Agenda

1. Roll call.

Discussion and possible action on the following:

2. Review of comprehensive plan update process.

3. Summary of stakeholder meetings and all consolidated community input.

4. Comprehensive plan vision, guiding principles, and introduction.

5. Questions, comments, concerns, and presentation of next steps.

6. Adjourn.
# Comprehensive Planning Process
for the City of Stevens Point

<table>
<thead>
<tr>
<th>Step</th>
<th>Activity</th>
<th>Details</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organizing and pre-planning</td>
<td>Initiate and organize the comprehensive planning process. Identify and begin to recruit the players and stakeholders to be involved in the process, the content in which the comprehensive plan will be conducted and the area to be assessed. Create the organizational structure to carry out the planning process. Determine the financial and technical resources needed for the planning process.</td>
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<td></td>
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<td><strong>Timeframe:</strong> 1 to 2 months</td>
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<tr>
<td>2</td>
<td>Visioning</td>
<td>Develop a shared vision regarding where the community wants to be in the definable future. This should be based on consensus among all the key stakeholders and should serve as the guiding focus for all planning efforts.</td>
<td><strong>Timeframe:</strong> 2 to 4 months</td>
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<tr>
<td>3</td>
<td>Assessing the community</td>
<td>Through sound research, profile and assess the local community.</td>
<td><strong>Timeframe:</strong> 8 to 10 months</td>
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## Comprehensive Planning Process
for the City of Stevens Point

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<th>Step</th>
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<tbody>
<tr>
<td>4</td>
<td>Identifying issues and formulating realistic goals, objectives, and strategies</td>
<td>2 to 3 months</td>
</tr>
<tr>
<td>5</td>
<td>Adoption and publicizing the plan</td>
<td>1 to 2 months</td>
</tr>
<tr>
<td>6</td>
<td>Identifying, evaluating, and prioritizing projects</td>
<td>1 to 2 months</td>
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</table>

*Through the identification of needs informed by the community assessment, frame the key issues most affecting the community. Based on this framework, develop strategic goals and objectives. Identify feasible options given the external environment and internal opportunities and constraints. Recruit and engage stakeholders — citizens from every sector of the community — to inform and review strategic goals, objectives, and options. These efforts culminate into the drafting of the comprehensive plan.*

*Physically adopt the plan and make the plan publically available for community stakeholders and external partners through a main web site and channel partner web sites, community and regional organizations, and other communications vehicles.*

*Identify potential projects to maximize or create opportunities, or minimize threats to achieve goals. Prioritize projects based on the best approach and return on the project. These projects should be in line with the strategies designed for reaching the goals. Determine the availability of resources to help in execution of projects. Develop benchmarks to measure future performance and define what is successful. Recruit and engage community stakeholders to inform and review the identification and prioritization of projects.*
# Comprehensive Planning Process
for the City of Stevens Point

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<td>7</td>
<td>Developing plans of action</td>
<td>Set out the sequence of events and resources necessary to achieve the goals, including overhead, staff, information, and financial capital. This includes defining the physical steps to take to accomplish explicit goals and objectives. <strong>Timeframe:</strong> 2 to 3 months</td>
</tr>
<tr>
<td>8</td>
<td>Implementing plans</td>
<td>Carry out the action plans. This may require an implementation structure or modification of the organizational structure for the start-up planning steps. <strong>Timeframe:</strong> Ongoing</td>
</tr>
<tr>
<td>9</td>
<td>Monitoring and evaluating outcomes</td>
<td>Monitor and measure the effectiveness of the plan and related programs and adjust the plan to meet changing conditions. Make sure goals and projects remain realistic and are worthwhile, and still fit into the changing economy. <strong>Timeframe:</strong> This is ongoing and should take place consistently, be it months, quarters, years, etc.</td>
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Source: International Economic Development Council
## Comprehensive Planning Process
for the City of Stevens Point

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<td>10</td>
<td>Retooling and adjusting</td>
<td>Adjust the plan regularly to meet changing conditions and outcomes. <strong>Timeframe:</strong> This is ongoing and should take place consistently, be it months, quarters, years, etc.</td>
</tr>
<tr>
<td>11</td>
<td>Publicizing the progress and outcomes</td>
<td>Through the web site and other vehicles, keep stakeholders and partners informed on all the players and efforts associated with implementing and updating the plan. <strong>Timeframe:</strong> Ongoing</td>
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</tbody>
</table>
Public Involvement

- **Traditional Meetings** with the public via the Plan Commission convened to guide and oversee the process.
- **Neighborhood District Meetings** with residents of each aldermanic district.
- **Interviews, Presentations, and Focus Groups** with stakeholders and community organizations. These groups included:
  - Association of Downtown Businesses,
  - Eastside Business Association,
  - Kiwanis Club of Stevens Point,
  - Portage County Arts Alliance,
  - Portage County Business Council,
  - Rotary Club of Stevens Point,
  - Stevens Point Area School District,
  - Stevens Point Area Senior High Student Government,
  - Stevens Point Noon Optimist Club, and
  - University of Wisconsin-Stevens Point.
Summary presentation of neighborhood/district meetings.

