

# Chippewa County Comprehensive Plan & Farmland Preservation Plan Update Scope of Work

*timeline updated 1/12/25*

## Project Overview

- This scope of work may be modified by mutual agreement of Chippewa County and the West Central Wisconsin Regional Planning Commission (WCWRPC).
- WCWRPC understands that Chippewa County desires to update the County's Comprehensive Plan adopted in 2010. As necessitated by State statute, the County would also like to incorporate an update to the County Farmland Preservation Plan.
- The following process would result in a comprehensive plan for the County that includes, but not significantly exceeds, the minimum essential requirements of Wis. Stats. §66.1001. The plan will also incorporate the requirement elements for a Farmland Preservation Plan under Wis. Stats. §91.10.
- The plan will ensure that the data, maps, and programs included in the plan are up-to-date and that the vision, goals, objectives, and policies/strategies reflect the current desires and direction of the communities.
- According to State statutes, the Plan Commission is responsible for creating, amending, and updating a community's comprehensive plan. This scope of work assumes that the County's Planning & Zoning (P&Z) Committee will serve as the Comprehensive Plan Oversight Committee.
- WCWRPC will prepare items for meeting agendas along with promotional materials for special gatherings and surveys. The County will be responsible for reserving meeting rooms, posting all agendas, preparing and posting meeting minutes, and assisting with other coordination items that are typical for County meetings. The County will also be responsible for submitting, and cost of, the public hearing notice; WCWRPC will prepare the notice.
- A 16- to 18-month planning process is proposed with an October/November start date.
- In addition to open meetings and one public hearing, as required by WI Statutes, public input will also be obtained through the following methods:
  - Online community/public opinion survey
  - Mailed farmland owner survey
  - City, Village, & Town survey
  - 6 focus groups
  - 6-8 Zoned Town meetings
  - 1 County Towns Association presentation

## **Project Schedule & Approach**

### **Nov-Dec 2024 Pre-Planning Activities:**

#### **Project Kickoff Meeting with County Planner**

- WCWRPC project lead meets with County Planner, or designee(s), to discuss the logistics for meetings, etc.

#### **WCWRPC to prepare County Comprehensive Plan Snapshot & draft Existing Land Use Maps**

- WCWRPC to prepare 2-4 page County Comprehensive Plan fact sheet that includes an overview of comprehensive planning, and the update process, as well as a county profile/data snapshot on important demographics, economics, housing, and land use conditions and trends.
- WCWRPC to prepare draft existing land use maps for Towns within the County. Land Use Maps, existing and future, will not be prepared for Cities and Villages.
- Collect & review existing plans that may be pertinent to the planning effort.

#### **County Planner Homework**

- Review draft Existing Land Use Map and provide edits
- Complete inventory assessment worksheet<sup>1</sup> and provide existing data & maps (or GIS/CAD files)
- Identify any specific partners (e.g. County EDC) that we should engage during the planning process
- Work with WCWRPC to identify initial focus group members
- Provide copy (electronic or hardcopy) of any Town plans, Strategic Plan(s)
- Provide any additional pictures, graphics, maps, studies, or materials that may be helpful

#### **County Board adopts public participation procedures via Resolution**

- WCWRPC provides the County with draft public participation procedures and resolution.

Note: This proposed planning process includes the statutorily-required notifications for all meetings, public hearing, and an online public survey, as means of inviting public participation.

WCWRPC recommends that all meetings (in-person or remote) be open to the public and WCWRPC welcomes public input and participation during these meetings. The methods of public noticing and public participation for these meetings is at the discretion of the County and in accordance with applicable State rules.

