



CITY OF WAVERLY, IOWA PUBLIC PARTICIPATION SUCCESS STORY

Tuesday, April 5th, 2011
Upper Iowa University
Fayette, Iowa

Brian Schoon, AICP

INRCOG Director of Community Development & Transit

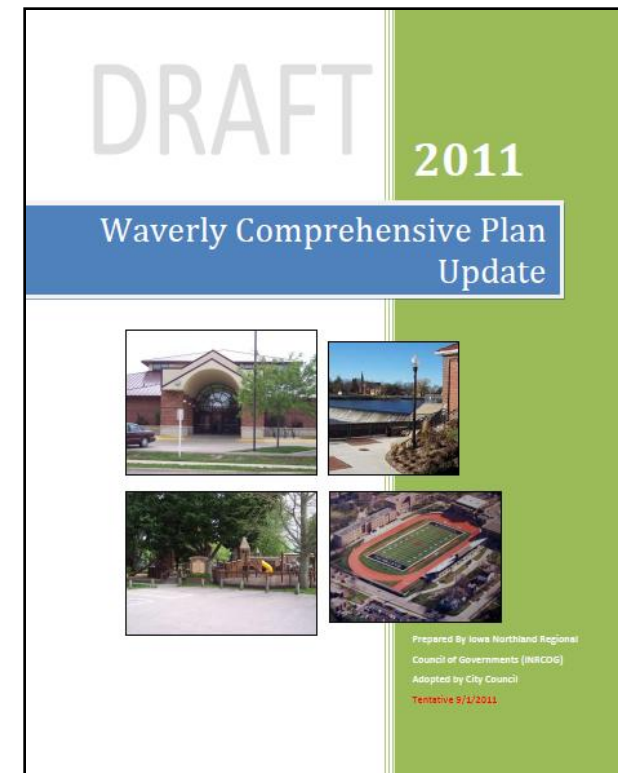
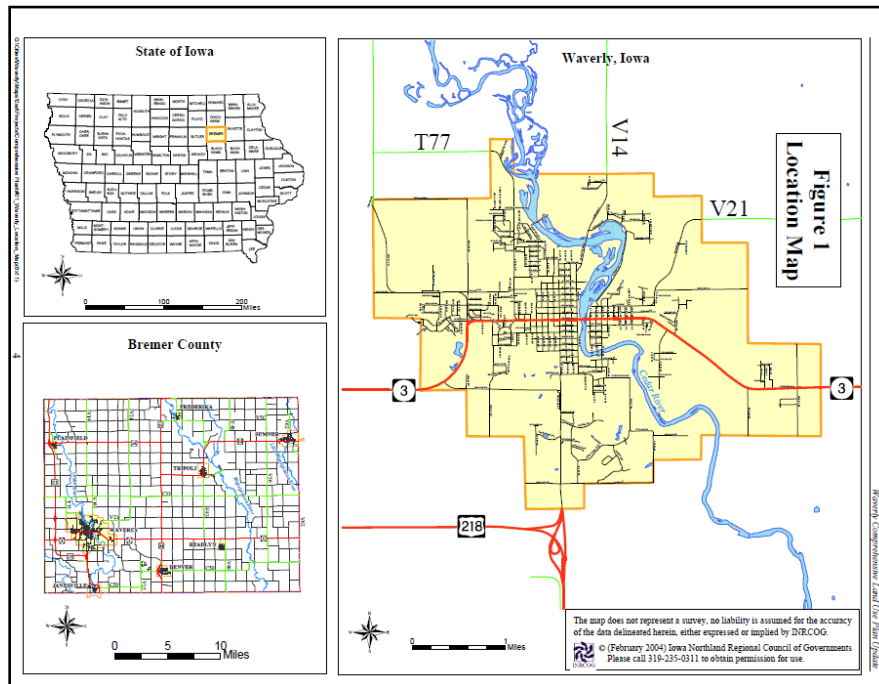
&

Colleen Simmons, AICP

INRCOG Community Planner II

WHAT WAS THE PROJECT?

City of Waverly Comprehensive Plan Update 2010-2011



WHO COORDINATED PUBLIC PARTICIPATION PROCESS?

City of Waverly Planning Department & INRCOG

Development of a Public Involvement Plan (PIP)

CITY OF WAVERLY COMPREHENSIVE PLAN – PUBLIC INVOLVEMENT PLAN



The Iowa Northland Regional Council of Governments (INRCOG) Project Team will work closely with the City of Waverly's Planning and Zoning Division (City) throughout the course of this project. Through planned Task Force meetings and Public Open Houses, we will collaborate with the Task Force members, citizens, local stakeholders, elected officials, and City staff to prepare a Comprehensive Plan Update as described in the City's Request for Proposals and the Iowa's Smart Growth and Sustainable Principles.

