

COMPREHENSIVE PLANNING CONSULTANT RFP

The Whiteside County Planning and Zoning office requests proposals to provide professional planning services for the development of a comprehensive plan for unincorporated Whiteside County, Illinois, with a focus on those needs and population groups most significantly impacted by the 2008 flood event.

Proposals will be accepted by 4:00 pm, March 8, 2013. Proposals received after that date and time will not be considered. The Proposals will be reviewed by a County evaluation team. Firms selected as finalists may expect to be interviewed during business hours the week of March 18-22, 2013, if necessary.

All proposals should be sealed and identified on the outside as:

“WHITESIDE COUNTY COMPREHENSIVE PLANNING RFP RESPONSE”

All proposals will be scored and ranked with the highest rated firm being awarded a contract. Five copies and an electronic version of the proposal and the required supplemental information should be provided.

PURPOSE

The purpose of this Request for Proposal is to seek proposals from qualified planning consultants to prepare a Comprehensive Plan for unincorporated Whiteside County. The Comprehensive Plan will serve as a guide in considering policy changes, land use planning, budget preparation, capital improvement planning, zoning changes, economic opportunities and development, transportation choices, housing and community development, disaster mitigation and recovery, and any other facet of community life deemed important by the consultant and agreed to by Whiteside County.

BACKGROUND AND CHARACTER OF THE AREA

Whiteside County, Illinois was established on January 16, 1836. It is the namesake of General Samuel Whiteside who, as a major, fought in the Indian Wars in this section of the country from 1812 until the close of the Black Hawk War. The county also boasts the birthplace of President Ronald Reagan (Tampico), the Albany Mounds State Historic Site and a segment of one of the first continental highways - U.S. Route 30, aka the Lincoln Highway, which runs through the county seat, Morrison.

Whiteside County comprises 687 square miles and is rural in nature. The largest municipal area is the Sterling (Pop. 15,370) / Rock Falls (9,266) area on the county's east end. The next largest community is Morrison (4,188) followed by Fulton (3,481), Prophetstown (2,080), Erie (1,602), Albany (891), Tampico (790), Lyndon (648), Coleta (164) and Deer Grove (48). Unincorporated Whiteside County has a population of 19,970 which contains the unincorporated communities of Emerson, Como and Galt. All populations are based on the 2010 census. Besides these 11 incorporated municipalities, the county also contains three unincorporated communities, Emerson, Galt and Como plus 22 “civil” or “political townships”. These are congressional townships, again affected by the meandering of the Rock River through the county.

Whiteside County has two state parks, Morrison Rockwood north of Morrison and Prophetstown State Park located in Prophetstown. West of Prophetstown, is the Big Bend State Fish and Wildlife Area, and north of Fulton, the U. S. Corps of Engineers owns leased cabin sites along the Mississippi River.

The western boundary of the county consists of the Mississippi River and the Meredosia Ditch. The Meredosia Ditch forms the boundary with Rock Island County. Artificial boundaries separate the county from Carroll and Ogle Counties to the north, Lee County to the east and Bureau and Henry Counties to the south. The Rock River splits the county almost diagonally from the northeast to the southwest and the Green River cuts through the southeast corner of the county. Adding in tributary creeks, canals and drainage ditches, 40.4% of Whiteside County is considered to be in regulated 1% floodplain. This figure will increase when the Meredosia Levy system is de-credited.

The Rock River also splits the county in terms of soils. North of the Rock River soils are in the richer, loess categories while south of the river the soils are quite often sandy in nature and require irrigation systems for adequate watering of crops. For subdivisions in the unincorporated portion of the county, larger lots are required in the area south of the Rock River to protect the shallower, potable wells from septic system infiltration.