### **Jan 2025 MEETING #1- Plan Committee and WCWRPC (2.5 hours)**

- Review "What is a comprehensive plan?", FAQs, the Committee's role, and the project scope
- Discuss key demographic, housing, economic, and land use trends (from fact sheet)
- Issues and opportunities exercise
- Discuss draft questions for community survey

#### **WCWRPC to prepare promotional flyer & survey instruments for public engagement opportunities**

- Prepare promotional flyer for online community survey & farmland owner survey
- If included in scope, prepare promotional flyer for regional public meetings

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<sup>1</sup> The Inventory Assessment Worksheet requests data and information that will be useful to the WCWRPC throughout the planning process, such as identifying existing County plans or ordinances, capacities and needs at County facilities, housing and sanitary permit data, County Capital Improvement Plan(s), and providing specific GIS data as available.

- Jan 2025**      **Chippewa County District Quarterly Towns Association Meeting Presentation and Issues & Opportunities Exercise**
- Attend and present at the Chippewa County District Quarterly Towns Association meeting to provide overview of the comprehensive planning project.
  - Obtain input on issues/opportunities as well as vision for the plan update.
  - Provide copies of promotional flyers and ask for assistance in promoting public engagement.
  - Recruit attendees to join focus groups and participate throughout the planning process.
- Feb-Mar**      **Online Community Survey**
- An online survey will be conducted to get public input on various topics. The survey will be drafted with guidance from the Plan Committee during Meeting #1. Results will be used to inform the focus groups on issues and opportunities to address in the plan.
- Feb-Mar**      **Mailed City, Village, and Town Survey (and Draft Existing Land Use Map for Comment for Towns)**
- A survey (and for towns, draft existing land use map), will be mailed to each City, Village and Town Clerk within the County. It is expected that one survey will be completed per community. City/village surveys will likely differ slightly from town surveys. The survey will help to gather feedback on issues/opportunities related to their specific community along with potential growth areas.
- Feb-Mar**      **Mailed Farmland Owner Survey**
- A hardcopy survey will be mailed to Farmland owners with 30+ acres in unincorporated areas of the County. The survey results will help inform the Farmland Preservation Plan update and other elements of the Plan.
- Apr-May**      **MEETING #2 – Plan Committee and WCWRPC (2.5-3 hours)**
- Review & discuss survey results
  - Visioning exercise
  - Select Focus Group Assignments and coordination
  - Finalize Existing Land Use Map
- May-June**      **Focus Group Meetings (6 focus groups, 2 hours each, 7 meetings total)**
- There will be a total of 6 focus groups:
1. Housing
  2. Water
  3. Economic Development
  4. Agriculture (2 meetings)
  5. Land use regulations
  6. TBD by Plan Committee (informed by survey results)
- Each focus group will meet once to provide direction on the specific topic. The Agricultural Focus Group will be the primary group to guide the update to the Farmland Preservation Plan update and will meet twice: (i) The first meeting will be used to provide Farmland Owner survey results, discuss the Land Evaluation Site Assessment (LESA) model, and obtain feedback/direction on changes to the model. (ii) The second meeting will be used to finalize a recommended farmland preservation map.

