

Comprehensive Plan STEP 2: Generate Baseline Data and Planning Goals

Step 2 includes the following sub-steps:

- A. Review and analyze information, goals and objectives generated through previous planning efforts
- B. Identify information gaps
- C. Collect new information to address gaps
- D. Re-analyze and re-validate complete information
- E. Generate planning goals and objectives based upon complete information
- F. Evaluate and revise planning goals and objectives

Public Participation Plan for Comprehensive Plan Step 2

General Public Participation Strategy

Public participation efforts during this step will focus on the review and validation of information that had been collected during previous planning efforts, on developing new information to fill gaps, and on developing planning goals and objectives that relate to a shared vision for Dane County. Public participation activities during this step of the planning process will be key in building public support for the plan. These activities will occur throughout 2003.

Public Awareness

Standard public participation tools such as use of mass media, websites and direct mailings may be used to inform the public of specific public participation steps scheduled for this planning step, about gaps for which new information collection efforts will be designed and implemented, about the results of new collection efforts, and about the content and status of emerging planning goals and objectives generated during this step. Concerted efforts will be made by the Comprehensive Planning Staff Team to reach the diverse audiences of the county through multiple media (see appendix 1 for preliminary media listing).

Public Education

Standard public participation tools such as developing a speakers bureau, developing fact sheets and web information, utilizing local cable access TV channels and holding open houses or other public events may be used to accomplish a number of educational objectives during this phase of public participation. These include educating the public about results of previous county-wide surveys and other public opinion tools, reviewing and/or introducing new or particularly relevant planning concepts introduced during this step in the planning process, and interpreting and helping the public better understand technical information and how it relates to planning issues and concerns. The results from previous planning efforts may be posted on the comprehensive planning website, and may be available to the public for on-site inspection at the Dane County Planning & Development Office, the Dane County UW-Extension Office, in all local government offices, and in other places as determined by the Comprehensive Plan Steering Committee.

Public Input

A wide variety of data collection techniques may be used during this step including focus groups, mail and telephone public opinion surveys, visual preference surveys, quadrant meetings (see description below), specially scheduled public forums when key input is needed in the process, visioning sessions, workshops, charettes, and open houses. These techniques may be used to gather data and feedback related to previously generated planning goals and objectives, responses to new or emerging issues/concerns, and developing a vision of what Dane County should look like in the future. These techniques will be employed at all key steps in the planning process and public forums will occur at least twice in 2003 at a central location in the county.

The Comprehensive Planning staff team will schedule, design and conduct quadrant meetings. Quadrant meetings will be scheduled quarterly in 2003 and continue into the planning process. They will be structured around the Dane County Comprehensive Planning Work Groups. There are three groups of five to nine individuals, one member will also serve on the Comprehensive Planning Steering Committee and serve as a liaison and direct communication link. The Work Groups will cover most of the comprehensive planning elements. The three Work Groups include: Natural Resources, Agriculture and Open Spaces; Housing and Economic Development; and Transportation and Utilities. It is recommended that, whenever possible, quadrant meetings incorporate public participation elements (information, education, input, interaction). The main purposes of the quadrant meetings will be to report on progress being made toward the development of the comprehensive plan, facilitate intergovernmental cooperation and consistency, and to provide Work Group issue education and to obtain public input. As a logistical matter, it is recommended that quadrant meetings include the following elements/characteristics:

- a. Facilitation will be provided by staff from the Dane County Planning & Development Office
- b. Representation from the Comprehensive Plan Steering Committee
- c. At least four weeks advance public notice of quadrant meetings will be provided through local media, local government offices, the Dane County Comp Planning Website.
- d. A standard, consistent agenda will generally be used for all meetings. It is recommended that this agenda include planning process and product updates from the Comprehensive Plan Steering Committee and planners (public information), opportunities to introduce new planning concepts and ideas (public education), an opportunity for dialogue between planners and the public (public feedback and interaction).

Public Interaction

Discussion between the public, planners, and Comprehensive Plan Work Group members will occur during quadrant meetings. Such efforts could focus on discussion concerning the validity of previously generated public opinion information; the relationship between baseline information and planning goals and objectives; and to explore more deeply public opinion on issues that surface during the analysis of information, objectives and goals.

Public Partnership

The Comprehensive Plan Steering Committee can pursue a number of activities including reviewing previously collected planning information to determine its validity; designing and employing instruments with which to collect new public opinion information; analyzing new public opinion information and drawing planning conclusions from it; and generating planning goals and objectives based upon a complete review of public opinion and other information.