



## Public Participation Plan Appleton Comprehensive Plan Update

The current City of Appleton Comprehensive Plan was adopted in 2010 and updated in 2017. A comprehensive plan shall be updated no less than once every 10 years per State Statute 66.1001. The City has developed the following public participation plan to inform and engage the public as part of the requirements of the Comprehensive Planning state statutes (Wis. Stat. 66.1001(4)a). The goal of a public participation plan is 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. This is intended to be a general framework for community engagement throughout the process.

### A. ENGAGEMENT STRATEGY

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As a community-driven planning process, engaging stakeholders, residents, and businesses is paramount for the success of the project. There is no one-size-fits-all solution for equitably engaging the diverse voices within a community. A broad range of strategies need to be employed, recognizing that certain stakeholders can be better engaged with certain methods and that these methods may vary at different points in the process.

Successful community engagement hinges on two critical issues: 1) Who needs to be engaged and what is their role in the planning process; 2) Which methods are best suited to engaging each stakeholder? A sustainable community engagement structure is described below.

#### Comprehensive Plan Advisory Group (CPAG)

The project will include multiple meetings with the Advisory Group to review and discuss draft plan content. The Advisory Group is composed of representatives of the primary stakeholder groups found within the City of Appleton. This body will serve as the vetting group that leads the overall direction of the plan. The group will assist in refining and implementation of the public participation plan.

**Goal:** Endorsement of the process; strategic vision; validation of concepts; championing implementation; deputize key representatives to report to their organization and encourage feedback

**Representatives:** Mayor, Common Council, Parks & Recreation Committee, City Plan Commission, Appleton Redevelopment Authority, Lawrence University, Appleton Area School District, Fox Cities Convention & Visitors Bureau, Fox Cities Chamber, Registered Neighborhood, Housing/Builder's Organization, Unhoused Organization, Medical Organization, Faith Based Community, and Marginalized Community

*Methods:* Virtual Meetings (+ in person as noted)

*Touchpoints:*

Kick-off Mtg (in-person)	September 2024
Take/Share Public Survey – Vision	Fall 2024
Plan Audit Review Meetings (3)	October, November, and December 2024
Public Launch Meeting (in-person)	Winter 2025
Draft Plan Review Meetings (3)	Winter 2025
Public Workshop (in-person)	Winter 2025
Take/Share Public Survey – Alternative Review	Winter 2025
Review Draft	Spring 2025
Take/Share Public Survey – Draft	Spring 2025
Support Adoption	Summer 2025

### Subarea Corridors Focus Groups

The Subarea Corridors Focus Groups are comprised of key business and organization leaders in and near each of the Subarea Corridors: S. Oneida St., N. Richmond St./ Northland Ave., and Wisconsin Ave.

*Goal:* Strategic subarea vision; validation of concepts; championing implementation; deputize key representatives to report to their organization and encourage feedback

*Representatives:* *Appleton Redevelopment Authority, Common Council, Business Organization, Real Estate, Businesses, and Property Owners within the subareas*

*Methods:* Virtual Meetings (+ in person as noted)

*Touchpoints:*

Opportunities/Challenges Meeting	Fall/Winter 2024
Take/Share Public Survey – Vision	Fall 2024
Public Launch Meeting (in-person)	Winter 2025
Public Workshop (in-person)	Winter 2025
Take/Share Public Survey	Winter 2025
Alternatives Review	
Review Draft Alternatives	Winter/Spring 2025
Take/Share Public Survey – Draft	Spring 2025
Support Adoption	Summer 2025

### Stakeholders

This Plan is not being produced in a vacuum and needs to build on current and recent efforts. Tapping key stakeholders for their expertise, insight, and strategies for implementation will ensure the broader endorsement of the plan's vision and its successful implementation. Stakeholders will be engaged through periodic engagement, education and outreach to help inform decisions and be advocates for the plan's desired outcomes. These include representatives and leaders from neighborhoods, business

districts, and local institutional anchors. It may also include representatives from nonprofit organizations, agencies, technical experts, and others as necessary. This network of ambassadors can be engaged on a volunteer basis to facilitate grassroots engagement efforts in the community to ensure that all voices, in all corners of the community, can be heard. These stakeholders can be a part of building a broader pipeline for communication. Asking participants to forward announcements or project information throughout their own networks is a key strategy.

*Goal:* To ensure this plan incorporates other plans/initiatives/studies; to build a broad constituency for support; to identify key implementation partners; deputize key stakeholders to report to their organization and gather feedback

*Representatives:* Key agencies/partners; technical topic experts; elected officials

*Methods:* Stakeholder interviews (virtual)  
 Invite to public input sessions  
 City staff to follow up as necessary

*Touchpoints:* Interviews as needed  
 Also invite to Public Workshops and Open Houses

Public

The success of any planning project hinges on effective communication at many levels. The community needs to have clarity about the intended direction and purpose of the plan, upcoming events and have access to key project information and resources to be informed and involved.

