

American Planners Association - Wisconsin Chapter 2019 Annual Conference

Engagement Process

Change frustration to fantastic results



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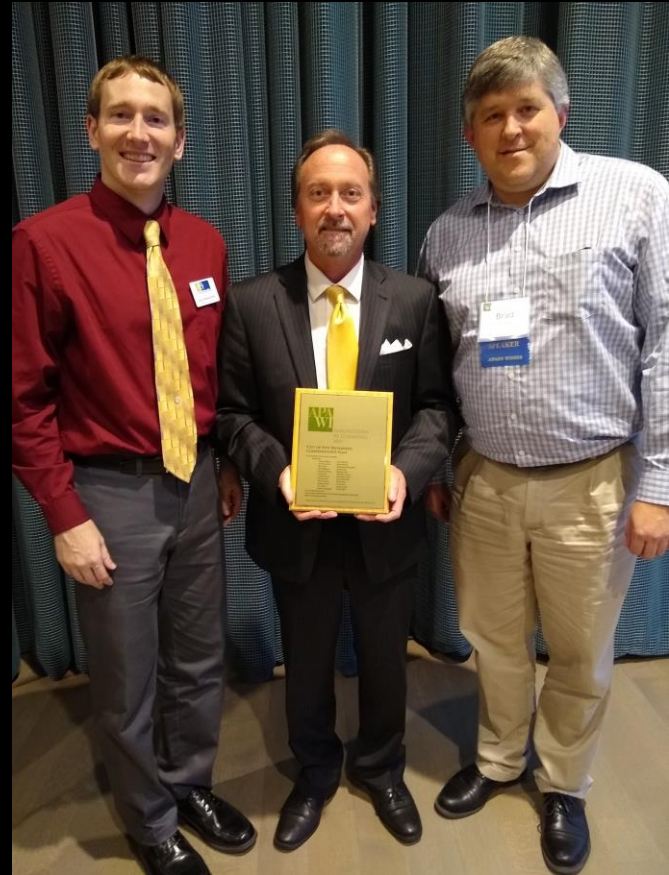


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Thank You APA!

