



Public Participation Plan for the Ozaukee County Farmland Preservation Plan

WHY DOES OZAUKEE COUNTY NEED A FARMLAND PRESERVATION PLAN?

In 2009, the State of Wisconsin passed the Working Lands Initiative Legislation, which completely overhauled the State's farmland preservation program.

According to Chapter 91 of WI State Statutes, one of the requirements of the legislation is that *all counties must complete a farmland preservation plan*. Ozaukee County must complete its plan by the end of 2011. The plan will help the County develop strategies for balancing growth with agricultural land preservation.

WHY SHOULD WE BE CONCERNED WITH THE PRESERVATION OF AGRICULTURE AND FARMLAND?

The Ozaukee County population continues to grow. Over the past 20 years, the County population grew by almost 19%, from 72,831 residents in 1990 to 86,395 residents in 2010. It will be important to provide *food for the growing population*.

Farming produces food. Agriculture also *contributes to the economy* of Ozaukee County. In 2002, Ozaukee County farms combined to produce agricultural products with a market value of over \$38 million.

Additionally, 57% of respondents to the 2010 Countywide Public Opinion Survey indicated that *preservation of rural and small town character* should be a future priority for the County.

What is a Public Participation Plan?

The public participation plan for the Ozaukee County Farmland Preservation Plan is intended to serve two purposes. First, it will help answer the most basic planning questions, "What do the citizens, agricultural producers, and landowners of Ozaukee County want their County to look like?" An effective way to identify public values within the County is to provide opportunities for public involvement throughout any planning process.

Second, this public participation plan is intended to actively engage Ozaukee County residents, agricultural producers, landowners, business owners, and interest groups in shaping the future of farmland preservation and the agriculture industry in Ozaukee County. This is based on the premise, *"Tell me, I forget. Show me, I remember. Involve me, I understand."*

The public participation plan for the Farmland Preservation Plan must be consistent with the public participation plan developed for the Multi-Jurisdictional Comprehensive Plan for Ozaukee County: 2035. To view that public participation plan, please visit: www.co.ozaukee.wi.us/SmartGrowth/PublicParticipation.htm

How Can I Participate in the Planning Process?

Ongoing efforts to involve the public are proposed to take place throughout the farmland preservation planning process and include:

- Planning materials at the County Planning & Parks Department, located in the Ozaukee County Administration Center, 121 W. Main Street, Port Washington
- Press releases
- Presentations to special interest and community groups
- Meetings with local governments including plan commissions, town boards, common councils etc.
- Display booths at public events including Breakfast on the Farm and the Ozaukee County Fair
- Notice to non-metallic mining operators during the amendment to the Multi-Jurisdictional Comprehensive Plan for Ozaukee County: 2035
- Meetings of the Ozaukee County Land Preservation Board (LPB)
- Meetings of the Ozaukee County Comprehensive Planning Board (CPB)
- Meetings of the Ozaukee County Farmland Preservation Plan Citizen Advisory Committee (FPP CAC)
- Multiple public forums and informational meetings on the planning process, plan inventory, and plan recommendations
- Ongoing collection of public comments through phone calls, email, or mail
- The Ozaukee County Planning & Parks Department website

For additional information on the Ozaukee County Farmland Preservation Plan, please visit our website:

www.co.ozaukee.wi.us/PlanningParks/PlanningParks_Planning.asp

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Public Involvement Opportunities

Working Lands Initiative Information Meetings: March and April 2010

Three Working Lands Initiative Information Meetings will be held in March and April 2010. The first meeting, to be held jointly with Washington County on March 25, 2010 at Riveredge Nature Center, will be targeted toward local government elected officials and staff of Ozaukee and Washington Counties. The second meeting, to be held on April 1, 2010 at the Saukville Town Hall, will be targeted toward Ozaukee County agricultural producers and landowners. The last meeting, a First Friday Forum to be held on April 2, 2010 at the Ozaukee County Administration Center in Port Washington, will be geared toward the general public. Attendees will have the opportunity to learn about the State's new Working Lands Initiative legislation, Ozaukee County's timeline for completing its Farmland Preservation Plan, and an example of a successful land preservation effort from Dakota County, Minnesota. Each of these meetings will feature presentations by staff from the Ozaukee County Planning & Parks Department and UW-Extension. Representatives from the Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP) and a speaker from Dakota County will also present at select meetings.

Kickoff Meetings: September 2010

Two Ozaukee County Farmland Preservation Plan Kickoff Meetings will be held on September 27 and 29, 2010. The meetings will be held at two different locations in the County, the first at the Fredonia Village/Town Hall, and the second at the Ozaukee County Administration Center in Port Washington. Attendees of the kick-off meetings will learn more about the State's Working Lands Initiative, including planning, tax credits, PACE, and AEAs, and the Ozaukee County Farmland Preservation Plan timeline, process, and public participation opportunities. Staff from the Ozaukee County Planning & Parks Department, UW-Extension, the Southeastern Wisconsin Regional Planning Commission, and the Department of Agriculture, Trade & Consumer Protection (DATCP) will give presentations and be on hand to answer questions.

Countywide Public Opinion Survey: September 2010

A Countywide public opinion survey on farmland preservation and natural resources issues will be prepared in summer 2010. The mail-out survey will be administered to a statistically significant sample of the Ozaukee County population in September 2010. The full survey report, to be prepared by UW-River Falls Survey Research Center, will be available in December 2010. The survey is funded in part by Department of Agriculture, Trade & Consumer Protection (DATCP) Farmland Preservation Planning Grant.