*Goal:* To obtain feedback from a wide range of constituents to inform the planning process; to provide opportunities for easy, accessible input; to build a network of interested citizenry to vet plan concepts; to build awareness of the plan

*Comm. Methods:* Press release, social media announcements, public meeting notices, Advisory Group+ Stakeholder Ambassadors to spread the word and encourage participation

*Input Methods:* Website virtual engagement  
 DIY survey kits  
 Public Workshops and Open Houses  
 City Staff pop ups

*Touchpoints:* Website launch and DIY kits/survey      Fall 2025  
 Public Launch Meeting      Winter 2025  
 Public Workshop      Winter 2025  
 Plan draft survey      Spring 2025

### Plan Commission Meetings

City staff will regularly update the Plan Commission. After the recommendation of the draft plan by the Advisory Group, the consultant and staff will present the draft plan to the Plan Commission for review and recommendation to the Common Council.

### Other Standing Committee and Commission Meetings

The planning process will include periodic project updates at standing commissions and committees by CPAG members or City Staff as needed for particular plan elements.

### Municipal and Regional Partner Meetings

The planning process will include meetings facilitated by the City Staff with neighboring municipal and regional partners. These meetings will be with planning staff members to review plan content related to land use and intergovernmental cooperation.

### Common Council Meetings

The planning process shall include a public hearing and adoption of the updated Comprehensive Plan by ordinance by the Common Council.

## **B. PUBLIC METHODS FOR INFORMATION AND PARTICIPATION**

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### Identity & Branding Engagement

Identity and branding is important to convey the character and value of the community, but it is also important for creating identity and clarity around the planning processes itself. A basic brand and identity package for the planning process will benefit the visibility of the project.

### Website

The project website will be the project portal landing page for all information on the project and will have the flexibility to post key documents, resources and announcements. Ideally, the portal provides a method to post announcements and updates that can be shared across social media platforms. Suggested content:

- What is this project?
- Calendar and Upcoming Meetings
- FAQ
- Resources
- Feedback

The website will be built on the City's GIS platform. The consultant will post summaries on the HUB Website and the City to coordinate follow up communications.

### Flyers/Posters

Physical flyers or posters will be used to help reach people that are otherwise relatively hard to reach, such as renters and minority residents. Flyers will be posted in City facilities, and with permission, at churches, community centers, etc.

### Social Media

Announcements regarding project meetings and surveys will be promoted through the City's Facebook. The City will utilize Facebook to post announcements prior to information for the community surveys. Each of the City's shared announcements will include links to the website.

### Print Media

One of the best ways of getting coverage on a project is going directly to the press. Asking to be interviewed by local print, radio and television coverage can increase awareness of the project and drive participation in outreach. It also presents an opportunity to respond to common questions or concerns raised during the planning process in a manner likely to be seen and heard by a broader audience. The City will reach out to the Post-Crescent prior to key project events and milestones to encourage and inform articles about the process.

### DIY Kits/Surveys

The consultant will make paper versions of our input activities available to the public upon request. City to print, assemble, and distribute.

### Invitations to Meetings

The City will coordinate the media channels and stakeholder communications to ensure all appropriate individuals and parties are included within the engagement process.

### Underrepresented Constituents Approach

The City will seek help to identify key constituent groups that are typically underrepresented during the planning process to ensure the City receives an appropriate cross-section of responses.

## **C. PLAN ADOPTION PROCEDURES**

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### Plan Commission

The Plan Commission shall, by majority vote, adopt a resolution recommending that the Common Council pass an ordinance to adopt the Comprehensive Plan (Wis. Stat. 66.1001(4)b).

### Common Council

Prior to adopting the Comprehensive Plan, the Common Council will hold one Public Hearing on the plan. As stated in Wis. Stat. 66.1001(4)d, the hearing must be preceded by a Class 1 notice under ch.985. a minimum of 30 days prior to the hearing. Said notice shall contain at least the following information:

1. The date, time and place of the hearing.
2. 66.1001(4)(d)2. A summary, which may include a map, of the proposed comprehensive plan or amendment to such a plan.
3. 66.1001(4)(d)3. The name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance.

4. 66.1001(4)(d)4. Information relating to where and when the proposed comprehensive plan or amendment to such a plan may be inspected before the hearing, and how a copy of the plan or amendment may be obtained.

#### Public Hearing

At least 30 days before the public hearing is held, the City shall provide written notice to all the following, as stated in Wis. Stat. 66.1001(4)e:

1. An operator who has obtained, or made an application for, a permit that is described under s. 295.12(3)d, within the jurisdiction of the City.
2. A person who has registered a marketable nonmetallic mineral deposit under s. 295.20 within the jurisdiction of the City.
3. Any other property owner or leaseholder who has an interest in property pursuant to which the person may extract nonmetallic mineral resources, if the property owner or leaseholder requests in writing that the City provide the property owner or leaseholder of notice of hearing.
4. Anyone who submitted a request to receive notice of any proposed ordinance that affects the allowable use of property owned by that person.

#### Adoption

The Common Council, by a majority vote of the members-elect, shall enact the ordinance adopting the recommended plan (Wis. Stat. 66.1001(4)c). An electronic copy of the adopted plan and ordinance, or notification on how to view/download a copy of the plan online, will be disseminated as stated in Wis. Stat. 66.1001(4)b, which may include adjacent municipalities, department of administration, etc.