1. What do you see as the community's major strengths and assets?

2. What do you see as the community's major weaknesses or liabilities?

3. What do you see as the community's major opportunities?

4. What do you see as the community's major threats?

5. What is your dream for our community?

6. What kind of community do we want to create?

7. What would you like to see change?

8. What would success look like?

9. Any other additional comments or feedback?
Strengths and Assets

Neighborhood Meetings

- Economic Development, Jobs, Business, and Growth: 31
- Arts, Culture, Institutions, and Schools: 57
- Government, Ordinances, and Enforcement: 69
- 9
- 15
- 40

Stakeholder Meetings

- Natural Resources, Geography, Parks, Recreation, and Sustainability: 8
- Community Relations and Characteristics: 4
- Infrastructure, Traffic, and Transit: 28
- 4
- 5

Questionnaires

- Economic Development, Jobs, Business, and Growth: 42
- Arts, Culture, Institutions, and Schools: 23
- Government, Ordinances, and Enforcement: 34
- 3
- 5

Legend:
- 1 Economic Development, Jobs, Business, and Growth
- 2 Natural Resources, Geography, Parks, Recreation, and Sustainability
- 3 Arts, Culture, Institutions, and Schools
- 4 Community Relations and Characteristics
- 5 Government, Ordinances, and Enforcement
- 6 Infrastructure, Traffic, and Transit
Weaknesses and Liabilities

Neighborhood Meetings

- Economic Development, Jobs, Business, and Growth: 56
- Arts, Culture, Institutions, and Schools: 18
- Government, Ordinances, and Enforcement: 16
- Stakeholder Meetings

- Natural Resources, Geography, Parks, Recreation, and Sustainability: 27
- Community Relations and Characteristics: 11
- Infrastructure, Traffic, and Transit: 6

Questionnaires

- Economic Development, Jobs, Business, and Growth: 13
- Arts, Culture, Institutions, and Schools: 3
- Government, Ordinances, and Enforcement: 9
Opportunities

Neighborhood Meetings

- Economic Development, Jobs, Business, and Growth: 41
- Natural Resources, Geography, Parks, Recreation, and Sustainability: 18
- Arts, Culture, Institutions, and Schools: 32
- Community Relations and Characteristics: 8
- Government, Ordinances, and Enforcement: 36

Stakeholder Meetings

- Economic Development, Jobs, Business, and Growth: 58
- Natural Resources, Geography, Parks, Recreation, and Sustainability: 17
- Arts, Culture, Institutions, and Schools: 17
- Community Relations and Characteristics: 6
- Government, Ordinances, and Enforcement: 5

Questionnaires

- Economic Development, Jobs, Business, and Growth: 31
- Natural Resources, Geography, Parks, Recreation, and Sustainability: 0
- Arts, Culture, Institutions, and Schools: 4
- Community Relations and Characteristics: 2
- Government, Ordinances, and Enforcement: 9
- Infrastructure, Traffic, and Transit: 9

Legend:
1. Economic Development, Jobs, Business, and Growth
2. Natural Resources, Geography, Parks, Recreation, and Sustainability
3. Arts, Culture, Institutions, and Schools
4. Community Relations and Characteristics
5. Government, Ordinances, and Enforcement
6. Infrastructure, Traffic, and Transit
Threats

Neighborhood Meetings

- Economic Development, Jobs, Business, and Growth: 25
- Arts, Culture, Institutions, and Schools: 11
- Government, Ordinances, and Enforcement: 19
- Stakeholder Meetings

- Natural Resources, Geography, Parks, Recreation, and Sustainability: 3
- Community Relations and Characteristics: 1
- Infrastructure, Traffic, and Transit: 13
- Questionnaires

- Economic Development, Jobs, Business, and Growth: 2
- Arts, Culture, Institutions, and Schools: 2
- Government, Ordinances, and Enforcement: 7
- Natural Resources, Geography, Parks, Recreation, and Sustainability: 17
Dream for Community

Neighborhood Meetings

- 1 Economic Development, Jobs, Business, and Growth
- 3 Arts, Culture, Institutions, and Schools
- 10 Government, Ordinances, and Enforcement
- 22 Other
- 46 Total

Questionnaires

- 1 Natural Resources, Geography, Parks, Recreation, and Sustainability
- 13 Community Relations and Characteristics
- 16 Infrastructure, Traffic, and Transit
- 20 Total

Note: Stakeholder responses received were minimal
Community to Create

**Neighborhood Meetings**

- Economic Development, Jobs, Business, and Growth: 20
- Arts, Culture, Institutions, and Schools: 4
- Government, Ordinances, and Enforcement: 9
- Natural Resources, Geography, Parks, Recreation, and Sustainability: 4

