ONEIDA COMPREHENSIVE PLAN

PUBLIC PARTICIPATION PLAN

2012

INDEX

Comprehensive Plan 2012

Public Participation Plan

Participation objectives:

1. Awareness – to make the public aware of planning and participation activities so that they can participate.
2. Education – to educate the public of the planning process and public participation.
3. Input – to gather public input concerning opportunities, issues and desires for growth.
4. Decision-making – the public participation information will be used to guide decision-making that reflects community needs.

Goals of the Public Participation Plan

- To provide a range of opportunities and venues for the Oneida Tribe of Indians of Wisconsin to participate in the Tribe's Comprehensive Plan and process.
- Capture the Oneida Tribe of Indians of Wisconsin membership and community values and perceived needs; establish consensus; and identify issues and concerns.
- Consult with planning partners to confer on needs of the larger community, to compare and coordinate planning approaches and generally to communicate about the mutual vision for the comprehensive plan elements and initiatives.
- To provide a general notification of meetings, particularly forums for public input, in a manner that is understandable to all.
- To hold meetings in locations which are accessible and reasonably welcoming to all.
- To provide avenues for two-way flow of information and input from those which are not likely to attend meetings.
- To use various illustrative visualization techniques to convey the information including but not limited to charts, graphs, photos, maps and the internet.
- Establish a framework for public participation.

Methods of public participation

1. Awareness
   a. Direct mail
   b. News releases and mass media
   c. Displays and exhibits
   d. Flyers
2. Education
   a. Public education meetings/workshops
   b. Websites
   c. Newsletters
   d. Tours
   e. Planning process booklets

   3. Input
       a. Open houses
       b. Public hearings
       c. Surveys
       d. Focus groups
       e. Visioning
       f. Workshops
       g. Incentives
   4. Decision making
       a. Member and community planning committees
       b. Work groups
       c. Feedback to public to clarify the decision-making process

Resources for Public Participation Events (to be used at the discretion of event planner)
   1. Appendix I: Methods of Public Participation
   2. Appendix 2: Facilitating for Results
   3. Appendix 3: Places of prominence
       a. Oneida Housing Authority Site Map
       b. Listing of Tribal Departments and Facilities

Methods of Public Participation	
Method	**Description of the Method**
Public Education Meeting	Education programs are usually conducted to improve understanding of an issue, to inform of technical information necessary to understand the issue or to improve communication between public and decision-makers. Some of the education programs for the public used within the context of the comprehensive planning process are: • Education about the planning and decision-making process • Education of substantive content such as planning, environmental assessment, visioning, etc., and • Education on land use issues affecting a community The education might be accomplished formally through seminars, workshops and lectures. Or, it may be conducted more informally through roundtable discussions, brown-bag lunches or through publications or audiovisual material.
Websites	Websites provide an opportunity to provide information and education to stakeholders in the planning process. Meeting minutes, preliminary plans, maps, fact sheets, studies, links to other websites, and a host of other resources can be placed on a website for review by the public at their own leisure. The website can also be used interactively; for the public to ask questions of the local government and the local government to respond; or for the collection of data or input from the public on planning related issues. Websites can be simple to complex. When developing a website it is important to keep it simple and easy to use for those who will be interacting with it. If it is complex, or if information is difficult to find, the website will not be effective. Use of others' websites to link to yours is also a valuable tool, and can help reach a broader number of users. Public access to web information is an important concept to consider. For those that don't have internet access at home or at work, it may be possible to arrange for public access at public libraries or other public offices.
Open Houses	An open house creates an informal setting for the public to interact with local government's officials and the people in the community involved in planning. There are two main objectives of an open house: • To expose the public to information and ideas that support the planning effort; and • To provide the public with an opportunity to ask questions, express concerns, and react to information (text, graphics, photos, etc.) and ideas, and to provide both written and oral feedback about the information being presented. The public is greeted by a member of the group hosting the open house and given a brief explanation of the process and room layout. Stations are set up around the room for the public to visit. Each station should focus on one particular proposal or idea. A member of the host group should be available at each station to answer questions and engage in dialogue with the public.