To ensure public education and involvement during the comprehensive planning effort, a Public Involvement Plan (PIP) has been developed. The PIP will implement an approach using planning techniques that have proven successful with previous planning projects and strategies applicable to the City and its citizens.

Encouraging active community participation during plan development is a goal of this PIP. A successful PIP will be designed to inform, educate, and engage the public in the development of this Comprehensive Plan Update. The PIP will also adhere to the Iowa's Smart Planning Principles of Collaboration, Efficiency, Transparency, and Consistency. The following outlines specific activities to be undertaken by the Team, as well as by the City.

SURVEY

Launch Date: November 15th Pull Date: Early January 2011

The Project Team will develop a comprehensive survey will be developed to determine the level of satisfaction, concerns and desires from the public. This survey will be available on-line through Survey Monkey for one

APPROACHES & TECHNIQUES

✓ Community Survey

✓ On-line (Survey Monkey) & Hardcopies

1. City of Waverly's 2010 Comprehensive Plan Update

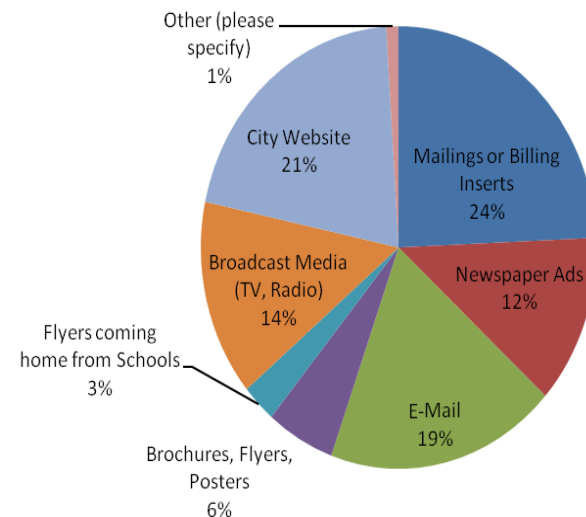
Thank you for taking the time to complete Waverly's 2010 Comprehensive Plan Update survey. Your input is vital to help shape Waverly's future! As the City begins the Comprehensive Plan update, we are interested in the areas that are of most concern to you. Your responses will enable us to begin to prepare a plan for Waverly that meets your needs and desires. Thus, please take approximately 20 minutes to complete the survey. One person per household fill out the survey, but please feel free to consult with all members of your household. Your answers will be completely anonymous, only the final results will be shared with the Planning and Zoning Commission. Again, your input is very important and is greatly appreciated.

In order to progress through this survey, please use the following navigation links:

Click the NEXT button to continue onto the next page
Click the PREVIOUS button to return to previous page
Click the EXIT THE SURVEY button to leave the survey early
Click the SUBMIT button to submit the your answers

If you have any questions, please contact Colleen Simmons, INRCOG Community Development

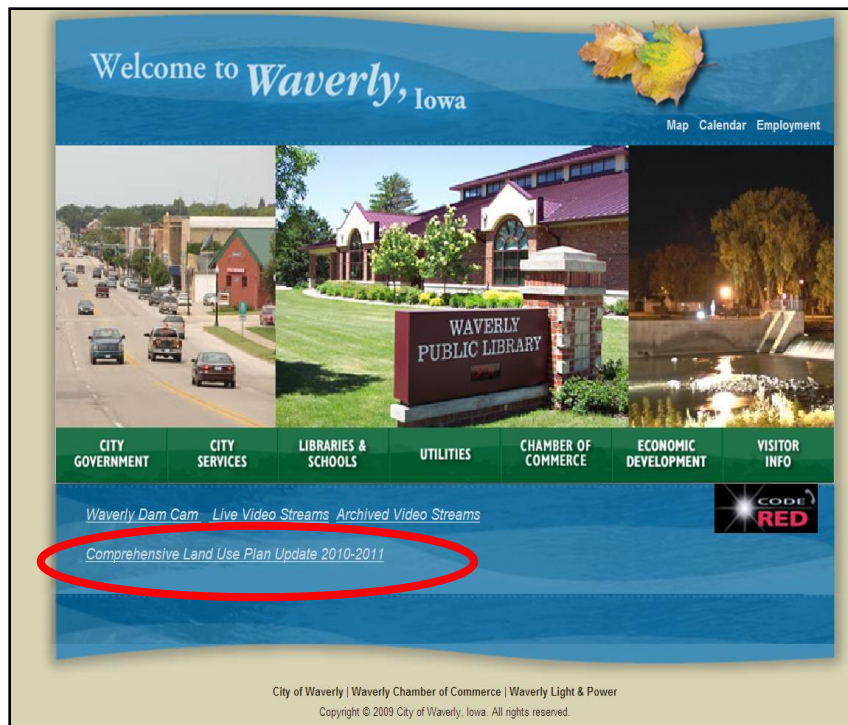
Please indicate which method(s) of communication would be the most effective in keeping you and/or your family informed about city information.