The major municipalities in the county have been the major sources of employment over the years. Sterling was home to Northwestern Steel and Wire Company (steel products), Wahl Clipper (barbering equipment), Lawrence Brothers (builder's hardware) and National Manufacturing (builder's hardware). Rock Falls was home to Russell, Burdsall and Ward (bolts and nuts) and Parish Alford (wire mesh). Morrison was home to General Electric (appliance controls), Prophetstown had Penberthy, Inc. (in-line gauges and pumps) and Fulton was home to Drives, Inc. (chains). Of these, only Wahl Clipper and Drives are still in operation. A new, major employer is the Wal-Mart Distribution center located west of the Sterling-Rock Falls area on U.S. 30.

Transportation opportunities include the I-88/East-West Tollway system connecting the Quad-Cities area (I-80 and I-74) with Chicago (I-294). There is also a planned four lane expansion to connect I-88/U.S.30 to U.S. 30 in Clinton, Iowa. North-south highways in the county include Il 84, Il 78 and Il 40. Rail transportation is provided by the Union Pacific (east-west) and the Burlington Northern Santa Fe (north-south). The Union Pacific is in the process of constructing a new railroad bridge across the Mississippi River south of Fulton and into Clinton, IA. Air service is provided by the Whiteside County Airport (Joseph H. Bittorf Field) which includes a 6,500 foot, lighted runway. A barge loading facility is located just outside of Fulton on the Mississippi River.

HISTORY OF COUNTY DEVELOPMENT REGULATIONS

Whiteside County adopted a zoning ordinance in 1959 without the benefit of a comprehensive plan. In the late 1960's, a comprehensive plan was prepared for the county and all municipalities except Sterling and Rock Falls. Both of those communities already had their own plans. The plan for the county was presented to the County Board in 1970, but there is no record of the county adopting this plan per the records in the County Clerk's office.

Subdivision regulations were adopted in 1975, the same year that the county developed a rural addressing system. Having been certified by the National Flood Insurance Program's Emergency Phase in 1973, the county entered the Regular Phase of the program in 1986 and became a part of the "Community Rating System" in 2007. The Digital Flood Insurance Rate Maps were adopted in 2011 with changes still anticipated for the Rock River.

Other regulations in place include the Land Evaluation and Site Assessment program adopted in 1987 and the Stormwater Management regulation adopted in 1988. That regulation received a major revision in 2010.

Whiteside County, along with the cities of Sterling, Rock Falls and Morrison, was awarded “Enterprise Zone” status in 1988. At that time, the county hired and still employs the Enterprise Zone Administrator which added the duties of Economic Development Administrator in 1990. The zone expanded into the cities of Fulton, Prophetstown and Lyndon in 1990, Thomson and Savanna in Carroll County in 1991, and Mt. Carroll in Carroll County in 2003. Also in 2003, the zone’s termination date was extended to 2018.

SCOPE OF SERVICES

The County has received a \$250,000.00 Community Development Block Grant through the Illinois Department of Commerce and Economic Opportunity (DCEO) to develop a comprehensive plan. The grant funding stems from flooding and flood damage sustained in the year 2008, in Northwestern Illinois.

The Grant was awarded by DCEO on the basis of a grant application submitted to them by Whiteside County and Part IV of that application is attached hereto as *Exhibits A-I*. Any future agreement will take these exhibits into account.

The County is looking for a firm experienced with developing unified codes, and willing to incorporate new, innovative and state of the art approaches to development of the Comprehensive Plan and future development of the county. Demonstrated use of technology to outreach and regularly communicate with the community residents is extremely important. The final Comprehensive Plan should include a phased and prioritized implementation strategy as necessary.

TASKS: Whiteside County is requesting proposals to lead in the preparation and adoption of a Comprehensive Plan. The planning horizon will be 2033. The County seeks a consultant that will guide the creation of a community vision, growth and development policies, and implementation strategies. Our citizens have strong feelings and there is social, cultural, and economic diversity. The consultant must be skilled in helping various elements of our community agree on a vision and the means to achieve it. The consultant should consider:

