



# Sheridan County Comprehensive Plan Community Participation Strategy

Draft – 09/21/09

## Overview

Building understanding of and political support for the Sheridan County Comprehensive Plan lies in successful outreach to the community, ideas from the public, and participation of elected and appointed officials. One of the primary objectives for the County planning effort is to engage citizens, other stakeholders, and elected and appointed officials throughout the process—to result in a plan that reflects the collective will and one that the community will implement. Elements of a successful community participation strategy are:

- **Informative**—build on an understanding of issues and conditions, current plans and studies, help educate community members about choices and implications;
- **Transparent**—make it open and multi-layered with many opportunities for people to get involved;
- **Expectations Aligned**—make roles of participants clear;
- **Engaged People**—make the process interactive, innovative, and fun; and
- **Outcome-Focus**—stick to a schedule and keep the end-result in mind to avoid a long, tedious effort.

To achieve successful community participation, we propose a combination of many different types of events and information described under the strategy below. This packet also includes a schedule listing when activities will occur throughout the process, following the description of the strategy, below.

## The Multi-Layered Strategy

The specific actions that the planning team will undertake are listed below, under three outreach categories:

- (1) Targeted Outreach,
- (2) Broad-Based Education and Outreach, and
- (3) Leadership Meetings.



## 1. Targeted Outreach

### One-on-One Meetings

Planning team members will meet informally with community members, elected and appointed officials, and other representatives as opportunities arise and as needed to discuss the overall project goals, issues and opportunities, and aspects of the 1985 Plan that are still relevant or worth retaining.

### Civic Group Presentations

From time to time, the planning team will provide presentations to local organizations and receive feedback via comment forms or other mechanisms. Organizations may contact Mark Reid to arrange a time and date, or the planning team may contact the organizations.

Weekly Events include:

- Kiwanis Club meets at the Best Western Sheridan Center at noon on Thursdays
- Rotary Club meets at The Historic Sheridan Inn at noon on Fridays.

### Bi-Weekly:

1<sup>st</sup> & 3<sup>rd</sup> Tues. Lions Club meets at the Historic Sheridan Inn at 12:10 pm

Jaycees meets at the Best Western Sheridan Center at 6:30 pm

2<sup>nd</sup> & 4<sup>th</sup> Tues. Sundowner Lions Club meets at Trails End Restaurant at 6:00 pm

1<sup>st</sup> & 3<sup>rd</sup> Fri. MOMS Club - Moms Offering Moms Support at St. Peter's Episcopal Church, 1 S. Tschirgi from 9:00 am to 11:30 am

2<sup>nd</sup> & 4<sup>th</sup> Tues. Story Lion's Club at 7:00 pm

### Monthly:

2<sup>nd</sup> Wed. Chamber Luncheon - Best Western Sheridan Center at 11:30 am

1<sup>st</sup> Thurs. Story Women's Club at 1:30

### Focus Groups

At opportune times, the planning team will hold focused meetings with groups such as landowners, business owners, and community leaders, to discuss their priorities as they relate to the comprehensive plan.

### Citizen Advisory Committee (CAC) Meetings

The Citizen Advisory Committee (CAC) will be a sounding board and advisory body that represents diverse viewpoints of organizations, businesses, citizens, community interests, and geographic regions around the County. The group will meet up to seven times throughout the process, to review materials generated by the planning team and provide recommendations to carry to the appointed and elected officials.



### Technical Advisory Committee (TAC)

The Technical Advisory Committee (TAC) will operate informally and involve county department officials and other agencies (such as cities and towns) to verify technical accuracy of data and information assembled by the planning team. Participants include representatives from City of Sheridan and towns, Federal Agencies (Forest Service), relevant State agencies, WyDOT, and others. The group may meet up to four times during the process, or as needed.

## High School Youth

Outreach and exercises with the community's youth (e.g., a high school class), would be an excellent way to involve the community leaders of the future in confirming and defining a vision. The planning team will aim for meeting with high school students in late fall of 2007 to do a visioning exercise.

## 2. Broad-Based Education and Outreach

### Promotional Materials

The planning team will prepare promotional materials such as a logo, bookmarks, posters, and fliers to advertise "Plan Sheridan County" and announce meetings and access to web materials.

### Community Workshops/Open Houses

The County will host meetings (primarily centralized in Sheridan, but also in other communities) to provide opportunities for residents and other people to focus on countywide issues and topics that are most directly relevant to their areas. Our scope provides for three communitywide events at key points during the process (in fall 2007, winter 2008, and spring or summer 2008). These workshops will be well-publicized events designed to invite citizens to participate in hands-on planning for the future, reviewing materials, and convey questions, concerns, and suggestions to the planning team.