- May-June Project Check-In Meeting with County Planner**  
 - WCWRPC project lead meets with County Planner, or designee(s), to check-in on project progress and discuss any project concerns.
- May-June MEETING #3- Plan Committee and WCWRPC (2.5-3 hours)**  
 - Begin review of plan elements – Transportation and Utilities and Community Facilities
- June-July MEETING #4- Plan Committee and WCWRPC (2.5-3 hours)**  
 - Continue review of plan elements – Agricultural, Natural, and Cultural Resources
- July-Aug MEETING #5 – Plan Committee and WCWRPC (2.5-3 hours)**  
 - Continue review of initial draft plan elements – Economic Development & Housing – bring in information from the Housing and Economic Development Focus Groups
- Aug-Sept MEETING #6 – Plan Committee and WCWRPC (2.5-3 hours)**  
 - Discuss Intergovernmental Cooperation element  
 - Continue review of plan elements – Land Use Meeting 1  
 - Identify and discuss any special growth areas  
 - Discuss Preferred Future Land Use Map
- Aug-Oct 1-on-1 Meetings with Zoned Towns**  
 - Meet with each Zoned Town, and any Town in the County considering zoning, to discuss the following:
  - Land Use Trends & survey results for their community (general public, farmland owners)
  - Draft Plan Recommendations
  - Draft Preferred Future Land Use Map
 - Mail draft plan recommendations and preferred future land use map to unzoned Towns with opportunity for review and comment
- Sept-Oct Project Check-In Meeting with County Planner**  
 - WCWRPC project lead meets with County Planner, or designee, to discuss check-in on project progress and discuss any project concerns.
- Sept-Oct WCWRPC will complete the working draft Plan**  
 - The working draft will not be 100% complete and may include some remaining discussion items.  
 - The working draft will be distributed to the Plan Committee.  
 - The Plan Committee will be asked to review the draft plan and come prepared to discuss at Meeting 8.
- Oct-Nov MEETING #7 – Plan Committee and WCWRPC (2.5-3 hours)**  
 - Provide information from meetings with Zoned Towns  
 - Review and discuss comments received at the Open House (if included in scope)  
 - Discuss Implementation Element  
 - Review the draft plan and address any remaining questions  
 - The Plan Committee may meet additional times without WCWRPC to discuss the working draft plan
- Nov-Dec Public Hearing Draft Plan Completed & Distributed**  
 - WCWRPC provides County Planning Staff with Public Hearing Draft Plan and draft adopting documents (Resolution and Ordinance).  
 - County may conduct additional review of the draft and request changes from WCWRPC.

- County Planning Staff to distribute the Public Hearing Draft Plan to the Plan Committee, County Board, library, and any other designated locations.
- County Planning Staff will also ensure a copy of the Public Hearing Draft Plan is available at the County Planning Offices for review during regular office hours and on the County website.

**Dec-Jan '26      Public Hearing Notice & Notifications**

- WCWRPC will provide draft public hearing notice to County for publication and posting a minimum of 30 days in advance of the public hearing.
- WCWRPC will notify communities and adjacent/overlapping jurisdictions of the public hearing
- County Planning Staff to provide names and addresses of any individuals with non-metallic mining interests to WCWRPC.
- At least 30 days in advance of the public hearing, WCWRPC will send notice of the public hearing to those with non-metallic mining interests as identified by the County.

**Jan-Mar            Public Hearing and Plan Adoption**

- If desired by the County, WCWRPC staff will present highlights from the planning effort at the public hearing.
- Planning & Zoning Committee and/or County Board conducts Public Hearing on draft ordinance.
- Planning & Zoning Committee adopts resolution to recommend adoption of the plan.
- County Board responds to any public written comments on the plan.
- County Board adopts the plan by ordinance.

**Feb-Apr            Post Adoption Items**

- WCWRPC integrates the ordinance and resolution into the plan and provides the adopted plan to the County in PDF format, two printed copies of adopted plan along with one printed 24x36 full-color preferred future land use map.
- WCWRPC will distribute an electronic PDF of the adopted plan along with one printed 24x36 full-color preferred future land use map to all zoned towns within the County.
- WCWRPC will distribute an electronic PDF of the adopted plan to all cities, villages, and unzoned towns within the County.

**Other Logistics**

- The timeline will be adjusted as needed to accommodate any unanticipated delays.
- This scope of work is to update Chippewa County’s Comprehensive Plan and incorporate an update of the County Farmland Preservation Plan. The project scope does not include feasibility analysis or site-specific studies, but may identify related issues, potential priorities, and related recommendations.
- While existing County or local regulations will be reviewed and potential changes discussed, new ordinance development, model ordinances, and updates to existing regulations and the zoning map are not included as part of the project scope.
- The County may conduct additional meetings, work groups, research, and other activities in support of the plan update, then compile this information for use by WCWRPC in the plan update.
- At additional expense and mutual agreement between the County and WCWRPC, optional activities may be added to the project scope such a distributing/compiling hardcopy versions of the community survey, additional meetings, an open house on the draft plan, and preparing a summary or poster version of the final plan.