the members-elect is necessary for adoption. The hearing will be preceded by a Class 1 notice under ch. 985 that is published at least 30 days before the hearing is held. The Class 1 notice shall contain at least the following information:

- The date, time, and place of the hearing;
- A summary, which may include a map, of the proposed Comprehensive Plan;
- The name of an individual employed by the Town of Lincoln who may provide additional information regarding the proposed ordinance; and
- Information relating to where and when the proposed comprehensive plan may be inspected before the hearing, and how a copy of the plan may be obtained.

Upon the day of publication of the public hearing notice, copies of the plan will be made available for public review at the nearest local library of the community and at the Lincoln Town Hall. Written comments on the plan from members of the public will be accepted by the Town Board at any time prior to the public hearing and at the public hearing.

ADDITIONAL STEPS FOR PUBLIC PARTICIPATION

The Town of Lincoln reserves the right to execute additional steps, means, or methods in order to gain additional public participation and /or additional understanding of the Comprehensive Plan and the process of its development and adoption. These optional steps may include, but are not limited to, informational memos, postcards, letters, posters, fliers, or website.

STATE STATUTES

Where there is a conflict with these written procedures and provisions of § 66.1001 (4), Procedures for Adopting a Comprehensive Plan, the state statutes shall apply.

AMENDMENTS

The Town Board may amend these procedures.