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LEVEL I SCOPE

Comprehensive Plan Update

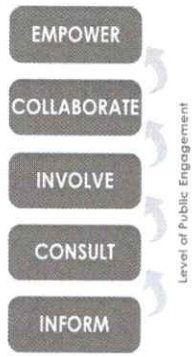
Basic Statutorily Required Updates to the Existing Plan

Goal

Complete a **basic** update to the community's comprehensive plan that fulfills the subject element requirements and complies with the periodic update requirement.

Process Objectives

- Update the comprehensive plan so that it is more flexible and can be used as a strategic guide to maintain focus on priorities and track annual progress.
- Use a ***Consult*** level of public engagement and utilize the Plan Commission to facilitate the planning process. The public engagement process is summarized below and includes up to a total of 7 public meetings or workshops.
  - Kick-off meeting
  - Online community survey
  - Five working committee meetings
  - Public hearing



- Use the existing document as the content template to update with a new structure, narratives, and design.
- Comply with State of Wisconsin requirements for maintaining an up-to-date comprehensive plan.

Plan Content Objectives

- Structure the revised comprehensive plan to make ongoing annual updates easy to do in-house.
- Acknowledge achievements made from the existing plan.
- Revise the comprehensive plan for changes that have occurred in the community since the previous planning effort.
- Adjust maps, tables, and graphs for changes that have occurred in the community since the previous planning effort and add maps and tables that result from the update process.

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Anticipated Project Work Plan

The following section describes the general outline of the planning process. Each stage includes additional steps, and, upon request, we can provide further details and explain them.

1. **Kick-off Meeting – Plan Commission Meeting No 1**
   Meeting with community staff and Plan Commission members to agree upon objectives, activities, data sources, timeline, responsibilities and deliverables. Vierbicher will work with the community to prepare a Public Participation Plan document. This plan will provide details on the community survey and the series of public Plan Commission meetings designed to achieve the community's desired level of public participation. It will also fulfill the requirements for comprehensive plans (such as public notices) under Wisconsin Statutes. This document will be reviewed and recommended at Plan Commission Meeting #1, then submitted to the governing body for formal approval prior to initiating public engagement efforts.

2. **Community Survey**
   Information gleaned from a survey early in the process will usually help establish a baseline perspective of the community's needs and wants for the planning area, identify issues and opportunities and inspire activities that might enhance the planning process. This will also start to identify the primary areas of development and redevelopment focus. The survey will launch after the Plan Commission reviews and approves it at Plan Commission Meeting No 2.

3. **Review of Existing Comprehensive Plan**

   a) **Review Meeting – Plan Commission Meeting No 2**
   Vierbicher will facilitate the first working meeting of the Plan Commission to provide an overview of the planning process and to review and approve the Community Survey. Vierbicher will facilitate discussion on how the community has changed since the previous planning process, enabling the Plan Commission to review a variety of topics including, but not limited to, the strengths, opportunities, and challenges currently facing the community. Additionally, the planning process will utilize the planning triage approach of "Retain, Revise, Remove, or Draft New" for each element (chapter), goal, objective or policy.

   b) **Document Updates**
   Vierbicher will capture the content of the discussion and suggestions for improvements to the comprehensive plan. Vierbicher will then revise the document based on this input and update any necessary data or maps.

4. **Draft Comprehensive Plan**

   a) **Summary of Collective Input**
   Upon completion of the community survey, Vierbicher will summarize all suggestions from the public for consideration by the Plan Commission. Vierbicher will summarize all the issues and opportunities discovered during the public engagement stage into a single document that will become the Issues and Opportunities element of the updated comprehensive plan.

b) **Document Drafting Meetings – Plan Commission Meeting No 3 - 5**
Vierbicher will facilitate three (3) meetings of the Plan Commission. Meetings 3 and 4 will focus on four different elements (chapters) of the comprehensive plan as determined during the kick-off meeting. Meeting 5 will finalize the goals, objectives, and policies in the implementation matrix. Vierbicher will capture the content of the discussion and identified final changes to the comprehensive plan. Vierbicher will then revise the document based on this input and update any necessary data or maps. Prior to each of these meetings, the Plan Commission members are expected to review the relevant comprehensive plan elements and develop discussion notes and individual suggestions for improvements and changes.