2019

Planning Excellence Award





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Introduction

Presenters

Noah Wiedenfeld

Planning Director, City of New Richmond

Todd Streeter

Principal, Community Collaboration

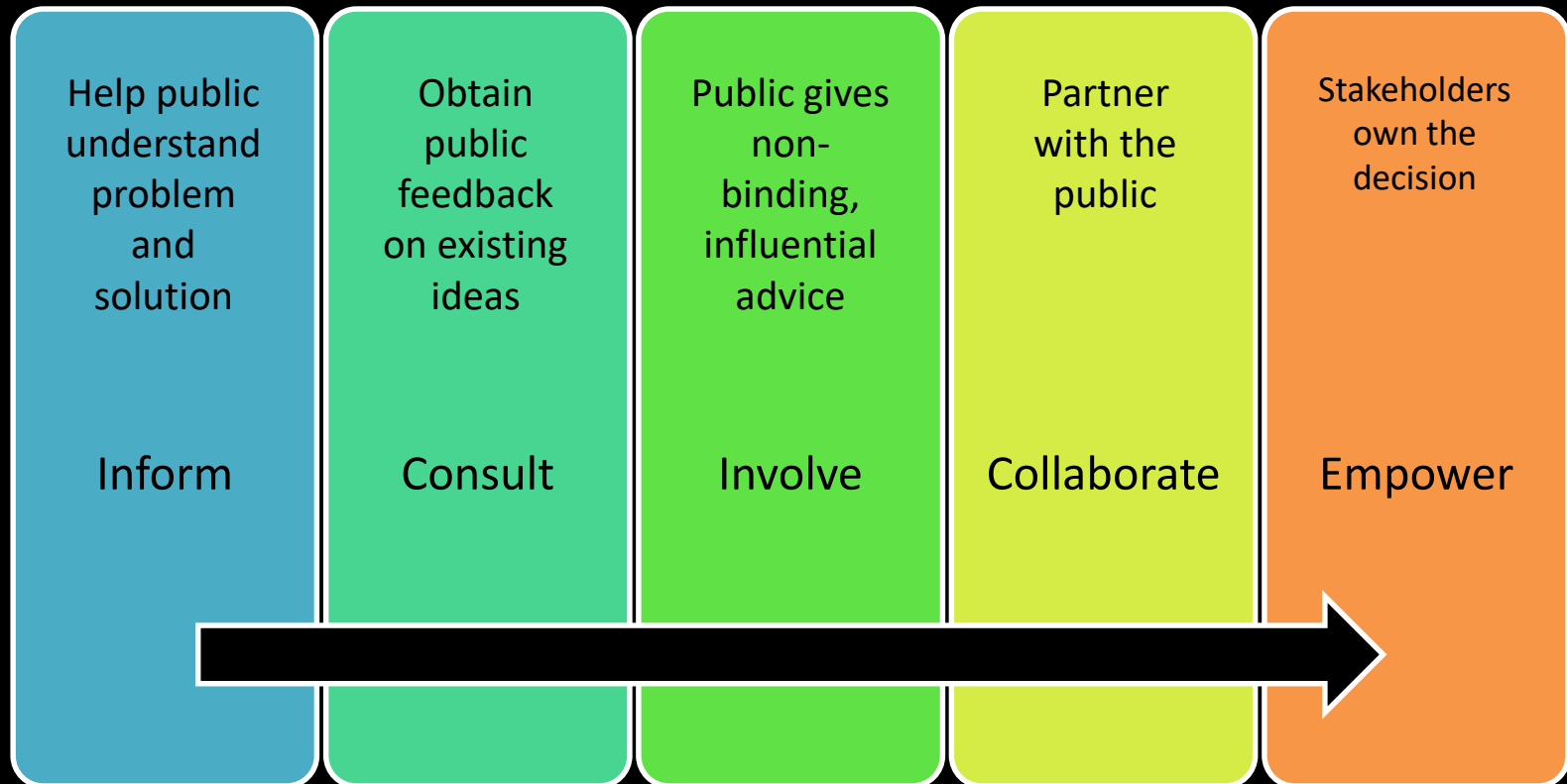
Brad Scheib, AICP

Vice President, Hoisington Koegler Group, Inc



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Public Engagement Spectrum





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Typical Civic – Community Relationship





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Transform to collaborative relationship





Process Timeline

Initial Launch

- Comp Plan planning/bidding/interviewing - 2016
- Hired Firm, started process in early 2017
 - 2 committee meetings took place, results:
 - Consultants talked | citizens listened
 - Lacked community involvement
 - City decided to stop the process
 - Searched for a different process



Process Timeline

Re-Launch - 2017

- Learned of Community Collaboration - April
- Reboot planning / Kick-off event - May – July
- Started committee work - August
- Council presentation & open house - Jan – Feb
- Final CAP recommendations - March
- Final Comp Plan / CAP documents - June
- City Council approval - July



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The New Comp Plan Engagement Approach



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Traditional Engagement Approach



Traditional Engagement Approach

Traditional Method

- Top down (City/Firm driven)
- Advisory group (passive)
- Minimal meetings
- City sponsored open houses
- City/contractor does the work





Community Collaboration



Rarely attended open houses

Lack of community
participation



Fear of predetermined outcome





Traditional Engagement Approach

Deficiencies

- Passive citizen input to process driven by others
- Doesn't attract wide citizen participation
- Can't create mutual understanding and respect
- Fails to establish community buy-in and ownership
- Fails to build collaborative relationships





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New Engagement Approach

Creating Long-term Relationships



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The Working Committee™ Approach

- Community driven
- Committee members do the work:
 - Identify issues and opportunities
 - Research new ideas and solutions
 - Present recommendations to City Council
 - Host community open house
 - Establish Executive Committee





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The Working Committee™ Approach

Realized Benefits

- Establishes “We’re in this together”
- Focuses on the future
- Solution-oriented efforts
- Generates implementation buy-in
- Creates collaborative relationships through new community ownership
- Attracts continued support and local funding



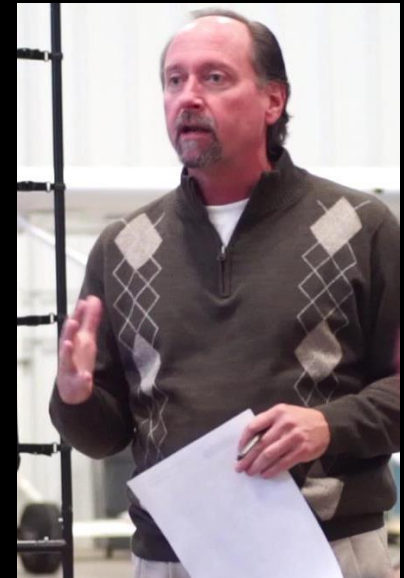


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The Working Committee™ Approach

Hands-Free Process Administration

- Planning, Kick-off & committee formation
- Meeting agendas and summaries
- Committee and City communications
- Meeting facilitation
- Open House and presentation planning
- Media promotion and press releases





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New Richmond

Community Action Plan / Comp Plan





New Comp Plan Engagement Approach

- Change effort to “Community Action Plan” (CAP)
- Goals:
 - Restructure process and document
 - Aggressively promote ongoing activities
 - Make CAP recommendations and Comp Plan marketable





