TODAY’S OBJECTIVES

- To provide an overview of a general approach to comprehensive planning and the required elements.
- To familiarize participants with the typical steps in a comprehensive plan.
- To share considerations underway with a potential Jefferson County Transportation Plan.
- To provide a forum for discussion and sharing about the status of transportation planning in the six ICC counties.
BACKGROUND ON COMPREHENSIVE PLANNING
CONTEXT FOR TRANSPORTATION PLANNING
The Wisconsin Comprehensive Planning Act of 1999 identified nine required elements in a comprehensive plan.

- **Six Content Elements:**
  - Housing Element
  - Transportation Element
  - Utilities and Community Facilities Element
  - Agricultural, Natural Resources and Cultural Resources Element
  - Economic Development Element
  - Land Use Element

- **Three Step or Process Elements:** Issues and Opportunities, Intergovernmental Cooperation and Implementation Elements
APPROACH TO COMPREHENSIVE PLANNING

Figure A

General approach to comprehensive planning: a proposed road map

The Approach

Step 1: Initial Education and Diagnosis
Step 2: Plan for Planning
Step 3: Background Information and Inventory
Step 4: Trends and Assessment
Step 5: Issue Identification & Visioning
Step 6a: Strategy Formulation and Alternative Response
Step 6b: Strategy Formulation and Select Preferred Alternatives
Step 7: Plan Review and Approval
Step 8: Plan Implementation
Step 9: Plan Monitoring, Reassessment and Amendment Procedure

Definition of Approach: A mode of conduct with a series of steps directed toward achieving desired results.

Generate-Orgnize—Select: A three-step “mini-process” that occurs in many of the steps in the comprehensive planning approach.

Determine how the Smart Growth Law and elements relate to the approach
(See figure B for each step.)

Examples of Plan Product for Each Step See figure B for each step

Source: University of Wisconsin–Extension
Citizen Participation Team/Comprehensive Planning Committee
Facilitated and compiled by Steve Giabow, professor, May 2000
### Figure B—An approach to comprehensive planning:
In context with the Smart Growth Law and plan products—Steps 1, 2 and 3

<table>
<thead>
<tr>
<th>The Approach</th>
<th>Step 1: Initial Education &amp; Diagnoses</th>
<th>Step 2: Plan for planning</th>
<th>Step 3: Background and information inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Discuss the planning in the context of the land use plan.</td>
<td>- Determine the purpose for the effort.</td>
<td>- Documentation of information and data.</td>
<td></td>
</tr>
<tr>
<td>- Develop long-range transportation alternatives.</td>
<td>- Develop the planning manual.</td>
<td>- Documentation of information and data.</td>
<td></td>
</tr>
<tr>
<td>- Access change dynamics.</td>
<td>- Develop the planning manual.</td>
<td>- Documentation of information and data.</td>
<td></td>
</tr>
<tr>
<td>- Develop strategies to meet future needs and objectives.</td>
<td>- Develop the planning manual.</td>
<td>- Documentation of information and data.</td>
<td></td>
</tr>
<tr>
<td>- Develop the plan and associated plans.</td>
<td>- Develop the planning manual.</td>
<td>- Documentation of information and data.</td>
<td></td>
</tr>
<tr>
<td>- Develop a plan approach and process.</td>
<td>- Develop the planning manual.</td>
<td>- Documentation of information and data.</td>
<td></td>
</tr>
<tr>
<td>- Develop a plan approach and process.</td>
<td>- Develop the planning manual.</td>
<td>- Documentation of information and data.</td>
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</tr>
</tbody>
</table>

### Smart Growth Law and Elements (CPRM, 2001)
- A number of smart growth elements are adopted, the most common include:
  - The Smart Growth Law and Elements are designed to:
  - Provide guidance on land use planning.
  - Encourage sustainable growth.
  - Support community development.
  - Promote environmental conservation.
  - Provide for adequate transportation.
  - Support economic development.

### Plan product examples
- Comprehensive planning & citizen participation
  - Comprehensive planning & citizen participation
  - Comprehensive planning & citizen participation
  - Comprehensive planning & citizen participation
  - Comprehensive planning & citizen participation
  - Comprehensive planning & citizen participation

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County Transportation Planning: General Approach and Jefferson County Considerations

University of Wisconsin-Extension
FIRST TWO STEPS OF COMPREHENSIVE PLANNING APPROACH

Step 1 – Initial Education and Diagnosis

Plan Product Examples:
- Educational programs/workshops
- Workshops on community “hopes and concerns”
- Mini-strategic planning workshops
- Background for planning report and newsletter
- General planning capability assessment
Step 2 – Plan for Planning

- Purpose
- Stakeholder Analysis (People to involve and how)
- Steps
- Form and Timing of Reports
- Roles (Consultant, Planning Team, Staff, Citizens)
- Resources
- Boundaries

Plan Product Examples:
- Plan program design workshops
- Plan design report
- Scope of work and deliverables and document
- Profile the planning effort report
- A “Request for Proposal” document
JEFFERSON COUNTY CONSIDERATIONS

- **Resources:** Reference to a report entitled “Draft Plan Consideration and Scope” (An educational piece that is an initial diagnosis and plan for planning document)

- **Initial Needs:** The need for a rigorous transportation plan was identified in the County Comprehensive Plan Update (with Economic Development Emphasis) and County Government Strategic Plan.
PLAN PURPOSE, OWNERSHIP & DURATION

• **Primary Purpose:** To develop a consensus plan (vision and strategies) for the transportation system of Jefferson County and its communities.

• The plan would further refine economic development implementation strategies.

• **Plan Ownership:** County-led process with significant community partnerships.

