

# Public Engagement Plan

Version: October 28, 2019



Phase	Activity	Date	Purpose	Target Audience
<b>1</b>	Kick-off Meetings and Community Tour	October 29-30	Inform Board and get input on what they would like to see	Staff, Tour open to Steering Committee members
	<b>Establish online presence</b>	<b>October 29, 2019</b>	<b>Website content, link to social media</b>	<b>Community</b>
	<b>Stakeholder Meetings (6)</b>	<b>October 30, 2019</b>	<b>1-hour meetings with individuals or small groups; issue identification and vision sharing</b>	<b>Individuals or groups identified by staff/SC</b>
	Steering Committee (#1)	October 30, 2019	Selected group representative of the community	Steering Committee members, public welcome to attend
	Public Engagement Materials	November 15, 2019	FAQ Document, Intro Power Point for Plan Ambassadors, Business card or post card	Community
<b>2</b>	<b>Email Signup List</b>	<b>November - February</b>	<b>Encourage citizens and stakeholders to sign up for email list</b>	<b>Community</b>
	Decide on Interactive Survey Platform	November	Preview interactive survey platforms with staff (i.e. PublicInput.com, MetroQuest, MindMixer)	Staff / consultant team
	Plan Ambassador Informational Meeting	Early December	Staff to organize and lead informational meeting with potential plan ambassadors	Community
	Steering Committee (#2)	January	Plan review, analysis, prep for public meeting and survey	Staff / consultant team direction
	<b>Community Survey (Phase 1)</b>	<b>Late January - February</b>	<b>Gather input on preferences and priorities via interactive online survey. Survey will be available online and in print.</b>	<b>Community</b>
	<b>Visioning Workshop</b>	<b>February</b>	<b>3.5 Days of public meetings, schedule and dates TBD</b>	<b>Community, Steering Committee, Elected Officials, Boards</b>
	Steering Committee (#3)	Late February	Public meeting & Survey Results	Steering Committee members, public welcome to attend
	Steering Committee (#4)	April	Plan Framework & Vision	Steering Committee members, public welcome to attend
<b>3</b>	Steering Committee (#5)	May	Draft Plan	Steering Committee members, public welcome to attend
	<b>Community Open House</b>	<b>June</b>	<b>Present and gather comments on the draft plan</b>	<b>Community</b>
	<b>Community Survey (Phase 2)</b>	<b>May-June</b>	<b>Gather feedback on draft recommendations and priority implementation steps</b>	<b>Community</b>
	Steering Committee (#6)	Summer 2020	Implementation Strategies	Staff / consultant team direction
<b>4</b>	Planning Board	Late Summer 2020	Seek recommendation on Draft Plan	Community
	Board of Commissioners	Fall 2020	Public Hearing / Adopt Plan	Community

Project Communications				
Project Notices	February, June, and Summer 2020	Distribute notices of public meetings via website and email list minimum 2 weeks prior to event	Community	
Social Media	February, June, and Summer 2020	Distribute notices of public meetings, survey, draft plan via social media outlets (Facebook, Twitter, Instagram)	Community	
Print Media	Nov-Jan, Periodically	Business cards or post cards, flyers at key locations, coordinate with news outlets	Community	
Community Survey	Phase 1: Jan. - Feb. Phase 2: May - June	Online survey accessed 24/7, Strategic placement of paper surveys, two phases	Community	