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New Comp Plan Engagement Approach

- Committee Tasks:
 - Research fresh ideas
 - Write Vision and Guiding Principle statements
 - Create CAP recommendations
 - Host community open house
 - Conduct presentations
 - Concepts go in Comp Plan





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New Comp Plan Engagement Approach

Planning Terms

Land Use & Planning
Transportation/ Infrastructure
Parks, Trails and Recreation
Public Facilities & Services
Economic Development
Housing & Neighborhoods
Downtown
Government Committee

Community Assimilation

Creating Community
Community Connectivity
Quality of Life
Community Pride
Economic Prosperity
Diversified Living
Downtown Revitalization
Civic Engagement



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New Comp Plan Engagement Approach

- Meeting locations





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Process Outcomes



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New Comp Plan Engagement Approach

- More than 900 volunteer hours





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New Comp Plan Engagement Approach

- Community open house





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New Comp Plan Engagement Approach

- Presentations
 - Council
 - Organizations
 - State of the City





New Comp Plan Engagement Approach

- Plan incorporates committee's work

infill development of vacant and underutilized sites and
terns within the City limits.

New Richmond's Vision Statement & Guiding Principles

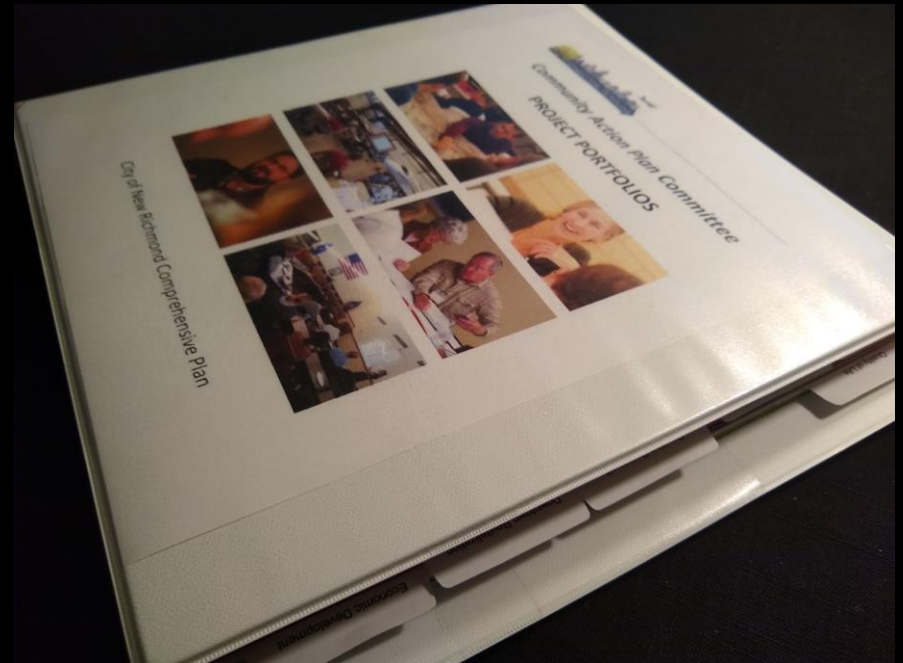
New Richmond's Vision Statement & Guiding Principles were written in a collaborative public process through a Community Action Plan (CAP). It describes how the City of New Richmond looks, feels and functions in the year 2040. The Vision and Guiding Principles helps provide direction for the City and is a step in the process of updating New Richmond's Comprehensive Plan.



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New Comp Plan Engagement Approach

- More than 30 CAP recommendations





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New Comp Plan Engagement Approach

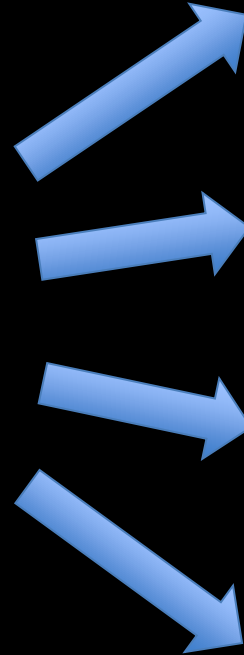
- Envision Brochure





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CAP Outcomes





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2019 WI Projects



"I was excited to see the community involvement with the CAP presentation last evening. After hearing the presentations, I am filled with energy and confidence. It also provides an opportunity for a greater partnership with village members and the sub-committees as we work on a strategic plan."

- Scott W. Hildebrand, Village Administrator





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2019 WI Projects



"The Village of Pleasant Prairie is filled with civic-minded people. I know this because of the fabulous turnout I witnessed as part of the Downtown Village Green Planning Project."