	Open houses have the potential to reach a moderate number of people in the community. Care should be taken in selecting a date, time, and location to increase the likelihood of broad participation.
Public Hearings	A public hearing usually consists of at least four major parts: • A summary of why the hearing is being held; • Presentation of the range of alternative solutions, including any recommended or preferred solutions to an issue or issues; • An inventory and evaluation of the consequences or impacts of each of the solutions being considered; and • Public comments that react to, support, or oppose the solutions being considered. These comments become part of the official record of the meeting. A local government that uses a public hearing as a method of public participation makes the promise to listen to and acknowledge citizen input given within the framework of the hearing, and to provide feedback to citizens on how their input influenced decision-making.
Visual Preference Survey	In community settings, this technique generally asks the public to take photographs of what they deem to be appropriate and inappropriate community design features or land uses. The resulting photos are then paired with participant descriptions of why they like or do not like specific scenes. Categories of positive and negative design or land use features are generated beforehand to guide note taking. This method is used to build consensus around community norms that can guide long-term land use planning and decision-making. The norms are thus tied to visual images, which may be displayed in documents and/or displays and exhibits.
Focus Groups	Focus groups are a form of qualitative data collection in which a moderator facilitates a group discussion based on a set of predetermined questions. Most focus groups include between six (6) and twelve (12) people. A separate individual may be used to record participant responses, or electronic taping devices may be used. The focus group moderator uses a variety of questioning techniques to uncover and explore participants' attitudes, feelings, and beliefs about an issue or issues relating to one or more topics. Participation in focus groups is usually by invitation, often to get input from a variety of interests. This may be done by including several perspectives in a single focus group, or through the use of multiple focus groups where each focus group represents a particular interest. Focus groups work well when there is a need to conduct a preliminary identification of community issues and concerns. While often used to identify or validate issues, focus groups may also be used to provide feedback on alternative recommendations during the strategy formulation and selection step and during the plan implementation step to assess the public's satisfaction with the plan.
Opinion Surveys	Opinion surveys are a means for collecting primary quantitative and

	qualitative data from or about the public. They are "reactive" in nature, requiring the public to respond to verbal or written statements and questions. Opinion surveys are used to measure knowledge, beliefs, attitudes, opinions, behavior and other attributes of the public. Surveys can be done orally (face-to-face or via telephone) or in written form (mail-back or drop-off returns). Questions asked may be those for which respondents give answers in their own words (open-ended) or those for which respondents must choose from amongst a set list of answers (close-ended).
Visioning	Visioning involves the development of a description of a preferred future state or set of conditions for a community. The vision may depict this future state through text, images, or a combination of both. One example of a community visioning approach, asks participants to answer four basic questions about their community: • Where are we now? • Where are we going? • Where do we want to be? • How do we get there? A number of visioning models exist. Each ask participants to develop a community vision that reflects shared community values, and describes what citizens want their community to look like at some point in the future.
Social Media	Social media facilitates the sharing of information between users within a defined network. The nature of social media allows for the initiation of conversation be either party. A blog is a type of web site used by individuals, groups or business entities to publish opinions and commentary on various topics. Blog posts can be in the form of text, image, video, or rich-media formats. Common Web applications include Facebook or Myspace. Widget applications can function on any site that accepts external content, including social network, blog platform, start pages (I,e. My Yahoo) desktop platform or personal Web pages.

Adapted from "Involving Citizens, A guide to conducting citizen participation".