**Questionnaires**

- Economic Development, Jobs, Business, and Growth: 18
- Arts, Culture, Institutions, and Schools: 9
- Government, Ordinances, and Enforcement: 3
- Natural Resources, Geography, Parks, Recreation, and Sustainability: 2
- Community Relations and Characteristics: 1
- Infrastructure, Traffic, and Transit: 1

Note: Stakeholder responses received were minimal.
Recommended Change

Neighborhood Meetings

- 16 Economic Development, Jobs, Business, and Growth
- 19 Arts, Culture, Institutions, and Schools
- 9 Government, Ordinances, and Enforcement
- 3 Natural Resources, Geography, Parks, Recreation, and Sustainability
- 1 Community Relations and Characteristics
- 1 Infrastructure, Traffic, and Transit

Questionnaires

- 21 Economic Development, Jobs, Business, and Growth
- 8 Arts, Culture, Institutions, and Schools
- 9 Government, Ordinances, and Enforcement
- 7 Natural Resources, Geography, Parks, Recreation, and Sustainability
- 4 Community Relations and Characteristics
- 4 Infrastructure, Traffic, and Transit

Note: Stakeholder responses received were minimal
Measures for Success

Neighborhood Meetings

- 1 Economic Development, Jobs, Business, and Growth: 7
- 2 Natural Resources, Geography, Parks, Recreation, and Sustainability: 11
- 3 Arts, Culture, Institutions, and Schools: 13
- 4 Community Relations and Characteristics: 8
- 5 Government, Ordinances, and Enforcement: 0
- 6 Infrastructure, Traffic, and Transit: 24

Questionnaires

- 1 Economic Development, Jobs, Business, and Growth: 9
- 2 Natural Resources, Geography, Parks, Recreation, and Sustainability: 2
- 3 Arts, Culture, Institutions, and Schools: 7
- 4 Community Relations and Characteristics: 10
- 5 Government, Ordinances, and Enforcement: 9
- 6 Infrastructure, Traffic, and Transit: 27

Note: Stakeholder responses received were minimal
Neighborhood Meetings

- 9 Other
- 4 Economic Development, Jobs, Business, and Growth
- 3 Arts, Culture, Institutions, and Schools
- 2 Government, Ordinances, and Enforcement
- 2 Natural Resources, Geography, Parks, Recreation, and Sustainability
- 1 Community Relations and Characteristics
- 1 Infrastructure, Traffic, and Transit

Questionnaires

- 8 Other
- 4 Economic Development, Jobs, Business, and Growth
- 3 Arts, Culture, Institutions, and Schools
- 1 Government, Ordinances, and Enforcement
- 1 Natural Resources, Geography, Parks, Recreation, and Sustainability
- 1 Community Relations and Characteristics
- 1 Infrastructure, Traffic, and Transit

Note: Stakeholder responses received were minimal
“Actively engage community partners to cultivate distinct, identifiable places within the community to create a Livable, Connected, Resilient, and Sustainable city.”
This principle covers many aspects of achieving a desired community where one would choose to live. Specifically, Livable focuses on:

- **Quality of Life** attributes such as safe and well-maintained neighborhoods with convenient access to parks, recreational opportunities, the waterfront, community gathering places, quality schools, and nearby services.

- **Diverse and Affordable** neighborhoods that meet housing, recreational, and business needs for a variety of incomes, ages, and life styles.

- **Community Design and Aesthetics** that promote high quality and attractive site and building design, and the preservation of historic buildings and sites.
Connected

This principle covers a variety of factors that focus on not only the emotional connection that one would have with the community, as well as physical connections of infrastructure and technology. Specifically:

- **Sense of Community** through being connected and involved in the community, creating a sense of belonging through shared values.

- **Accessible** safe, well-maintained, and extensive systems of roads, bicycle routes, pedestrian paths, and transit corridors for all users that interconnect neighborhoods and connect to the region.

- **Technology** that is reliable, efficient, and complete systems for residents and businesses to be connected, informed, and involved.
Resilient

This principle focuses on the community’s capacity respond to, withstand, and recover from adverse situations, through the following:

- **Economic** policies that prepare the community to address income equality and economic diversification, as well as create a positive business environment.

- **Socio-Demographic** strategies that focus on bolstering educational attainment and income advancement.

- **Disaster** preparedness to mitigate or eliminate the negative impacts of natural or manmade disasters.
Sustainable

This principle focuses on the ability to undertake sustainable development, which meets the needs of the present without compromising the ability of future generations to meet their own needs. Specifically, Sustainable focuses on the following elements:

- **Environmental** natural systems and built structures that protect and enhance habitats, create a healthy environment, address climate change, and promote energy efficiency.

- **Economic** policies that promote a vibrant economy offering choices in living wage jobs, businesses, services, and entertainment throughout the community.

- **Social** services that fulfill the basic needs of all people without regard to income, age, race, gender, or ability.
Next Steps

- Finalize vision statement and guiding principles section to guide the rest of the plan and process
- Pulling statistics from other data sources
- Drafting text for chapters/elements
- Identifying realistic goals, objectives, and strategies
Questions, Comments, and Concerns
Adjourn