

CLAY COUNTY COMPREHENSIVE PLAN

PUBLIC ENGAGEMENT PLAN

January, 2021

PURPOSE

In envisioning the future of Clay County with an update to its Comprehensive Plan, public engagement plays a central part to involve residents and other interest groups in actively shaping the direction of their communities. The purpose of this Public Engagement Plan is to outline the overall goals, methods for outreach, stakeholders and schedule in project phases. Over the duration of this process, the public will be informed about the purpose and working status of the plan in a way that aims to be transparent, collaborative and inclusive.

GOALS AND INTENDED OUTCOMES

In order to reach a successful outcome, it is helpful to first outline the objectives of public engagement. It is also important to seek out input from different parts of the community in order to achieve a well-thought out plan that addresses everyone's needs. In helping to do so, facilitators of public engagement efforts should do their best to refrain from using jargon and ensure that information is easily digestible. Presentations will encourage public participation and engage interest with graphics and interactive activities.

There are four main goals that will guide all areas of public engagement. They are as follows:

- (1) **Equitable and inclusive representation** – acknowledge an increasingly diverse community to ensure outreach to various interest groups and lift up historically marginalized voices
- (2) **Open communication** – engagement should occur throughout the process to ensure that the plan remains meaningful to the community and the public should have easy access to relevant information
- (3) **Collaboration** – ensure that decisions are not just made for people but with people
- (4) **Accountability** – the community should be able to see how the final plan reflects their participation in the public engagement process

Goal	Intended Outcomes
Equitable and inclusive representation	A community profile study has been conducted Outreach to different stakeholders All voices have had the chance to be heard throughout the process
Open communication	Public engagement meetings have been organized at the start and finish Meeting dates and times were effectively communicated and advertised Project website and social media sites remained useful and up-to-date Stakeholders had access to project staff
Collaboration	Stakeholders were engaged during meetings through interactive activities The process facilitated meaningful dialogue
Accountability	The final plan reflects community feedback The final plan includes quotes and documentation of the process

COVID-19 PUBLIC ENGAGEMENT AND OUTREACH TECHNIQUES

In light of the current COVID-19 pandemic, it should be acknowledged that this will impact the ways in which public engagement is carried out. Given this context, meaningful engagement strategies will be tailored to this reality. As this is a continually changing situation, the process of engagement will also be subject to change.

Until it is safe to resume in-person, public engagement meetings will be held virtually over a video conferencing platform. In using this platform, the public will still be encouraged to actively participate in various interactive activities that will solicit real time feedback. With regards to any future changes to the pandemic situation, all public engagement meetings will abide by safety protocols as outlined by the Centers for Disease Control and Prevention, as well as any relevant state and local safety standards.

STUDY TEAM AND PARTNERS

There are many key stakeholders to consider when designing engagement for a comprehensive planning process. This is not an exhaustive list but some of these different groups include:

- General public
- Residents
- Property owners
- Small business owners
- College students
- Institutions
- Cultural organizations
- Accessibility population
- Youth and families
- Seniors and aging population
- Developers and brokers
- Boards and commissions
- Advocacy organizations

Study Review Committee

The Study Review Committee includes community members, county and Metro COG staff. The committee will help guide the planning process, review draft material, and provide input on the public engagement process as it evolves. The committee consists of the following members:

Jenny Mongeau, County Commission
Kevin Campbell, County Commission
Bill Davis, Planning Commission
Curt Stubstad, Planning Commission
Mark Klevgard, Planning Commission
Ezra Baer, Board of Adjustment
Steve Larson, County Administrator

Matt Jacobson, Planning Director
Dave Overbo, County Engineer
Kent Severson, Environmental Health Director
Ari Del Rosario, Metro COG
Luke Champa, Metro COG
Cindy Gray, Metro COG
Adam Altenburg, Metro COG

Alternates

Laura Johnson, Planning Commission (alt)
Erika Franck, Planning (alt)
Justin Sorum, Engineering (alt)

PROJECT PHASES/DELIVERABLES

This process can be broken up in 4 phases with the following deliverables included:

- (1) **Context Gathering** – this includes project initiation, study of the community profile, background data and existing conditions
- (2) **Vision & Goal Setting** – this includes issue identification and issue analysis
- (3) **Planning Strategies** – this includes writing up the plan goals & objectives, land use, transportation and additional planning strategies
- (4) **Final Implementation** – this includes writing up the draft plan with executive summary, receiving final feedback and subsequent adoption

SCHEDULE

As agreed upon by both Clay County and Metro COG, we estimate the schedule for the proposed project to be within a 12-month timeframe starting in January, 2021. We anticipate completion of the Comprehensive Plan and its adoption by December 31, 2021.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Phase 1 – Context Gathering												
Phase 2 – Vision & Goal Setting			*									
Phase 3 – Planning Strategies												
Phase 4 – Final Implementation										*		

* Public Input Meetings