APPROACHES & TECHNIQUES

✓ Website

✓ Waverly's website (<http://waverlyia.com>)



Waverly Comprehensive Land Use Plan 2010 - 2011

Thank you for your time and assistance in planning for Waverly's future!

Waverly Comprehensive Plan Results (posted 2-16-2011)

Task Force Meeting Minutes & Notes Archives:

- Meeting #1 Friday, October 22, 2010
- Meeting #2 Wednesday, November 3, 2010
- Meeting #3 Wednesday, November 17, 2010
- Meeting #4 Wednesday, December 1, 2010
- Meeting #5 Wednesday, December 8, 2010

EPA Smart Growth Final Report 2010
EPA Smart Growth Final Report 2010
Iowa Smart Planning Bill Signed April 26, 2010

APPROACHES & TECHNIQUES

✓ Public Outreach

- ✓ Email Notifications, Press Releases, Flyers, Marketing Business Cards, Newspaper Articles, Newsletters, Civic Group Meetings

**WAVERLY COMPREHENSIVE
PLAN UPDATE 2010**

**We Want Your Input. It Should
Only Take 20 Minutes of Your
Time!**



Please Complete a
Community Survey @

www.waverlyia.com – titled
“Waverly Comprehensive Plan
Survey”

Survey is open
11/15/10 - 1/14/11

THANK YOU!

Contact Ben Kohout, Community Development & Zoning Office for more information at 352-9208 or benk@ci.waverly.ia.us

PRESS RELEASE

EFFECTIVE IMMEDIATELY
November 15, 2010

The City of Waverly has started the process to update its Comprehensive Plan (Plan), with a planning horizon for the next 20 years. The Plan will serve as a visionary and comprehensive, sustainable approach to land use planning that maximizes Waverly's existing infrastructure and

WAVERLY'S COMPREHENSIVE PLAN UPDATE 2010

**YOUR INPUT IS VITAL TO WAVERLY'S FUTURE! 20 MINUTES OF YOUR
TIME IS ALL THAT IS NEEDED!**



HOW: Complete a Community Survey located at www.waverlyia.com – titled “Waverly Comprehensive Plan Survey”

TIME: Survey is available online from November 15th 2010 until January 14th 2011

WHERE: From the convenience of your home, office, or library

FOR: To assist in developing a Plan that is based on your input and desires

Feel free to Contact Ben Kohout, Community Development and Zoning Official for more information in City Hall at: 352-9208 or email to: benk@ci.waverly.ia.us

APPROACHES & TECHNIQUES

Waverly to update land use plan

ANELIA K. DIMITROVA
PHOTO

Following Waverly's land use plan in 1990, Jerelyn and Brent Steere transformed an old farmstead on Cedar Lane into a beautiful acreage.



Volunteer task force to advise city through Dec. 15 on future of public spaces in town

by **CHELSIE LUHRING**
news@waverlynewspapers.com

What is the future of Waverly?

Where will the city allow for business expansion? What about developing the land for more recreational opportunities or housing?

Questions like these will be discussed in great detail

by the city's Comprehensive Land Use task force, said Hank Bagelmann, chairperson of the Planning and Zoning Commission. Bagelmann, now in his second year of a five-year term, said that for at least the past 20 years a volunteer advisory group has guided city planners.

The committee, still in the making, so far consists of around 30 interested residents. They will first meet Friday at the Civic Center from 11 a.m. to 1 p.m. and talk about the logistics of setting aside and expanding land for industrial, commercial and residential projects.

See **PLAN, A8**

Task force gathers data on city's future

Survey will guide vision for Waverly's comprehensive plan

by **ANELIA K. DIMITROVA**
ediorcdt@gmail.com

Which street projects should the city prioritize?

How would you rank the city's efforts in communicat-

ing with you, the citizens?

Are you happy with the state of the emergency services in town?

If you invest 20 minutes of your time to answer these and about 57 other ques-



"This is a great opportunity for people to voice their thoughts on what they hold in high regard."

BEN KOHOUT - WAVERLY PLANNING AND ZONING OFFICIAL

tions included in Waverly's 2010 Comprehensive Plan update, you will not only be

delivering on your citizenship duty, but also ensuring that your voice will be heard

in the city's first online survey, available at www.waverlyia.com.

Your feedback will help guide a task force of city officials, business owners, administrators and other stakeholders in determining the direction in which Waverly should move in the next five years, while keep-

ing 2030 in mind.