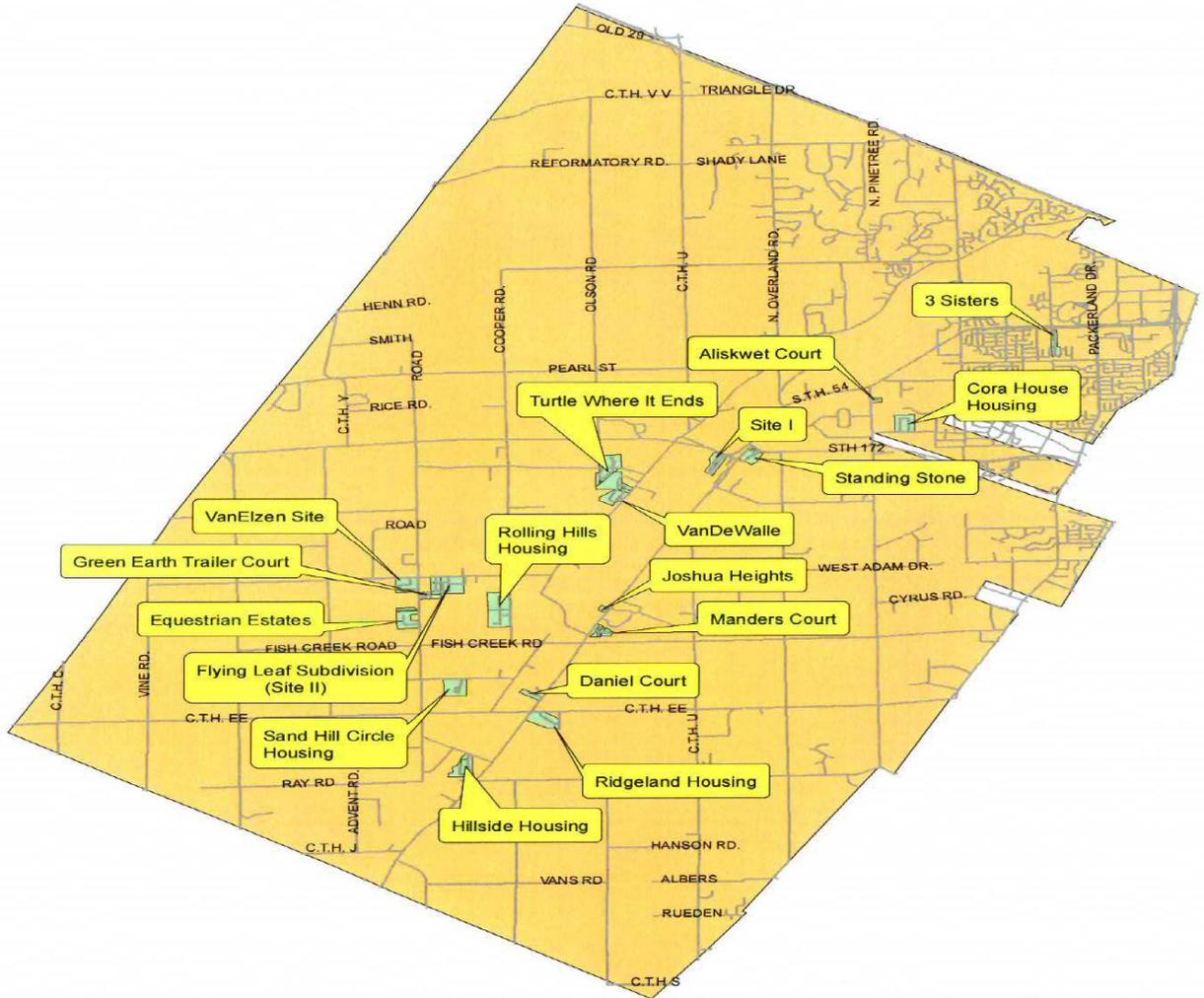| **Facilitating for Results** |
|---|
| **Prepare the group for a focused meeting** |
| *Before the meeting:*
• Define the purpose and desired outcome
• Determine if a meeting is necessary
• Determine topics to cover and the best format for discussing each
• Estimate the length of the meeting
• Identify participants
• Set a time and place
• Plan note taking
• Communicate the purpose and desired outcome(s) to all participants

At the start of the meeting:
• Restate the purpose and desired outcome(s)
• Review the agenda
• Develop or review ground rules
• Provide any key information |
| **Encourage diverse points of view** |
| • State the type of participation desired
• Show that you value ideas, opinions, and questions
• Clarify and paraphrase key ideas
• Be selective about contributing your ideas and opinions
• Use brainstorming techniques
• Record ideas on a flipchart, whiteboard or project electronically
• Ask open-ended questions
• Protect new ideas
• Keep the focus on ideas, not on people
• Use positive reinforcement |
| **Keep the group focused and moving** |
| • Let the group carry the content
• Pay attention to the flow of the meeting
• Acknowledge and reinforce constructive contributions
• Use agenda, desired outcome(s), ground rules, and structured discussions to stay on track
• Speed up the pace
• Slow down the pace
• Keep the group aware of where they are in the process
• Periodically summarize key points and ask for agreement
• Help the group reach conclusions |
| **Make sure action items are planned** |
| • Assign action items throughout the meeting and review them at the end of the meeting, if necessary
• Help the group decide on next steps, if necessary
• Make specific assignments, if necessary
• Conclude by summarizing the group's accomplishments
• Thank group members for their participation |

