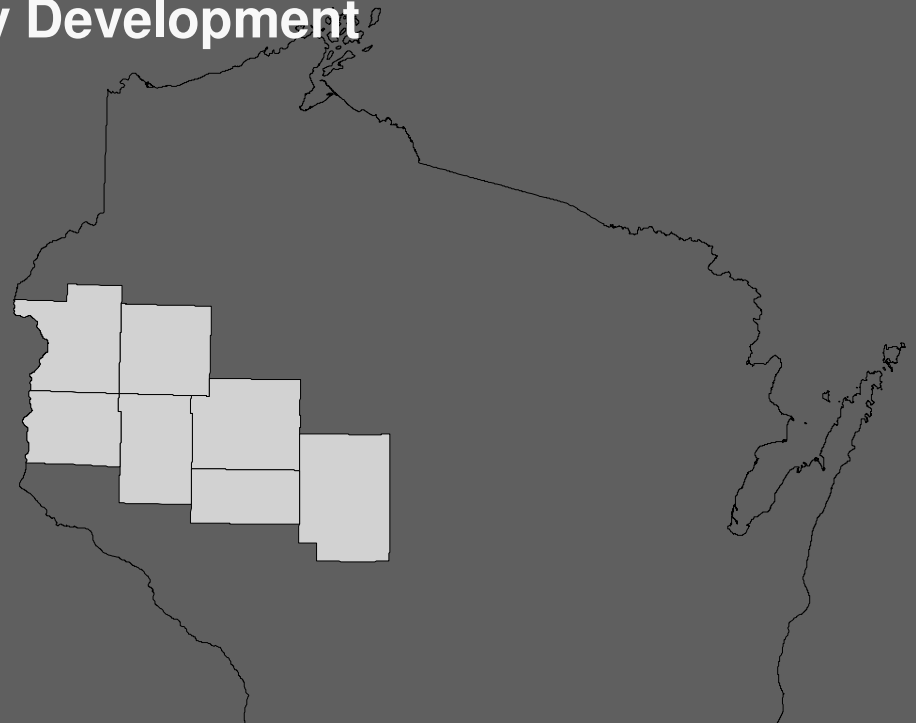


# West Central Wisconsin Regional Comprehensive Plan

Regional Intergovernmental Coordination Group  
& Technical Advisory Group  
Joint Meeting #2