You have until Jan. 14 to make your experiences count, as then the survey results on the city's Web site will be tabulated by INRCOG, and presented to the task force and the Planning and Zoning Commission, says

See **CITY, A2**

APPROACHES & TECHNIQUES

✓ Public Open Houses

✓ 1st Meeting held in November

✓ 2nd Meeting
scheduled for
June

✓ Housing Forum

✓ Held in
February

WAVERLY'S COMPREHENSIVE PLAN UPDATE PROJECT TIMELINE													
	Sept. 2010	Oct. 2010	Nov. 2010	Dec. 2010	Jan. 2011	Feb. 2011	Mar. 2011	Apr. 2011	May 2011	June 2011	July 2011	Aug. 2011	Sept. 2011
NOTICE TO PROCEED – AWARD PLAN TO CONSULTANT													
PHASE 1 – PUBLIC INVOLVEMENT & PARTICIPATION													
Task 1.1: Public Involvement Plan Development													
Task 1.2: Project Kick-Off Meeting			10/22/10										
Task 1.3: Task Force Meetings (Assumes 2 Mtgs/Month)		10/22/10		12/1, 12/8 & 12/15									
Task 1.4: Planning & Zoning Commission Meetings (Assumes 1 Mtg/Month)			11/4/10	12/2/10	1/4/11	2/9/11	3/9/11	4/7/11	5/5/11				
Task 1.5: Public Open Houses / Public Meeting			11/1/10							4/14/11		Optional	
Task 1.6: Community Survey			Launch 11/15/10										
Task 1.7: Media & Website													
Task 1.8: Public Outreach													
PHASE 2 – EXISTING CONDITIONS & STATISTICAL PROFILE OF COMMUNITY													
Task 2.1: Data Collection, Research & Inventory													
Task 2.2: Interviews with Local Stakeholders & City Departments													
Task 2.3: Demographic, Sociological & Physical Analysis													
PHASE 3 – DEVELOPMENT OF PLAN COMPONENTS/ ELEMENTS													
Task 3.1: Public Participation Element													
Task 3.2: Issues & Opportunities Element													
Task 3.3: Land Use Element													
Task 3.4: Housing Element													
Task 3.5: Public Infrastructure & Utilities Element													
Task 3.6: Transportation Element													
Task 3.7: Economic Development Element													
Task 3.8: Agricultural & Natural Resources Element													
Task 3.9: Community Facilities Element													
Task 3.10: Community Character Element													
Task 3.11: Hazardous Element													
Task 3.12: Intergovernmental Collaboration Element													
Task 3.13: Implementation Element													
PHASE 4 – PLAN REVIEW & ADOPTION													
Task 4.1: Joint Task Force and Planning & Zoning Commission Review Meeting										4/2/11			
Task 4.2: Necessary Revisions & Modifications to Draft													
Task 4.3: Plan Review by City Council, Economic Development Commission, and Parks & Recreation Commission													
Task 4.4: Necessary Revisions and Modifications to Draft, Round 2 – If Necessary													
Task 4.5: Public Open House/Meeting to Review Recommendations												Optional	
Task 4.6: Planning & Zoning Commission Meeting – Recommendation to Approve												8/14/11	
Task 4.7: City Council Meeting – Approval & Adoption													9/19/11

APPROACHES & TECHNIQUES

✓ Task Force Meetings

- ✓ 6 Meetings held during first 2 months
- ✓ 1 Joint Meeting is planned for June

✓ Planning & Zoning Commission

- ✓ 4 Monthly Meetings held
- ✓ 4 Additional Meetings planned
- ✓ 1 Joint Meeting planned for June
- ✓ Televised

APPROACHES & TECHNIQUES

✓ City Commissions Meetings

- ✓ Economic Development Commission
- ✓ Parks & Recreation Commission
- ✓ Historic Preservation Commission

✓ City Council Meeting & Public Hearing

- ✓ Set for Adoption in September 2011

PARTICIPANTS

- ✓ **228 Citizens took Survey**
- ✓ **25 Citizens attended 1st POH**
- ✓ **Over 40 Stakeholders at Meetings**
 - ✓ Concerned/Interested Citizens, Transit Provider, County Staff, Developers, Realtors, City Staff, Bankers, Economic Development Staff, Historic Preservation, Healthcare/medical, Council Members, College & Schools, Social Services, Industries, Utilities, Civic Groups/Organizations, Nonprofits, USDA/RD, etc.

RESULTS OBTAINED

- ✓ Don't overload citizens and stakeholders
- ✓ Balance of talking and listening is needed
- ✓ Break up large groups into smaller ones
- ✓ Provide comment sheets

EVALUATION OF PROCESS

- ✓ Regular evaluation
- ✓ Understanding each community is different
- ✓ Up front discussion with community to develop best PIP for success

QUESTIONS & ANSWERS?

IOWA NORTHLAND REGIONAL COUNCIL OF GOVERNMENT (INRCOG)

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