- Evaluate the meeting
- Plan post-meeting logistics
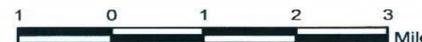- Plan how to monitor progress on action items, if necessary

Appendix 3

Places of Prominence
       a.   Oneida Housing Authority Site Map
       b. Listing of Tribal Departments and Facilities

Oneida Reservation
(Existing Tribal Housing Sites)

OLD 28

C.T.H. V V   TRIANGLE DR.

REFORMATORY RD.   SHADY LANE

N. PINETREE RD.

HENN RD.

SMITH

COOPER RD.

OLSON RD.

C.T.H. U

N. OVERLAND RD.

PACKERLAND DR.

3 Sisters

Aliskwet Court

PEARL ST

C.T.H. Y

RICE RD.

ROAD

S.T.H. 54

Cora House Housing

Turtle Where It Ends

Site I

STH 172

Standing Stone

ROAD

VanElzen Site

Rolling Hills Housing

VanDeWalle

Green Earth Trailer Court

Joshua Heights

WEST ADAM DR.

Equestrian Estates

Manders Court

CYRUS RD.

FISH CREEK ROAD   FISH CREEK RD

VINE RD.

Flying Leaf Subdivision (Site II)

Daniel Court

C.T.H. EE

C.T.H. U

C.T.H. D

C.T.H. EE

Sand Hill Circle Housing

RAY RD.

ADVENT RD.

Ridgeland Housing

Hillside Housing

HANSON RD.

C.T.H. J

VANS RD.   ALBERS

RUEDEN

C.T.H. S

N

1 inch equals 10,000 feet

1   0   1   2   3
Mile

Facility Listing

Air View Training Center
Airport Road Child Care Center
Anna John Nursing Home
Apple Orchard
Apple Orchard
Archiquette Building
Bay Bank
Casino
CHD - Barn
CHD - Language House
CHD - Storage
Civic Center
Community Education Center
Conservation
Cultural Heritage Department
Department of Public Works
Elder Services & Apartments
Employee Health
Farm Office
Former - One Stop Lucky U
Former Accounting Building
Former Human Resource Department
Geographic Land Information System (GLIS
Irene Moore Activity Center
Land Management Office
Law Enforcement Center
Library - Green Earth Branch
Little Bear Development Center
Mason Street Casino
Museum
Norbert Hill Center
One Stop 54
One Stop E & EE
One Stop Westwind
Oneida Community Health Center
Oneida Nation Elementary School
Parish Hall
Printing Building
Recreation Center - Cty. H
Ridgeview Plaza
Senior Center
Social Services Building
SSB - Cottage #1
SSB - Cottage #2
SSB - Cottage #3
SSB - Cottage #4
Three Sisters Head Start
Tribal Building
Tsyuhekwa House

Participation Evaluation Survey

Please take a few minutes to answer the following questions. Your responses are confidential and will help us improve the quality of future meetings.

Instructions:
Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree" by placing a check mark in the appropriate box. If the statement does not apply to you, please check the column marked NA.

Statement	Rating					
	5	4	3	2	1	NA
I was comfortable in the meeting room.						
I could see the speaker and hear him/her clearly.						
The meeting was held at a convenient time.						
The meeting location was easy for me to get to.						
The displays were useful and helped me to understand the issues.						
The questions I asked were answered completely.						
The information presented was easy to understand.						
I learned how to become involved in the planning process.						
I know who to call to offer suggestions or comments.						
I know how my comments and/or questions will be handled.						
I know where to get information about planning.						
I will attend future participation meetings.						
I will suggest to other (friends, relatives, associates) that they attend future meetings. This meeting was a good use of my time.						
The facility was accessible and barrier free.						
All printed materials were made available to everyone in the audience.						
Comments:						