1. Public Outreach, Participation and Intergovernmental Coordination. The public participation process should involve a wide cross-section of residents, organizations and networks, appropriate meeting and discussion formats, and information dissemination. A Citizen Task Force of volunteers can assist the consultant in gathering community input. The Planning and Zoning Commission and county staff can assist the consultant at each step of the process. These roles should be defined in the consultant’s proposal.
2. Analyze, understand and report existing documents, plans, ordinances, and existing conditions in relation to possible planning alternatives
3. Design an economic base analysis and a build out analysis that will include population and economic projections. Perform financial analysis on the cost of services, land use decisions, and growth opportunities, determining budgetary needs and long-range financial planning including responsibility.
4. Overall management of the Comprehensive Plan process and preparation of all draft and final plan documents.
5. Depending on funding, undertake and help gain adoption of an update to the county’s development regulations to bring them into alignment with the Comprehensive Plan. The decision to proceed to this task will not be made until the initial Comprehensive Plan process is underway. The consultant should include a separate proposal for this work.

COMPREHENSIVE PLAN GOAL: The goal of the Comprehensive Plan is to maintain and/or improve the overall quality of life for Whiteside County residents by:

1. Promoting sustainable development;
2. Encouraging a stable and enduring economic base;
3. Providing for safety, health, welfare and education;
4. Preserving the natural, cultural, recreational, and historic assets of the county;
5. Enhancing the design of the built and natural environment; and
6. Advocating for smart growth design principles in the planning process.

Simply put, the Comprehensive Plan will provide a document that will provide a basis for land use and other governmental decision-making over the next two decades.

The scopes of services that the consultant must be prepared and qualified to provide are as follows:

- Facilitation of the planning process
 - Project design
 - Needs analysis
 - Identification of functional areas that require more detailed study for better prioritization and activity recommendations
 - Development of future land use exhibits that address priority planning areas utilizing existing land use plans adopted by our municipalities for their 1 ½ mile planning areas
 - Development of a realistic implementation plan
- Challenge the team to consider planning areas beyond the traditional categories and geographic boundaries
- Facilitate public participation process including a community survey, a minimum of three public meetings, providing content for the project website and social media, and facilitating Steering Committee meetings. See Exhibit D for details.
- Integrate regional analysis, assets and liabilities into the planning process
- Facilitate the development of a working plan rather than a shelf plan
- Assist in presentation of Preliminary Plan and Final plan at public meetings, and other presentation functions

DELIVERABLES/PRODUCT

This contract will result in a comprehensive plan document integrating current planning policies, goals and objectives where appropriate. The plan shall include text, plans, charts, graphs, and other applicable graphics to illustrate past, current and future projections. The plan shall identify a vision, key trends and issues, desired outcomes (goals and policies) and implementation strategies.

Plan requirements include:

- An analysis of the impact of the floods of 2008 on the area, paying special attention to the areas and groups that were most adversely affected, and the kinds of unmet “needs” that were created by the storm either directly or indirectly (e.g., infrastructure, housing, economic development, etc.)
- Put forth principles/policies designed to best serve the affected populations and address the identified needs created by the disaster.
- Outline strategies designed to mitigate or minimize future disaster damage.

Proposed plans should consider each of the following subject areas - housing, community development, economic development, public facilities, infrastructure and utilities, transportation, economic development, agricultural and natural resources, hazards and hazard mitigation, and intergovernmental collaboration-with view toward their significance in the area's efforts to recover from the recent disaster; though plans may elect to focus on one or more areas in depth.

Additional topics to consider are community design, community development, energy and green building (including life-cycles of materials), public facilities and utilities, other infrastructure, recreation, historic preservation, land use planning, and public participation.

NOTE: The detailed scope of services will be negotiated at the time of contract development.

PROPOSALS

The following information should be included under the title "Professional Services Administrative Consultant RFP":

1. Name of proposer
2. Proposer address
3. Proposer telephone number
4. Proposer federal tax identification number
5. Name, title address, telephone number, fax number, and email address of contact person authorized to contractually obligate the Proposer on behalf of the proposer.