- Dave Klimisch. Trustee #3
Village of Pleasant Prairie Board





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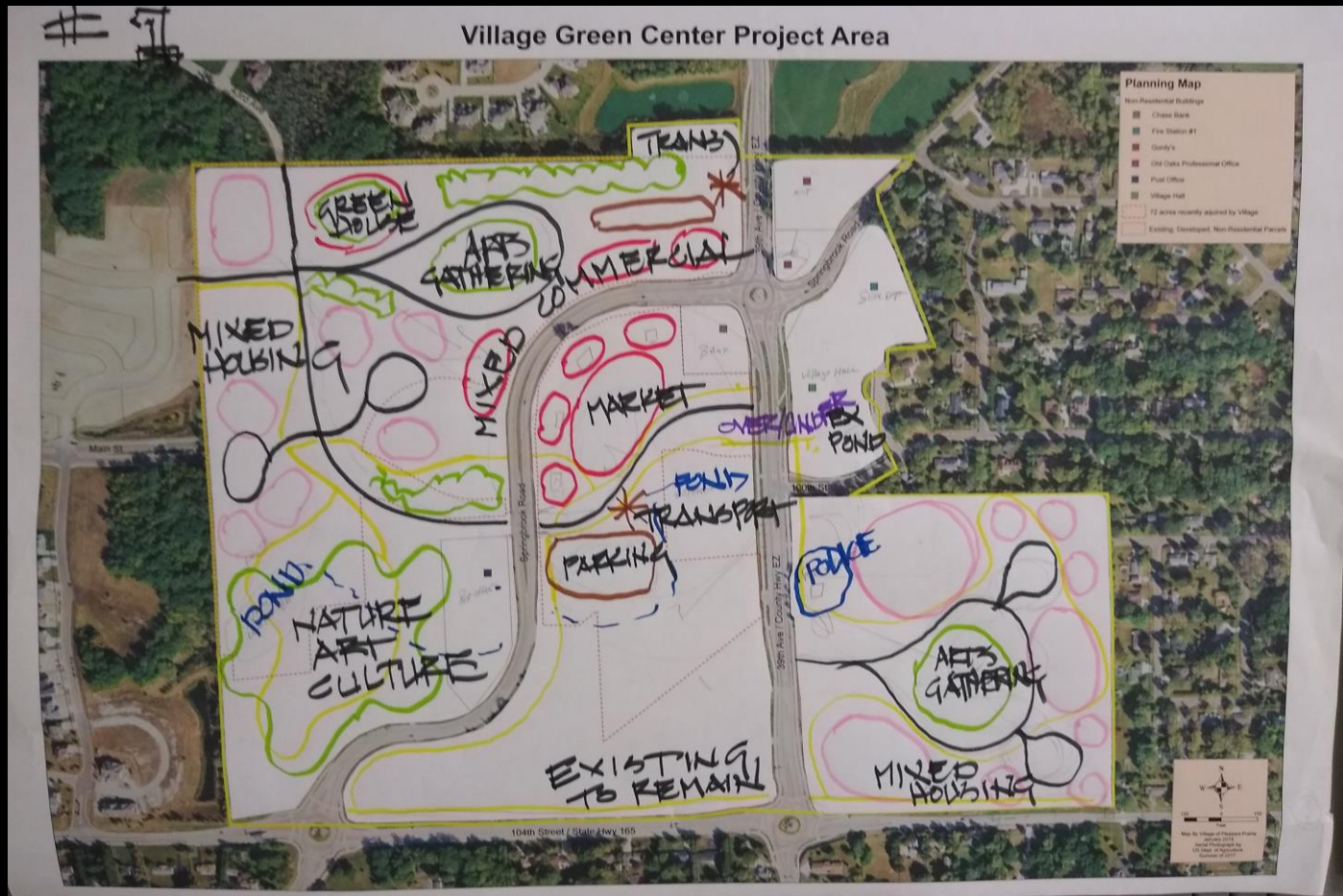
"I appreciate having had the opportunity to participate in the process. It was both professionally and personally rewarding to be part of a truly grassroots community process that was so energetic, creative, and productive."

- Brent McClintock, Chair, Department of Economics. Carthage College





Community Collaboration





Community Collaboration



"It is incredible the way the Community Collaboration method engaged and activated the interest of our community. Citizens were truly empowered to participate and develop a vision for the Village Green Center. I am amazed the creativity and enthusiasm it sparked, and grateful for the relationships the process created."

- Nathan R. Thiel, Village Administrator, MPA, ICMA-CM





Community Collaboration



Cities have the capability of
providing something for everybody,
only because, and only when, they
are created by everybody.

— *Jane Jacobs* —



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Q&A

For more information, contact:



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