



Ozaukee County: What will we look like in 30 years? A Summary of Public Participation in the Planning Process

“Tell me and I will forget; show me and I may remember; involve me and I will understand”

~Chinese proverb

Public Participation in the Comprehensive Planning Process:

Adoption of a public participation plan is a requirement of the Wisconsin comprehensive planning law. This Fact Sheet summarizes the key public participation events and activities in the Ozaukee County Multi-Jurisdictional Comprehensive Planning Process from January 2003 - August 2007.

Comprehensive Planning Citizen Advisory Committee (CAC):

In 2003, the CAC was formed to guide the preparation of a comprehensive plan for Ozaukee County. This CAC assisted in the development of the public participation plan, reviewed draft plan chapters, gathered public comment and provided input to the Ozaukee County Comprehensive Planning Board, who will recommend a Comprehensive Plan to the Ozaukee County Board in 2008.

The CAC is made up of 15 Ozaukee County citizen representatives appointed by the Ozaukee County Comprehensive Planning Board and 17 community representatives appointed by each community in Ozaukee County. Since August 2003, the CAC has met over 30 times and has contributed over 2,500 hours of volunteer time to the comprehensive planning process! The CAC also established five work groups that provide additional review and input. The CAC continues to meet and provide valuable input in draft plan chapters and guidance in public participation events.

Public Participation Plan (PPP):

Adopted by the Ozaukee County Board of Supervisors in December 2004, the PPP outlines the multi-year process to obtain citizen input and participation during the comprehensive planning process. Developed by members of the Citizen Advisory Committee, county planning staff, UW-Extension staff and the Southeastern Wisconsin Regional Planning Commission (SEWRPC), the PPP was designed to actively engage Ozaukee County residents, business owners, and interest groups in shaping Ozaukee County’s comprehensive plan.

Countywide Comprehensive Planning Kick-Off Meetings:

In 2005, four countywide comprehensive planning “Kick-off” meetings were conducted at different locations throughout the county. A total of 46 participants gained knowledge of Wisconsin’s comprehensive planning legislation, reviewed the results of the countywide comprehensive planning public opinion survey, and learned how they could participate in the planning process. Participants evaluated the subject matter and presentation as excellent!

A participant commented that the educational material provided “great insight on the future of the county growth.”



Citizen Advisory Committee Participating in a Strengths, Weakness, Opportunities & Threats (SWOT) Exercise



Public Information Meeting in the City of Port Washington

Public Information Meetings:

Between 2005 and 2006, Public Information Meetings were held in each Ozaukee community participating in the comprehensive planning process. Each meeting included “planning 101” curriculum and allowed participants the opportunity to visit four comprehensive planning work stations. Each station covered the nine elements of a comprehensive plan, including base maps and fact sheets with inventory data specific to each community. Participants were then encouraged to leave their written comments on message boards at each workstation. These written comments were then utilized in the development of vision statements for each community.

A total of 210 participants attended fourteen local public information meetings. Overall, participants evaluated these meetings as excellent (a 4.3 on a 5-point scale).

One participant commented “Very interesting and well done.”

Comprehensive Planning Web Page:

In 2002, an Ozaukee County web page was launched to inform citizens about comprehensive planning, the County’s multi-jurisdictional planning process, how to become involved in this process and how to make public comments. Over time, all documents and resources related to the planning process have been added to the site and it has become a valuable resource for community leaders, county officials, citizen advisory committee members and local government staff. Since 2002, there have been over 7,500 “visits” to the Comprehensive Planning Web Page.

Visit us on the web at www.co.ozaukee.wi.us/smartgrowth

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Countywide Comprehensive Planning Public Opinion Survey

In March 2005, Ozaukee County contracted with the UW–Milwaukee Center of Urban Initiatives and Research to conduct the County's first countywide comprehensive planning public opinion survey. Over 400 county residents completed a telephone survey, which resulted in a margin of error of +/- 4.83% at a 95% Confidence Level. Survey results highlights include:

Housing

- ◆ 70% responded that they perceived no need for additional luxury single family homes.
- ◆ 41% responded that they perceived a need for a lot more moderately priced single-family homes.

Transportation

- ◆ 54% responded that widening existing streets and highways is a low priority.
- ◆ 69% responded that maintaining existing streets and highways is a high priority.

Natural Resources

- ◆ 74% responded that they support the creation of a County-dedicated fund to buy and preserve natural areas in Ozaukee County.
- ◆ 58% responded that preserving farmland should be a high priority.

Economic Development

- ◆ 73% responded that preserving small town character is a high priority.
- ◆ 53% responded that limiting big-box retail is a high priority.

Full survey results can be found on-line at www.co.ozaukee.wi.us/smartgrowth.

Community Land Use Planning Meetings:

Local government comprehensive plan design workshops were conducted with plan commissions, governing bodies, and/or citizen advisory committees in each participating local government in the summer and fall of 2006. The purpose of these meetings was to discuss local government population projections and develop a vision statement, goals and objectives for the issues and opportunities element of each local government comprehensive plan. Additional workshops were conducted in the spring and summer of 2007 to review existing land uses in their community and assist in the preparation of 2035 planned land use maps for the land use element of local comprehensive plans. In addition, County and SEWRPC staff have attended meetings in several communities to assist with the preparation of various local comprehensive plan elements.

Since July 2004, County and Southeastern Wisconsin Regional Planning Commission (SEWRPC) staff have facilitated approximately 65 local comprehensive planning meetings!



Countywide Comprehensive Planning Design Workshop/Open House:

In May 2006, over 60 county residents participated in a countywide design workshop/open house that presented county inventory data, included thirteen interactive work stations, and gathered public input that was used in the development of County visions, goals and objectives.

The evaluations indicated that participants gained a general knowledge of comprehensive planning (from a 2.9 to a 4.1 on a 5-point scale). Additionally, participants gained a general knowledge of Ozaukee County's Comprehensive Planning process (from a 2.8 to a 3.9 on a 5-point scale). Overall, participants evaluated the workshop/open house as excellent (a 4.5 on a 5-point scale).

One participant commented, "Very good use of communication resources! Very informative, yet not complicated. Good effort."

Ozaukee County Fair:

A comprehensive planning booth was on display in the Commercial Building at the Ozaukee County Fair in 2005 and 2006. This booth was greatly expanded in 2007 and included inventory data maps, fact sheets and draft plan chapters, which were on display for public comment. Staff were present to explain the information, data, maps and answer questions.

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