Contents of Proposal

Proposers should letter and number responses exactly as the questions are presented herein. Interested proposers are invited to submit proposals that contain the following information:

1. Introduction (transmittal letter)
2. Background and Experience
3. Personnel/Professional Qualifications
4. Approach
5. Project Schedule
6. Proposed Compensation

1. Introduction (transmittal letter)

By signing the letter and/or offer, the Proposer certifies that the signatory is authorized to bind the Proposer. The proposal should include:

- a. A brief statement of the proposer's understanding of the scope of the work to be performed;
- b. A confirmation that the proposer meets the appropriate state licensing requirements to practice in the State of Illinois if applicable;
- c. A confirmation that the proposer has not had a record of substandard work within the last five years
- d. A confirmation that the proposer has not engaged in any unethical practices within the last five years;
- e. A confirmation that, if awarded the contract, the Proposer acknowledges its complete responsibility for the entire contract, including payment of any and all charges resulting from the contract;

- f. Any other information that the Proposer feels appropriate;
- g. The signature of an individual who is authorized to make offers of this nature in the name of the proper submitting the proposal.

2. Background and Experience

Proposers should:

- a. Describe Proposer's firm by providing its full legal name, date of establishment, type of entity and business expertise, short history, current ownership structure and any recent or materially significant proposed change in ownership.
- b. Describe any prior engagements in which Proposer's firm assisted a governmental entity with any other projects relating to Planning. Proposer should include all examples of work on similar projects as described in the Scope of Services. Proposer should provide the names, phone numbers, and emails of contact persons in the organizations for whom any projects referenced in this section were conducted. Proposer should include written references (letters or forms are acceptable) from previous clients attesting to the quality of work proposer cites in this section.
- c. Describe any issue the characteristics of which would be uniquely relevant in evaluating the experience of Proposer's firm to handle the proposed project.
- d. Provide current information on professional errors and omissions coverage carried by Proposer's firm, including amount of coverage. Coverage shall meet or exceed limits as set in County Ordinances, Chapter 2 Section 2-663.
- e. Describe any relevant specialized knowledge in planning.

3. Personnel/Professional Qualifications

Proposers should:

- a. Identify staff members who would be assigned to act for Proposer's firm in key management and field positions providing the services described in Scope of Services, and the functions to be performed by each.
- b. Include resumes or curriculum vitae of each such staff member designed above, including name, position, telephone number, fax number, email address education, and years and type of experience. Describe, for each such person, the relevant planning projects on which they have worked. Provide "relevant planning" names, telephone numbers, and email addresses of contact persons with the firms or organization with whom these staff members worked on similar or related type planning projects.

4. Approach

Proposers should:

- a. Clearly describe the unique approach, methodologies, knowledge and capability to be employed in the performance of the Scope of Services.
- b. Present innovative concepts, approaches, and methodologies, if any, not discussed in the Scope of Work for consideration.

5. Project Schedule

The proposal should include a general project schedule and estimated completion date with the understanding that the clients are interested in moving forward as quickly as possible with the plan. The County estimates that this project will take approximately 12 months to complete once the final consultant is approved.

6. Proposed Compensation

The selected Consultant will be compensated on a unit-price basis for each deliverable of definable work product delivered and on an hourly fee basis for additional services rendered.

- a. Provide the firm's general fee structure for providing identified services. Where applicable, provide unit prices for deliverable items described in the Scope of Services. Any final price per task will be subject to a cost reasonableness determination and final negotiation.
- b. For tasks that lack a definable work product, provide fully-loaded hourly rates for responsible personnel. The estimate of costs and person hours per work item must be an exhibit in the consultant proposal and must be represented as a "cost not to exceed".
- c. Provide other pricing information if applicable.
- d. The County is not liable for any cost incurred by any proposers prior to the execution of an agreement or contract created as a result of this RFP. The County shall not be liable for any costs incurred by the selected consultant that are not specified in the contract.

SELECTION CRITERIA

The County reserves the right to accept or reject any or all proposals. All proposals become the property of the County.

