INTRODUCTION AND PURPOSE

Purpose: Achieve broad community participation in updating the Town’s long-range Comprehensive Plan and its vision, goals, and recommendations for action. Promote public awareness of the planning process and of the Comprehensive Plan as the primary policy document that guides Town decision making related to land use, future growth, and preservation.

The Town of Middleton, recognizing the need for comprehensive planning in accordance with the Wisconsin “Comprehensive Planning” legislation, has created a Comprehensive Plan consistent with Wis. Stats. §66.1001. Per the Statutes, the Town will provide updates to its Comprehensive Plan at a minimum of every ten (10) years. The Town Board or its appointed designee administers the Public Participation Plan. In order to facilitate public knowledge and involvement in the Comprehensive Planning process the Town has prepared the following Public Participation Plan.

The plan was prepared in conformance with §66.1001(4)(a) of Wisconsin Statutes which states: “The governing body of a local government unit shall adopt written procedures that are designed 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. The written procedures shall provide for wide distribution of proposed, alternative or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.”

GOALS

The goals of the public participation plan are as follows:

- Provide a range of opportunities and venues for the residents of the Town of Middleton to participate in the Comprehensive Planning Process.
- Meet the standards set forth in §66.1001(4)(a), Wisconsin Statutes.
- Establish a formalized and recorded framework for public participation.
- Respect the time and effort the Town and residents spent crafting the previous plan, including previous comments.
- Work with the Town Board or its appointed designee and the Town Plan Commission to create a thorough plan that can implement the goals and vision of the Town.

ROLES AND RESPONSIBILITIES

1. Town to designate the Plan Commission as the steering committee to guide the Comprehensive Plan Update process.
2. Town Plan Commission to provide guidance and feedback to Vierbicher consultants on the content of the plan.
3. Vierbicher consultant team to prepare and distribute the Community Survey online, and Town to distribute the Community Survey by other means, to solicit feedback on the plan and its goals, objectives, and strategies.
4. Vierbicher consultant team to help facilitate public meetings and activities, and prepare materials, including public notices and news announcements, that will help gather public comments on the plan.
CITIZEN/PUBLIC PARTICIPATION STRATEGY AND METHODS

1. **Timeline** – The project timeline provides an approximate timeframe and a description of the key events and opportunities for public participation. See below.

2. **Community Survey** – Distribute a survey to the public (both online and on paper) to solicit feedback from residents and land owners on what matters most to them. The survey will ask questions about their priorities, concerns, and vision for the future of the Town.
   - **Online survey** – created and maintained by Vierbicher with guidance from the Town, distributed by Town via social media and other outlets (see below), and open for a minimum 60 days.
   - **Paper survey** – same as the online version, but hard copies to be distributed upon request and returned to Town. A PDF of the survey will also be available on the Town website. Town will enter responses into the online survey tool and share responses with Vierbicher for analysis and inclusion in the Comprehensive Plan.

3. **Direct Mail and Town Newsletter** – Use mailings in May to inform the public about the Comprehensive Plan update process, and encourage participation in the Community Survey by everyone in the household, including youth. The Town will conduct the mailings.
   - Mail postcards with Community Survey and Open House information, including the link to the online survey and note about joining the Town listserv, to all landowners and residents

4. **Press Release** – Distribute Community Survey and Open House information in the Middleton Cross Plains Times-Tribune, as well as Middleton HS Newsletter and/or Social Media (if available)

5. **Flyers** – In key public places, as determined by Town, which may include:
   - Town Hall, Middleton and Verona Post Offices, Middleton Public Library, area grocery stores

6. **Community Meetings** – Residents will also have the opportunity to provide input concerning the Plan at regular meetings of the Town Plan Commission and Town Board.
   - At **regular meetings of the Plan Commission**, residents can see the contents of the plan. In June they can hear the initial results of the Community Survey and review draft goals and strategies to be used in the Plan. In August, they can see a presentation of updated data and maps from the plan.
   - A **Public Open House** will be held where residents will have the opportunity to review the Draft Plan and provide feedback. After the Open House is held, the Plan Commission may make a recommendation to the Town Board to approve the updated Plan.
   - In addition to the public input meetings noted above, a required **Public Hearing** will be held at a meeting of the Town Board to review the Draft Comprehensive Plan and provide feedback. After the public hearing has been held, the Town Board may adopt the Comprehensive Plan by ordinance.