5. **Public Presentation – Plan Commission Meeting No 6**
The community will publish required notices and host a public meeting once a draft version of the updated comprehensive plan has been completed by Vierbicher. This meeting will enable the community and Vierbicher to present the suggested comprehensive plan and solicit feedback and additional suggestions for improvement from the public. Vierbicher will meet with the Plan Commission immediately after the public meeting to discuss the final revisions before the public hearing and to consider a resolution recommending adoption of the comprehensive plan by the governing body.

6. **Public Hearing**
Prior to adoption, a public hearing will take place at the end of the planning process where the project team will present the final comprehensive plan. The community will publish required notices and present the proposed updated comprehensive plan to the public and the governing body.

7. **Adoption**
Upon completion of the public hearing, the governing body will formally adopt the final comprehensive plan document by ordinance.

Anticipated Fee

If no major policy changes are proposed for the Plan and only the minimum number of public meetings are held, updating and enhancing the community's comprehensive plan could be completed for an initial estimate of approximately **$20,000-$35,000**[1].

[1] The estimated fee was generated using a summary of past projects. Actual cost proposals would be developed after discussions with municipal staff and/or elected officials.

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LEVEL II SCOPE

Comprehensive Plan Update

Strategic Updates and Revisions to the Existing Plan

Goal

Complete a **strategic** update to the community's comprehensive plan that fulfills the subject element requirements and complies with the periodic update requirement. The process will engage the public to ensure the update is a community-supported vision.

Process Objectives

- Update the comprehensive plan so that it is more flexible and can be used as a strategic guide to maintain focus on priorities and track annual progress.
- Use an ***Involve*** level of public engagement and utilize the Plan Commission to facilitate the planning process. The public engagement process is summarized below and includes up to a total of 8 public meetings or workshops.
  - Kick-off meeting
  - Online community survey
  - One public engagement event
  - Five working committee meetings
  - Public hearing



- Use the existing document as the content template to update with a new structure, narratives, and design.
- Comply with State of Wisconsin requirements for maintaining an up-to-date comprehensive plan.

Plan Content Objectives

- Structure the revised comprehensive plan to make ongoing annual updates easy to do in-house.
- Acknowledge achievements made from the existing plan.
- Revise the comprehensive plan for changes that have occurred in the community since the previous planning effort.
- Adjust maps, tables, and graphs for changes that have occurred in the community since the previous planning effort and add maps and tables that result from the update process.

- Include measurable targets that can be used to evaluate the effectiveness of the comprehensive plan.

Anticipated Project Work Plan

The following section describes the general outline of the planning process. Each stage includes additional steps, and, upon request, we can provide further details and explain them.

1. **Kick-off Meeting – Plan Commission Meeting No 1**

   Meeting with community staff and Plan Commission members to agree upon objectives, activities, data sources, timeline, responsibilities and deliverables. Vierbicher will work with the community to prepare a Public Participation Plan document. This plan will provide details on the community survey, the single public engagement event, and the series of public Plan Commission meetings designed to achieve the community's desired level of public participation. It will also fulfill the requirements for comprehensive plans (such as public notices) under Wisconsin Statutes. This document will be reviewed and recommended at Plan Commission Meeting #1, then submitted to the governing body for formal approval prior to initiating public engagement efforts.

2. **Community Survey**

   Information gleaned from a survey early in the process will usually help establish a baseline perspective of the community's needs and wants for the planning area, identify issues and opportunities and inspire activities that might enhance the planning process. This will also start to identify the primary areas of development and redevelopment focus. The survey will launch after the Plan Commission reviews and approves it at Plan Commission Meeting No 2.

3. **Review of Existing Comprehensive Plan**

   a) **Review Meeting – Plan Commission Meeting No 2**

   Vierbicher will facilitate the first working meeting of the Plan Commission to provide an overview of the planning process and to review and approve the Community Survey. Vierbicher will facilitate discussion on how the community has changed since the previous planning process, enabling the Plan Commission to review a variety of topics including, but not limited to, the strengths, opportunities, and challenges currently facing the community. Additionally, the planning process will utilize the planning triage approach of "Retain, Revise, Remove, or Draft New" for each element (chapter), goal, objective or policy.

4. **Public Engagement Event**

   This public engagement event will enable the community and Vierbicher to present what has changed since the last planning process. The public engagement event enables the project team to solicit feedback on a variety of topics that include, but are not limited to, identifying the strengths, opportunities, and challenges now facing the community. The engagement event will also provide citizens with an opportunity to contribute to the vision for the future of the community through collection of input related to establishing the future vision and overarching goals for each of the required comprehensive plan elements. The public engagement event provides an opportunity for attendees and officials to learn how community residents are thinking about the community, current conditions within the community, and how trends will impact planning for the future.