Respondents will be evaluated on the basis of the written material submitted and according to the following factors:

1. Experience of the firm with this particular type of project as described in Part One. 40 (points/%)
2. Experience of the firm with other type CDBG or CDAP projects. 10 (points/%)
3. Current capacity to accomplish the work in the required time. 20 (points/%)
4. Reference from other clients attesting to firms: 20 (points/%)
 - a. Quality of work.
 - b. Compliance with performance schedules.
5. Cost Reasonableness: 10 (points/%)

In the event of a tie, oral interviews will be held with those firms. As a result of the interviews, the County will determine which firm will be selected to enter into contract negotiations. Unsuccessful firms will be notified as soon as possible.

CONTRACT DEVELOPMENT

Contract discussion and negotiation will follow award selection. Respondents must be amenable to inclusion, in a contract, of any information provided whether herein or in response to this RFP, or developed subsequently during the selection process.

The agreement will be based on a lump sum, fixed price, or cost reimbursement ("not to exceed") basis, with payment terms to be negotiated with the selected respondent. Reimbursement for services will be contingent on the County receiving grant funding from DCEO.

The contract shall not be considered executed unless signed by the authorizing representative of the County. The contract may be extended beyond the original term by agreement of both parties.

COMPLIANCE WITH LAWS

The selected firm agrees to be bound by all applicable Federal, State and Local laws, regulations and directives as they pertain to the performance of the contract.

QUESTIONS

Questions concerning this proposal should be addressed to the County Administrator at 815-772-5100. Proposals should be hand-delivered to the County Administrator, at the courthouse at 200 East Knox Street, Morrison, IL 61270 or mailed to the County Administrator, at the county courthouse at 200 East Knox Street, Morrison, IL 61270.

Exhibit A. Needs

In the summer of 2008 Whiteside County Illinois suffered flooding and flood related damages to property in and along the Mississippi River and Rock River running along and through the boundaries of the county in Northwest Illinois. Several private property owners were identified with flooding and flood damages, mostly to farmsteads, and production cropland. According the data provided by the USDA Risk Management Office dated July 14, 2009, Whiteside County had 249,443 acres affected by flooding and Federal Crop Insurance Indemnity Payments totaling \$7,052,930.00.

According to data provided by FEMA dated May 6, 2009, Whiteside County received \$14,514.31 FEMA Individual Assistance Program funding support which served 5 people.

According to data provided by the Small Business Administration dated June 3, 2009 Whiteside County had one SBA Home Loan for \$14,000. According to data provided by the Bureau of Title XX Social Services dated July 7, 2009, Whiteside County also received \$2,090.49 in Social Services Block Grant Program funding.

Whiteside County is one of only a few counties in Illinois that does not have a Hazard Mitigation Plan in place, this shortcoming was evident and experienced during the 2008 flood event. The County needs a Hazard Mitigation Plan.

In addition with the 2008 flood event other areas of need were brought into the forefront, such as the need to address affordable housing; county wide transportation planning and continued transportation enhancement; lack of a land use plan; up to date zoning and ordinance planning; an inventory of critical infrastructure of the unincorporated areas within the county (private wells and septic); condition and needs analysis of county facilities (building structures), to better understand and manage energy efficiency and energy conservation; an agriculture and natural resources preservation plan, intergovernmental cooperation plan and a county wide economic development analysis and plan to better prepare for and help provide for a more diverse economic development atmosphere for job creation and economic wealth to both the private and public sector.

Exhibit B. Project Design

Whiteside County proposes a collaborative and participatory approach to developing a Comprehensive Plan. Because of a lack of planning staff, the County will look to engage a planning consultant to develop the Comprehensive Plan. We expect the duration of the process to be approximately 18 months. Listed below is a general overview of the process we recommend for completion of our plan.