Goal & Strategy Development

August 27, 2009  
Menomonie, WI



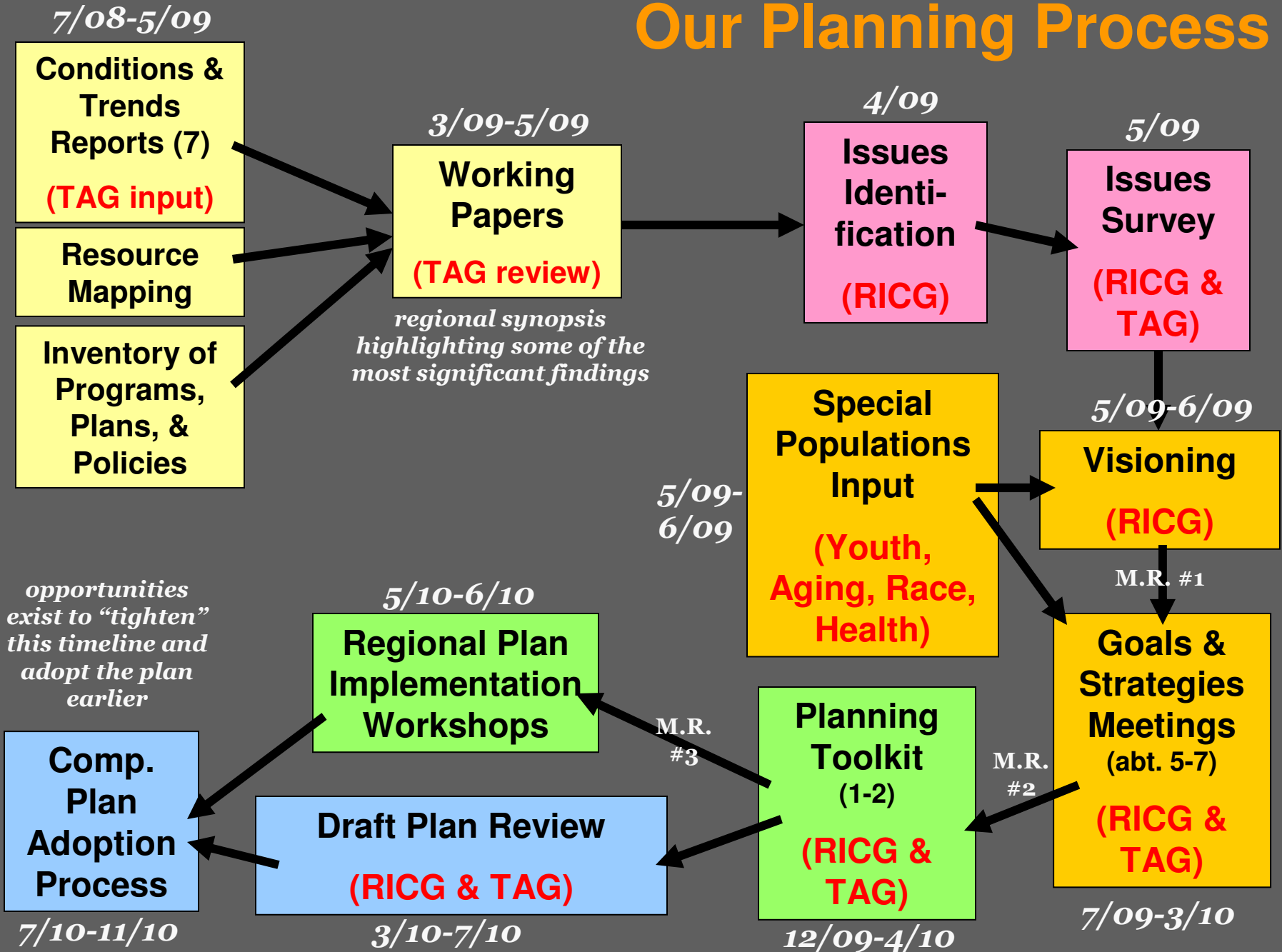
# Welcome & Introductions

- ▶ Regional Intergovernmental Coordination Group (RICG) – town, city/village, and county government officials
- ▶ Technical Advisory Group (TAG) – technical experts on various plan elements

# Today's Agenda

- Progress on the Regional Comprehensive Planning Effort
- Review Vision Statement
- Goals, Objectives, & Strategy Group Discussions
  - Energy & Sustainability
  - Transportation
  - Agricultural & Natural Resources and Housing (Land Use)
  - Economic Development

# Our Planning Process



# RICG/TAG Meeting Schedule

- July-Oct '09: Draft goals, objs., & strategies for the “core elements” (4 meetings)
- Nov-Dec '09: RPC compiles & edits core elements for consistency, etc.
- Dec-Jan '09: Draft core elements distributed to TAG/RICG for comment
- Early 2010: “Clean-up” remaining core elements and outstanding issues; discuss intergovernmental coordination element (abt. 1-3 meetings)
- Mid. 2010: Implementation element & toolkit; fine-tune draft plan (abt. 1-3 meetings)

# Project Website Update

[www.wcwrpc.rpccompplan](http://www.wcwrpc.rpccompplan)

Available on-line:

- County Conditions & Trends Reports (7)
- Inventory of Plans, Programs & Land Use Policies
- Topical Working Papers & Posters
- Milestone Report #1
- Project Schedule, Issues Survey Results, Meetings Materials, Forums, and more!

# Plan Vision – What is it?

Vision – A conceptual description of a desired future based on values important to the community.

A vision defines where one wants to go and provides the broad direction for developing goals, strategies, and actions to get from the present to the desired future.

A vision statement is not a mission statement (organizational purpose) or motto/slogan (marketing catchphrase)

Per §66.1001(2)(a), a plan must include a “statement of the overall objectives, policies, goals, and programs...to guide the future development and redevelopment...over a 20-year planning period.

# Creating the Vision

The following characteristics were frequently discussed or highlighted as being critical components of the vision for our region's future:

- maintain community identity
- preserve rural character
- protect our agricultural and natural resources
- sustainability and energy
- connectivity and linkages (internal, local, regionally, globally)
- a strong, vital economy
- fiscal efficiency, budgets, and costs
- diversity of places (urban and rural) and resources
- intergovernmental coordination and partnerships

# 2030 Vision Statement for WC Wisconsin

**West Central Wisconsin is a region of sustainable, efficient, and identifiable communities with strong social, physical, and economic linkages, working cooperatively and globally so our urban areas are vibrant and our rural character and diverse resources are preserved.**

**7/27/09 version**

**Comments received on 7/27/09 & via E-mail:**

- **break it into multiple sentences**
- **concerns about the use of “globally” and “urban”**
- **too long**
- **don't change a thing**

## 2030 Vision Statement for WC Wisconsin

**West Central Wisconsin is a region of sustainable and identifiable communities working cooperatively and globally with strong social, physical, and economic linkages.**

**Our cities and villages are vibrant, and our rural character and diverse resources are preserved.**

# Goals, Objectives, & Strategy Development

1. Draft goals and objectives developed by RPC staff based on previous input. Supplemented with additional ideas if needed.
2. Each core element discussed by focus group.

## RICG PARTICIPANTS

**Please select a focus group to participate in, though we would appreciate at least 2 RICG'ers in each group.**

3. After today, 2 more schedule meetings this year to focus on core elements. As a group completes their section, they will join other groups. Utilities/community facilities and cultural resources will be discussed later this fall.
4. Intergovernmental coordination and implementation elements to be discussed in 2010.

# Scope of Strategy Development

Strategy recommendations should be....

- regional in scope (impacts multiple jurisdictions or opportunities for a regional solution)
- encompass potential actions of RPC or partners
- advisory or action-oriented

Strategy recommendations may....

- address multiple objectives of that element
- overlap in different elements

# Keep in Mind!

**Goal:** a long-term, preferred end; an element-specific reflection of the vision

**Objective:** a more specific, intermediate step towards a goal which is achievable by 2030

**Strategy:** an action-oriented, prescriptive policy which corresponds to one or more goals and objectives (e.g., studies, guidelines, programmatic changes, targeted education, projects)

**For strategies, focus on concepts and solutions rather than detailed “word-smithing”.**

**Abt 11:40  
Brief progress reports  
by group.**

# Meeting Wrap-Up

- Continue to review and consider the goals, objectives, and policies of your focus group.
- **Next Meeting Date: September 24, 2009**
  - Continue Plan Goal, Objective, & Strategy Development

**Thank You!**