Farmland Preservation Plan Citizen Advisory Committee: January-December 2011, monthly

The Ozaukee County Farmland Preservation Plan Citizen Advisory Committee (FPP CAC) will be comprised of 16 local government representatives (one from each municipality in the County) and 16 at-large citizen appointments. The FPP CAC is tasked with reviewing Plan chapters, including developing inventory recommendations and strategies for preserving farmland and agriculture in Ozaukee County. Members of the public are invited to attend meetings of the FPP CAC. The FPP CAC typically meets the fourth Tuesday of the month from 4:30-6:30 PM in the Ozaukee County Administration Center Auditorium in Port Washington. Please check the County website at www.co.ozaukee.wi.us/Agenda/ for the most FPP CAC current meeting date, time, location and agenda.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analyses: March and April 2011

The Farmland Preservation Plan Citizen Advisory Committee (FPP CAC), Land Preservation Board (LPB), and Comprehensive Planning Board (CPB), will all have the opportunity to participate in a strengths, weaknesses, opportunities, and threats (SWOT) analysis relating the farmland preservation and agriculture in Ozaukee County to be held on March 29, April 14, and April 20, 2011 respectively. The results of all three SWOT analyses will be taken into account during the FPP CAC efforts to develop the Farmland Preservation Plan vision statement and recommendations and the LPB and CPB efforts to refine those recommendations.



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Public Involvement Opportunities Continued...

Agricultural Stakeholder Focus Groups: April 2011

In April 2011, the Ozaukee County Planning & Parks Department and UW-Extension will be hosting focus groups for anyone engaged in farming and agriculture in Ozaukee County. These focus groups will be targeted both toward traditional production agriculture and niche farming. This will be one of the primary opportunities for the County's agricultural community to share their thoughts on farmland preservation efforts and the future of agriculture in Ozaukee County. The first focus group will be held at the Hawthorne Hills Golf Course Club House in Saukville on April 19, 2011 and the second focus group will be held at the Ozaukee County Administration Center Auditorium in Port Washington on April 20, 2011.

Town of Dunn Tour: May 2011

On May 13, 2011, the Land Conservation Partnership for Ozaukee County (LCP OZ) and the Gathering Waters Conservancy will sponsor a tour of the Town of Dunn, located in Dane County. The Town has a successful purchase of development rights (PDR) program that has preserved vast tracts of quality agricultural land close to the City of Madison. LCPOZ, FPP CAC, LPB, CPB, and other County Board members will be invited to attend the tour to learn more about the Town of Dunn's land preservation efforts.

Countywide Public Information Meetings: August/September and October/November 2011

The County will hold public information meetings in August/September to share the Farmland Preservation Plan inventory and the results of the Countywide public opinion survey. The County will then hold public information meeting in October/November to share the recommendations of the Ozaukee County Farmland Preservation Plan. Times, dates, and locations to be determined. The public will have the opportunity to both learn about and comment on the Plan at these meetings.

First Friday Forum: Fall 2011

In fall 2011, the Ozaukee County Farmland Preservation Plan will be the primary topic of discussion at a First Friday Forum. The First Friday Forum series, which is typically hosted at the Milwaukee Area Technical College (MATC)-Mequon Campus, features timely presentations and discussions on current public policy issues. This Forum will be an opportunity for members of the public to learn more about the inventory, projections, and recommendations of the Ozaukee County Farmland Preservation Plan and their impacts on the future of farming and agriculture in Ozaukee County.

County Plan Public Hearing: Winter 2011

The County will host a public hearing on the Ozaukee County Farmland Preservation Plan prior to County Board adoption of the Plan and the FPP as an amendment to the Multi-Jurisdictional Comprehensive Plan for Ozaukee County: 2035. The public will have the opportunity to comment on the Farmland Preservation Plan during this public hearing. Time, date, and location to be determined.

Public Comments: Ongoing

Public comments regarding the Ozaukee County Farmland Preservation Plan will be accepted throughout the entire process by:

- 1.) Calling Nicole Sidoff at 262.284.8289
- 2.) Emailing comments to nsidoff@co.ozaukee.wi.us
- 3.) Mailing written comments to:
Nicole Sidoff
UW-Extension
PO Box 994
Port Washington, WI 53074
- 4.) Visiting the Ozaukee County Farmland Preservation Plan website at:
www.co.ozaukee.wi.us/PlanningParks/PlanningParks_Planning.asp



Overview of Public Involvement Opportunities

Year	Month	Public Involvement Opportunity	Target Audience
2010	March/April	Working Lands Initiative Meetings	Elected officials, farmers, general public
2010	September	Kickoff Meetings	Farmers, general public
2010	September	Countywide Public Opinion Survey	General public
2011	March/April	SWOT Analyses	FPP CAC, LPB, CPB, general public
2011	April	Agriculture Focus Groups	Agricultural producers
2011	May	Town of Dunn Tour	LCPOZ, FPP CAC, CPB, & LPB members
2011	Aug./Nov.	Public Information Meetings	General public
2011	Fall	First Friday Forum	General public, elected officials
2011/2012	Winter	Public Hearing	General public
Ongoing	Ongoing	Public Comment	General public
2011	Monthly	FPP Citizen Advisory Committee (FPP CAC)	FPP CAC members, general public
Ongoing	Bi-Monthly	Comprehensive Planning Board (CPB) & Land Preservation Board (LPB) meetings	CPB & LPB members, general public

The general public is encouraged to participate in all public involvement opportunities and to attend all meetings related to preparation of the Ozaukee County Farmland Preservation Plan.

Prepared By:



For Additional Information:

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