PHASE 1 - Kickoff Meetings and Existing Conditions Analyses

This phase will include introductory meetings with staff and the Comprehensive Plan Steering Committee. This phase will also feature a public educational meeting to kickoff the planning process and inform the community about the entire planning process. In this phase we will collect and analyze a wealth of existing conditions information and future change projections about the County corresponding to the core elements of the plan: Housing Element, Public Infrastructure and Utilities, Transportation, Economic Development, Agricultural and Natural Resources, County Facilities, Hazards & Hazard Mitigation, Intergovernmental Collaboration

PHASE 2 - Public Involvement, Issues and Opportunities Identification

Public involvement will occur predominantly near the beginning and near the end of the planning process (see Phase 8 for end of process draft review activities). Most of the public involvement activities described in the Public Participation Plan later in this section will be used to inform an analysis of issues and opportunities to be addressed in the plan. The existing conditions data will also be used as a key source to identify and define the issues and opportunities that are present for Whiteside County. An Issues and Opportunities element will describe how each of those characteristics may enhance or impede future growth within the County.

PHASE 3 - Mapping

This element will create maps to illustrate existing conditions and future plans, using Whiteside County parcel data. At a minimum, we anticipate the following maps:

- Map 1: Regional Context Base Map
- Map 2: Development Limitations Map
- Map 3: Transportation Facilities Map
- Map 4: Economic Development Map
- Map 5: Sewer and Water Service Map
- Map 6: Community Facilities Map
- Map 7: Parks & Recreation Map
- Map 8: Existing Land Use Map
- Map 9: Future Land Use Map

PHASE 4 - Vision, Goals, Objectives and Policies

This phase of the project will result in a plan chapter that addresses each of the core planning topics:

1. Housing Element

This element will contain objectives, policies, and programs to further the vitality and character of established residential and new residential areas in the county and plans to ensure an adequate housing supply that meets both the existing and forecasted housing demand.

2. Public Infrastructure and Utilities Element

This element will contain objectives, policies, and programs to guide future development of sanitary sewer service, storm water management, water supply, solid waste disposal, wastewater treatment technologies, recycling facilities, and telecommunications facilities.

3. Transportation Element

This element will contain objectives, policies, and programs to guide the future development of safe, convenient, efficient, and economical transportation systems throughout the county. Including but not limited to roads, rail, air and public transportation.

4. Economic Development Element

This element will contain objectives, policies, and programs to promote the stabilization, retention, or expansion of economic development and employment opportunities within the county.

5. Agricultural and Natural Resources Element

This element will contain objectives, policies, and programs addressing preservation and protection of agricultural and natural resources.

6. County Facilities Element

This element will contain objectives, policies, and programs to assist future development of and maintenance of current educational facilities, housing facilities, transportation facilities, health care facilities, child care facilities, law enforcement and fire protection facilities, and other governmental facilities that are necessary or desirable to meet the projected needs of the county.

7. Hazards & Hazard Mitigation Element

This element will contain objectives, policies, and programs that identify the natural and other hazards that have the greatest likelihood of impacting the county and communities or that pose a risk of catastrophic damage as such hazards relate to land use and development decisions, as well as steps necessary to mitigate risk especially after the short- and long-term effects felt from Hurricane Ike.

8. Intergovernmental Collaboration Element

This element will contain objectives, policies, and programs for joint planning and joint decision-making with other municipalities or governmental entities, including school districts and drainage districts, for siting and constructing public facilities and sharing public services.

PHASE 5 - Land Use and Community Design

This phase will result in a plan chapter dedicated to land use, including maps and policies that guide where and how land in the County should be developed or redeveloped, or not developed. These policies will be based on data analysis and issue identification completed earlier in the planning process. This chapter may identify and include information on property that has the possibility for redevelopment, a map of existing and potential land use and land use conflicts, information and maps relating to the current and future provision of utilities. The chapter will also include development design guidelines to inform zoning and subdivision ordinance revisions and incorporate existing Greenways & Trails plan.