7. **Social Media** – Information about the Comprehensive Plan Update and the Community Survey will be shared online by Town representatives to encourage residents and land owners to participate.
NOTICE OF HEARINGS AND THE RECOMMENDED PLAN

Public notice of hearings will be provided as follows:

Per Wis. Stats. §66.1001(4)(d), the required public hearing by the Town Plan Commission must be preceded by a Class 1 notice under Wis. Stats. Chapter 985 that is published at least 30 days before the hearing is held. The political subdivision or regional planning commission may also provide notice of the hearing by any other means it considers appropriate. The Class 1 notice shall contain at least the following information:

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

At least 30 days before the public hearing is held, the Town will provide written notice to all of the following:

1. An operator who has obtained, or made application for a permit that is described under Wis. Stats. §295.12(3)(d).
2. A person who has registered a marketable nonmetallic mineral deposit under § 295.20.
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 local governmental unit provide the property owner or leaseholder notice of the hearing.
4. A political subdivision shall maintain a list of persons who submit a written request to receive notice of any proposed ordinance, for the adoption of a comprehensive plan or amendment that affects the allowable use of the property owned by the person. Written notice and the proposed ordinance shall be provided, either by mail or in any reasonable form that is agreed to by the person and the political subdivision. The political subdivision may charge each person on the list who receives a notice a fee that does not exceed the approximate cost of providing the notice to the person. Additionally, written notice shall be sent to every governmental body that is located in whole or part within the boundaries of the Town of Middleton and the clerk of every local governmental unit that is adjacent to the Town of Middleton.

WRITTEN COMMENTS

Written comments will be collected both electronically and on paper throughout the comprehensive planning process. Written comments should be directed to the Town Clerk via email at info@townofmiddleton.wi.us or via delivering hard copies to 7555 West Old Sauk Road, Verona, WI 53593. Copies of the comments will be routed to the Town of Middleton Plan Commission, Town Board Chair, and project consultant. The Town Clerk will respond to the written comments by acknowledging receipt of the document and that the comments have been shared with those noted above for consideration in the final plan and/or amendment.
RECOMMENDATION AND PLAN ADOPTION PROCEDURES

A draft plan and/or amendments, when complete, shall be available at the Town Hall and at a website location to be provided by the Town and/or Project Consultant.

The Town Plan Commission will adopt a resolution to recommend approval of the draft plan and/or amendment to the Town Board after the public hearing. A public hearing will be held in accordance with Wisconsin Statues §66.1001(4)(d) prior to Town Board approval of the comprehensive plan and/or amendment. Subsequent to the public hearing and on the recommendation from the Plan Commission, the Town Board shall enact an ordinance adopting the Town of Middleton Comprehensive Plan.

Upon adoption of the plan, the Town will provide copies of the recommended plan to the Clerks of all local governments adjacent to the Town (Towns of Springfield, Berry, Cross Plains, Springdale, and Verona; and Cities of Middleton and Madison), as well as Dane County, the Department of Administration, the Capital Area Regional Planning Commission, and the Middleton Public Library.

TIMELINE

MAY – Town Plan Commission Meeting #1 (Kickoff Meeting)
   Community Survey

JUNE – Town Plan Commission Meeting #2
   Public Open House

JULY – Town Plan Commission Meeting #3 (optional)

AUGUST – Town Plan Commission Meeting #4 (Recommend Draft Plan for Approval)

SEPTEMBER – Town Board (Public Hearing and Possible Plan Approval)

(Note: Dates are subject to change as needed at Town’s discretion)