• **Duration:** Short-term strategy grounded in a longer-term vision.
KEY ISSUES TO BE ADDRESSED & EMPHASIZED IN PLAN:

An initial scoping document identified the immediate need for guidance in:

- **Mobility**: Transit/shared-ride/mobility of people for human service-related and workforce transportation (building on planning for Jefferson and Rock counties done by the Community Transportation Association of America.).

- **Rail**: Emphasis should also be given in freight rail transportation.

- **Technical Highway Updates**: The initial scoping document also speaks to technical updates for highway improvement considerations, airports and State initiatives affecting Jefferson County.

- **Bicycling Affirmation**: Affirmation and advocacy for the County’s innovative leadership in bicycling initiatives should be addressed in the plan.

- **Integration**: Integration with best practices and principles of land use and community placemaking.
OTHER ISSUES:

A workgroup of County and community officials also identified other issues at a transportation dialogue session (7/22/14), including:

• Linkage and improvement opportunities along I-94.
• Longer-range organizational changes such as formalizing/enhancing relationships with regional planning organizations.
• Operational enhancements for funding projects.
• There is an opportunity to coordinate economic development and transportation strategies in a comprehensive approach.
• This plan could be considered a formal Comprehensive Plan Update (required every 10 years)
MEASURES OF EFFECTIVENESS

• Plan provides a clear short and long range vision for a strong overall transportation system for the County and individual communities.

• Plan provides a useful, short-term set of strategies for human service, workforce, education and other mobility needs.

• Plan provides a policy direction for those involved with freight rail enhancements.

• Plan provides the agreed-upon direction for priority actions by the large network that relies on a solid transportation system. (General consensus of plan findings by a broad network of stakeholders.)

• Plan establishes strategy links between economic development and transportation systems (including infrastructure).

• Plan provides recommendations and a path for organizational and operational changes (i.e. possible regional and/or collaborative implementation)
PROCESS LEADERSHIP AND PARTICIPANTS

Plan sponsors:

- Include the Jefferson County Economic Development Consortium (with representatives from the County and its communities), the County Planning and Zoning Committee, Jefferson County Highway Committee, Jefferson County Parks Committee, Jefferson County Human Services Board, local businesses and institutions, Regional Economic Development Partners, Other)
Key County staff representatives:

- Include Jefferson County Administrator, Jefferson County Department Heads and Staff (Economic Development, Planning and Zoning, Human Services, Highways, Other.)
Planning Team:

- Of 12-15 members could comprise the planning team. This could be comprised of county officials, city/village officials, community transportation representatives, business representatives, targeted technical representatives.
PROCESS LEADERSHIP AND PARTICIPANTS - CONTINUED

A core group:

- Of 5 or 6 Steering Committee members could coordinate the process with the consultant/resource experts.
Professional Consultant:

- Professional transportation planning expertise to guide and support the process as well as provide advice on decision-making and feasible strategy development is desirable.
PROCESS STEPS

- **Step 1 Further Diagnosis and Education Phase** - Initial Coordinating Group; Key stakeholders.
- **Step 3 Background Information and Inventory** - Consultants/Resource Experts
- **Step 4 Trends and Assessments** - Consultants/Resource Experts, Steering Committee, Coordinating Committee, Citizens/Public (As Identified in Public Participation Plan)
- **Step 5 Issue Identification and Visioning** - Consultants/Resource Experts, Steering Committee, Coordinating Committee, Citizens/Public (As Identified in Public Participation Plan)
PROCESS STEPS - CONTINUED

- **Step 6 Strategy Formulation and Alternative Response and Select Preferred Alternatives** - Consultants/Resource Experts, Steering Committee, Coordinating Committee, Citizens/Public (As Identified in Public Participation Plan)

- **Step 7 Plan Review and Approval** - Consultants/Resource Experts, Steering Committee, Coordinating Committee, Citizens/Public (As Identified in Public Participation Plan); Identified Formal Review Bodies (Boards, Councils, other)

- **Step 8 Plan Implementation and Other Plan Management** - Relevant Organizations and Community Structures (Guided by Consultants/Resource Experts, Steering Committee, Coordinating Committee)
LOGISTICAL, PRACTICAL, TIMING & COSTS

• **Final Product:** Final reports would include a full planning report and an executive summary. Electronic presentation format with high end graphics for multi-media application.

• **Time and effort of Plan Steering Committee and Coordinating Committee:**
  
  3 hours for 15 meetings/workshops = 45 hours
  
  Coordinating Committee: 2 hours for 15 meetings = 30 hours
  
  This provides a general idea that significant time commitment is required.

• **Expected Process Length:** 18 months estimate.
LOGISTICAL, PRACTICAL, TIMING AND COSTS-CONTINUED

• **Professional Planning/Consultants**: Professional transportation planning expertise to guide and support the process as well as provide advice on decision-making and feasible strategy development is desirable. With strong county and local professional, civic and University support, the technical planning roles of the transportation planning consultant will need to be carefully described in the scope of work and deliverables. The public participation plan will outline the types of engagement methods/techniques to provide necessary input of values, vision and community preferences. Based on experience, there will likely be a strong working relationship between the facilitation roles of consultants and client team.

• **Cost Estimates**: Cost associated with Consultants/Resource Experts is estimated at $50,000 to $100,000 depending on identified scope.

• Considerable in-kind staff time is expected, and there will likely be other communication costs.
SOURCE AND REFERENCES:

• University of Wisconsin-Extension, Cooperative Extension, Training Program on Strategic Planning: Local Government and Community Applications. 2014.


  


Note: This was prepared by Steve Grabow to illustrate key planning considerations needed to design a customized planning process. In practice, key organizational leaders, along with a process facilitator, would be involved in putting together a desired scope of work. SHG 11/10/14