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5. **Draft Comprehensive Plan Preparation**

   a) **Summary of Collective Input**
   Upon completion of the community survey and public engagement event, Vierbicher will summarize all suggestions from the public for consideration by the Plan Commission. Vierbicher will summarize all the issues and opportunities discovered during the public engagement stage into a single document that will become the Issues and Opportunities element of the updated comprehensive plan.

   b) **Document Drafting Meetings – Plan Commission Meeting No 3 - 5**
   Vierbicher will facilitate three (3) meetings of the Plan Commission. Meetings 3 and 4 will focus on four different elements (chapters) of the comprehensive plan as determined during the kick-off meeting. Meeting 5 will finalize the goals, objectives, and policies in the implementation matrix. Vierbicher will capture the content of the discussion and identified final changes to the comprehensive plan. Vierbicher will then revise the document based on this input and update any necessary data or maps. Prior to each of these meetings, the Plan Commission members are expected to review the relevant comprehensive plan elements and develop discussion notes and individual suggestions for improvements and changes.

6. **Public Presentation – Plan Commission Meeting No 6**
   The community will publish required notices and host a public meeting once a draft version of the updated comprehensive plan has been completed by Vierbicher. This meeting will enable the community and Vierbicher to present the suggested comprehensive plan and solicit feedback and additional suggestions for improvement from the public. Vierbicher will meet with the Plan Commission immediately after the public meeting to discuss the final revisions before the public hearing and to consider a resolution recommending adoption of the comprehensive plan by the governing body.

7. **Public Hearing**
   Prior to adoption, a public hearing will take place at the end of the planning process where the project team will present the final comprehensive plan. The community will publish required notices and present the proposed updated comprehensive plan to the public and the governing body.

8. **Adoption**
   Upon completion of the public hearing, the governing body will formally adopt the final comprehensive plan document by ordinance.

Anticipated Fee

Updating and enhancing the community's comprehensive plan according to this preliminary outline could be completed for an initial estimate of approximately **$40,000-$55,000**[2].

[2] The estimated fee was generated using a summary of past projects. An actual cost proposal would be developed after discussions with municipal staff and/or elected officials.

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LEVEL III SCOPE

Comprehensive Plan Update

Complete Update and Revisions to the Existing Plan

Goal

Undertake a **complete** update to the community's comprehensive plan that fulfills the subject element requirements and complies with the periodic update requirement. The process will engage the public to ensure the update is a community-supported vision.

Process Objectives

- Update the comprehensive plan so that it is more flexible and can be used as a strategic guide to maintain focus on priorities and track annual progress.
- Use the ***Collaborate*** level of public engagement and utilize the Plan Commission to facilitate the planning process. The public engagement process is summarized below and includes up to a total of 9 public meetings or workshops.
  - Kick-off meeting
  - Online community survey
  - One public engagement event
  - One stakeholder focus group
  - Five working committee meetings
  - Public hearing



- Use the existing document as the content template to update with a new structure, narratives, and design.
- Comply with State of Wisconsin requirements for maintaining an up-to-date comprehensive plan.

Plan Content Objectives

- Structure the revised comprehensive plan to make ongoing annual updates easy to do in-house.
- Acknowledge achievements made from the existing plan.
- Revise the comprehensive plan for changes that have occurred in the community since the previous planning effort.
- Adjust maps, tables, and graphs for changes that have occurred in the community since the previous planning effort and add maps and tables that result from the update process.

- Include measurable targets that can be used to evaluate the effectiveness of the comprehensive plan.
- Identify and refine the future growth areas of the community and potentially create concept plans for the growth areas.

Anticipated Project Work Plan

The following section describes the general outline of the planning process. Each stage includes additional steps, and, upon request, we can provide further details and explain them.

1. **Kick-off Meeting – Plan Commission Meeting No 1**
   Meeting with community staff and Plan Commission members to agree upon objectives, activities, data sources, timeline, responsibilities and deliverables. Vierbicher will work with the community to prepare a Public Participation Plan document. This plan will provide details on the community survey, the single public engagement event, the stakeholder focus group, and the series of public Plan Commission meetings designed to achieve the community's desired level of public participation. It will also fulfill the requirements for comprehensive plans (such as public notices) under Wisconsin Statutes. This document will be reviewed and recommended at Plan Commission Meeting #1, then submitted to the governing body for formal approval prior to initiating public engagement efforts.

