

## University Hill Farms Public Participation Strategy

Planning Stages	<i>Stage 1:</i> <b>Scan</b>	<i>Stage 2:</i> <b>Issue Identification</b>	<i>Stage 3:</i> <b>Policy Development</b>	<i>Stage 4:</i> <b>Plan Development</b>	<i>Stage 5:</i> <b>Plan Review &amp; Approval</b>	<i>Stage 6:</i> <b>Implementation</b>	<i>Stage 7:</i> <b>Monitoring &amp; Assessment</b>
	Compile and analyze conditions and data	Identify key community issues, challenges, opportunities and desires.	Develop vision, goals and measurable objectives.	Develop alternative strategies and select preferred solution	Plan review, adoption and budgetary opportunities.	Prepare action steps and cost estimates for budget cycle.	Monitor progress, advocate.
Public Participation	June-August 2013	June-September 2013	October-November 2013	December 2013-January 2014	January-April 2014	May-August 2014	Ongoing
Awareness (A)	Launch website, build email list, identify key stakeholders (A)  E-notification (A) of meetings and updates.	Info business type card distribution at neighborhood events.  September Issue (A) University Hill Farms Newsletter summarizes plan process and status.  E-notification (A) of meetings and updates.	E-notification (A) of meetings and updates.	December Issue (A) University Hill Farms Newsletter summarizes plan process and status.  E-notification (A) of meetings and updates.	March Issue (A) University Hill Farms Newsletter publicizes plan adoption process.  E-notification (A) of meetings and updates.	E-notification of accomplishments and priorities (final).	
Education (Ed)	Education Circular 1 (Ed) purpose, benefit and outcome of plan.	Education Circular 2 (Ed) current data, future trends and key responses.	Education Circular 3 (Ed) vision, goals and objectives and priorities issues.	Education Circular 4 (Ed) Plan adoption and public input to City boards/commissions.			
Input (I)	Survey (I) Identify citizen-based opportunities, issues and desires.  Exit interviews: Conduct 5-10 minute interview with tenants.	Open House (Ed, I) Provide planning education, review community data, and identify issues, opportunities and desires.  Launch Idea Scale & IdeaShare (A) on project website.  Focus Groups (I) Gather perspectives from seniors, business owners, service providers and Village of Shorewood.  QR chalk board (I) Gather input from residents in Sheboygan Avenue area (tentative).  Landlord/manager Survey (I) identify current/changing tenant profile, future investments and locational assets.  Business survey (I) identify business interest, concerns, and future plans.  City staff survey response of current and future issues and opportunities and proposed capital improvements.	Open House 2 (Ed, I) Present preliminary priorities and recommendation with public comment by station.  City staff (I) review and comment on draft materials.	Open House 3 (Ed, I) Present draft plan with public comment by stations.  City staff (I) review and comment on draft materials.	Post draft plan on website and solicit virtual responses.		