PHASE 6 - Implementation Element

This phase will result in several implementation tools, including:

1. An implementation plan chapter featuring actions addressing each of the plan elements with deadlines and assigned responsibility
2. Updates to the zoning and subdivision ordinances
3. A standalone Hazard Mitigation Plan
4. A stand-alone Capital Improvement Plan
5. Create Economic Development Strategic Plan
6. Codify County Code
 - Codification/Recodification services.
 - Provide materials for the adoption of the code.
 - Publish online.
 - Supplemental services (provide updates).

PHASE 7 - Public Review and Adoption

This phase will include at least one public presentation and open house to solicit feedback on the complete draft plan, a final review meeting with the Comprehensive Plan Steering Committee with a recommendation for adoption by County Board and then County Board Adoption.

Exhibit C. Applicant Capacity

Whiteside County is positioned strongly to prepare and implement a Comprehensive Plan. Various data on file with county departments will be used as a basis for this project. The County Board Chairman and County Board are in full support of the project and unanimously approved the Board Resolution of Support which is attached. It is anticipated that a planning consultant firm will need to be engaged by the County to assist in preparing the Comprehensive Plan.

Exhibit D. Public Participation Plan

This process will be an inherently public process - all meetings will be noticed as required by law and open to the public. More importantly, there will be multiple, specific methods of outreach to residents to solicit input and feedback on opinions about current conditions and draft plan content as it is developed. We will utilize the following specific methods to inform and involve stakeholders:

- 1) **Steering Committee.** An Ad Hoc Comprehensive Plan Steering Committee will be appointed by County Board, at minimum membership will include representatives of the area business community, one or more at-large community representatives, and at least one member from each of the following bodies: County Board, County Planning Committee, Public Works Dept. or Committee; Economic Development Committee, County Public Safety, Health & Social Services. All Steering Committee meetings will be open to public attendance and participation.
- 2) **Community Survey.** We will implement a resident survey addressing all aspects of the proposed plan. The survey will be mailed to all households and also available on-line. We will seek at least 10% participation.
- 3) **Public Meetings.** We will conduct a minimum of three public meetings intended to engage the general resident population, including a kickoff and visioning meeting at the beginning of the planning process, a draft review meeting when preliminary draft versions of all plan components are available for review, and a ; formal public hearing prior to adoption.
- 4) **Project Website.** We will establish and maintain a website devoted to the project on which we will post the project schedule, share draft materials, and solicit comments throughout the project.
- 5) **Social Media.** We will utilize various social media outlets to make citizens aware of the process and direct them to the Project Website for more information.

Exhibit E. Performance Measurement

The success of this planning process will be measured and judged on three core themes: public outreach, commitment to action, and responsiveness to the problems and goals identified. We intend to utilize the following measurements, and we will measure our performance against the targets identified.

1) Public Outreach

Measurement Percentage of community that participates, based on the participant count for whichever single activity draws the most participants

- Target: 10%+

2) Commitment to Action

Measurement A) County Board adoption.

- Target: Adoption with 75%+approval by County Board

Measurement B) Resolutions of support from key local committees and commissions (e.g. Plan Commission, CEDS Committee, Enterprise Zone Committee, Public Safety, etc.)

- Target: approved resolutions from 100% of listed committees and commissions

Measurement C) Percentage of actions that have deadlines for completion, a designation of responsible party, and affirmation by the responsible party that the action is feasible and he/she/they will attempt to complete the action.

- Target: 100%

3) Plan Responsiveness

Measurement Implementation of short term goals identified in various components of the Comprehensive Plan within five years of approval.

- Target: 80%

Exhibit F. Participation in the National Flood Insurance Program

Whiteside County does participate in the National Flood Insurance Program. New Digital Flood Insurance Rate Maps were adopted by the county in 2011, with changes expected from a yet to be released Rock River flood study. The county is also in the Community Rating System (CRS) program at Level 8. At this time the Whiteside County does not have a County Hazard Mitigation Plan in place. As part of this IKE Planning Program Whiteside County will be focusing a good portion of its efforts to Hazard Mitigation Planning. This planning is also being addressed by the county's Emergency Management Agency in the Sheriff's office, through funding provided by the Illinois Emergency Management Agency.