2. **Community Survey**
   Information gleaned from a survey early in the process will usually help establish a baseline perspective of the community's needs and wants for the planning area, identify issues and opportunities and inspire activities that might enhance the planning process. This will also start to identify the primary areas of development and redevelopment focus. The survey will launch after the Plan Commission reviews and approves it at Plan Commission Meeting No 2.

3. **Review of Existing Comprehensive Plan**

   a) **Review Meeting – Plan Commission Meeting No 2**
   Vierbicher will facilitate the first working meeting of the Plan Commission to provide an overview of the planning process and to review and approve the Community Survey. Vierbicher will facilitate discussion on how the community has changed since the previous planning process, enabling the Plan Commission to review a variety of topics including, but not limited to, the strengths, opportunities, and challenges currently facing the community. Additionally, the planning process will utilize the planning triage approach of "Retain, Revise, Remove, or Draft New" for each element (chapter), goal, objective or policy.

4. Public Engagement Event

This public engagement event will enable the community and Vierbicher to present what has changed since the last planning process. The public engagement event enables the project team to solicit feedback on a variety of topics that include, but are not limited to, identifying the strengths, opportunities, and challenges now facing the community. The engagement event will also provide citizens with an opportunity to contribute to the vision for the future of the community through collection of input related to establishing the future vision and overarching goals for each of the required comprehensive plan elements.

The public engagement event provides an opportunity for attendees and officials to learn how community residents are thinking about the community, current conditions within the community and how trends will impact planning for the future.

5. Stakeholder Focus Group

A variety of stakeholders will be invited to participate in a focus group meeting during the planning process. This meeting will provide an opportunity to validate some of the compiled data and dive deeper into issues and opportunities. Stakeholder participants include municipal staff, Plan Commission, committees of jurisdiction, and external community stakeholders such as business associations, community groups, community residents, tourists/visitors, and surrounding town residents as appropriate. The meeting day on site will consist of two consultants conducting four meetings of 90 minutes each. Municipal staff will be in attendance as appropriate.

6. Draft Comprehensive Plan Preparation

a) Summary of Collective Input

Upon completion of the community survey, public engagement event, and stakeholder focus group, Vierbicher will summarize all suggestions from the public for consideration by the Plan Commission. Vierbicher will summarize all the issues and opportunities discovered during the public engagement stage into a single document that will become the Issues and Opportunities element of the updated comprehensive plan.

b) Document Drafting Meetings – Plan Commission Meeting No 3 - 5

Vierbicher will facilitate three (3) meetings of the Plan Commission. Meetings 3 and 4 will focus on four different elements (chapters) of the comprehensive plan as determined during the kick-off meeting. Meeting 5 will finalize the goals, objectives, and policies in the implementation matrix. Vierbicher will capture the content of the discussion and identified final changes to the comprehensive plan. Vierbicher will then revise the document based on this input and update any necessary data or maps. Prior to each of these meetings, the Plan Commission members are expected to review the relevant comprehensive plan elements and develop discussion notes and individual suggestions for improvements and changes.

7. **Public Presentation – Plan Commission Meeting No 6**
The community will publish required notices and host a public meeting once a draft version of the updated comprehensive plan has been completed by Vierbicher. This meeting will enable the community and Vierbicher to present the suggested comprehensive plan and solicit feedback and additional suggestions for improvement from the public. Vierbicher will meet with the Plan Commission immediately after the public meeting to discuss the final revisions before the public hearing and to consider a resolution recommending adoption of the comprehensive plan by the governing body.

8. **Public Hearing**
Prior to adoption, a public hearing will take place at the end of the planning process where the project team will present the final comprehensive plan. The community will publish required notices and present the proposed updated comprehensive plan to the public and the governing body.

9. **Adoption**
Upon completion of the public hearing, the governing body will formally adopt the final comprehensive plan document by ordinance.

Anticipated Fee

Updating and enhancing the community's comprehensive plan according to this preliminary outline could be completed for an initial estimate of approximately **$60,000-$75,000**[3].

[3] The estimated fee was generated using a summary of past projects. An actual cost proposal would be developed after discussions with municipal staff and/or elected officials.