Exhibit G. Sustainable Planning Principles

1. Provide more transportation choices - Develop safe, reliable and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions and promote public health

RESPONSE: The planning process will consider and ask residents about all the ways they currently travel in the County, and any shortcomings to mobility. Alternatives to single occupancy vehicles will be discussed, including bike and pedestrian improvements and enhanced public transit options. This discussion should also be connected to land use and development discussions, with the explicit observation that development patterns influence mobility needs and costs.

2. Promote equitable, affordable housing - Expand location- and energy-efficient housing choices for people of all ages, incomes, races and ethnicities to increase mobility and lower the combined cost of housing and transportation.

RESPONSE: Questions and discussions about housing will address all of the factors that affect cost and quality of life, including location, energy efficiency, quality, and a range of choices for all residents.

3. Enhance economic competitiveness - Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers as well as expanded business access to markets.

RESPONSE: Through the planning process we will search for impediments to economic competitiveness and seek actions that can improve or mitigate those impediments. Of special concern will be strategies to ' overcome shortcoming of location, transportation infrastructure, and workforce preparedness.

4. Support existing communities - Target funding toward existing communities—through such strategies as transit-oriented, mixed-use development and land recycling—to increase community revitalization, improves the efficiency of public works investments, and safeguard rural landscapes.

RESPONSE: This county plan will acknowledge and reaffirm the importance of focusing development toward the existing municipalities, where services can be provided and daily life needs met most efficiently.

5. Coordinate policies and leverage investment - Align policies and funding to remove barriers to collaboration, leverage funding and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

RESPONSE: Each of the municipalities in the county will be involved in the development of this plan, especially with regard to discussions of growth patterns and provision of public services.

6. Value communities and neighborhoods - Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.

RESPONSE: The fundamental underlying theme of this plan, the reason we are creating it, is to preserve and enhance a high quality of life for all county residents. We will consider and discuss the various types of neighborhoods in the county and the characteristics that make them healthy, safe, walkable, and resilient. Almost every plan element will address this fundamental issue in some way.

Exhibit H. Impact of the Proposed Plan

The creation of a Comprehensive Plan will position the Whiteside County to develop and grow in the next 20 years in a coordinated, harmonious fashion which has been lacking throughout the County's history. The Plan will provide a number of specific implementable plans and assessments that will help the County recover socially, economically and physically from the devastating effects of the flood events from Hurricane Ike and be better prepared for the future.

Specific implementation elements identified to assist the Whiteside County in recovery from Hurricane Ike include the creation, approval and implementation of the following:

1. Hazard Mitigation Plan that will identify steps necessary to mitigate risk from future disasters.
2. Housing Plan which will provide guidance and opportunities for housing development throughout the county.
3. Land Use Plan and Zoning & Ordinance Updates to provide consistent future development and harmonious land uses throughout the County.
4. Economic Development Plan which will support current economic development processes and also enhance future development opportunities to assist the County in continued economic growth and prosperity.
5. Transportation Plan that will identify opportunities for various modes of mass transit and transportation facilities needs throughout the county.
6. Community Facilities Plan will analyze and development strategies for better use and energy efficiency/conservation of county buildings.
7. Agricultural and Natural Resources Plan will take into account and recommend ways to manage and preserve these valuable resources within the county.
8. Intergovernmental Cooperation Plan will provide suggestions and avenues for cooperation and working partnerships between county, township and municipal government agencies.

Exhibit I. Project Support of Regional Planning Efforts

Whiteside County currently does not have an adopted Comprehensive Plan, nor do they have a Hazard Mitigation Plan in place. With the completion of the Whiteside County IKE Comprehensive Plan project and the county's adoption of said plan Whiteside County will be in a better position to act and work regionally not only within its own geographic boundaries but within the Northwestern Illinois region.

The Whiteside IKE Comprehensive Planning Project will also afford the County the opportunity to complete and have in place the much-needed Hazard Mitigation Plan which is being prepared by others.