### Piggy-Back onto Community Events/Posters

When possible, it is helpful to "piggy-back" onto other local events that draw people or put posters in high traffic locations (such as Post Office, library, or community centers). Most of the events that draw large crowds are in the summer months, which will correspond with the draft plan and strategy recommendations. Events include:

- Celebrate the Arts (June '08)
- Bighorn Mountain Wild and Scenic Trail Runs (summer '08)
- Sheridan County Fair (August '08)
- Big West Arts Festival (August '08)
- Sheridan County Rodeo (August '08)
- Polo events (summer '08)
- Harvest Celebrations (Sept. '08)
- Farmer's Market (July – Sept. 08)

The planning team will provide posters, promotional materials, and comment forms for these events in spring of 2008.

### Newsletters and Local Media

The planning team (staff with assistance from consultants) will provide regular project updates for the local media, letters and columns, and printing meeting notices in the Sheridan newspaper, *The Sheridan Press*, and local radio. The Commissioners do a show, the "Public Pulse" that could be a good avenue for sharing information with the public (KROE weekdays, 9:00 to 10:00 a.m.). Television, KOTA TV, is not local, but the local correspondent might be willing to put a piece on-air.

**Dedicated Project Website:** [www.plansheridancowyo.com](http://www.plansheridancowyo.com)

The dedicated project website, which can also be accessed through the county's website, will provide an avenue for community participation and provide up-to-date materials throughout the planning process. The website will provide information about schedules and events, and will contain all work products for the public to download and review. It will also provide another forum for comments (through email, forms, and questionnaires).

**3. Leadership Meetings****Joint Board of County Commissioner and Planning and Zoning Commission Workshops**

As much as possible during the effort the Sheridan County Commissioners will meet together with the Planning and Zoning Commission to ensure that their efforts are coordinated and will be reflected in the final plan. Our work plan provides for five joint meetings at key milestones during the planning process. If logistics do not allow for joint meetings, the consultant team could also brief the County Commissioners in the morning followed by a P&Z briefing the following evening. Additional updates may be necessary during the planning process—to be conducted by staff – if elected officials need more time to discuss choices. The officials ultimately will be responsible for approving, endorsing, adopting, and implementing the Plan, so having these parties understand the issues and direct the choices is critical to the Plan's adoption and success in the long-run.

**Objectives for the Community Participation Strategy**

The public participation strategy ensures diverse representation and meaningful participation throughout the Comprehensive Plan process. The strategy addresses six objectives, as follows:

1. **Broad-Based Support:** Build broad-based and diverse support for plan directions by providing information and seeking input,
2. **Cost-Effectiveness:** Use techniques that are cost effective ways to provide opportunities for a lot of people to share their ideas,
3. **Informational/Educational:** Provide information and educate the community to aid in decision-making,
4. **Technical Accuracy:** Seek specific technical input from other departments, agencies, professionals.
5. **Community Capacity:** Build community-capacity or on-going support to implement the plan and participate in on-going planning and volunteerism, and
6. **Legal Requirements:** Meet Wyoming statutory and local requirements.

**Notification Means**

The most cost-effective and wide-spread means will be through radio and newspaper. We will also post fliers and notices before meetings at the library, community bulletin boards, and post office, (other?). We'll prepare on occasion newspaper ads, and we'll compile a mailing list for to key organizations (send postcard notification), as well as newspaper ads and newspaper articles. In addition, we'll continue to build an email notification list as people sign up on the website.

## Community Participation Strategy Schedule

Event	Schedule	Task/Topic	Materials	Participants
<b>Website</b>	August 07	<b>On-going clearinghouse for information and input</b>		All
<b>CAC #1</b>	July 23, 2007	<b>1 - Start-up, Issues</b>	Packet	CAC
<b>One-on-One Meetings</b>	July 2007			City staff, Forward Sheridan
<b>Media (Sheridan Press and radio)</b>	September 2007	<b>2 – Issues, Inventory</b>		All
<b>Joint BOCC &amp; P&amp;Z Meeting</b>	October 2, 2007		Packet	Officials
<b>CAC #2</b>	October 1, 2007		Packet	CAC, public
<b>TAC #1</b>	October 2007		Packet	TAC
<b>Public Posters and On-line Meeting: What are the Issues? What is Community's Vision?</b>	October 2007		Posters and comment form	Public
<b>Posters / comment form for small communities</b>	October 2007		Posters and comment form	Towns, outlying areas
<b>On-line Open House</b>	October 2007		Posters and comment form	Public
<b>CAC #3</b>	November 2007	<b>3 – Vision, Goals, Plan Concepts</b>		CAC, public
<b>Media (Sheridan Press and radio)</b>	Late Oct., early Nov. 2007			
<b>Public Open House: What is State of Sheridan County? What is Community's Vision? Concepts for Growth?</b>	November 2007		Posters and comment form	Public
<b>On-line Materials</b>	November 2007		Posters and comment form	Public
<b>High School Youth Activity?</b>	November 2007?			

<b>Event</b>	<b>Schedule</b>	<b>Task/Topic</b>	<b>Materials</b>	<b>Participants</b>
<b>CAC #4</b>	January 2008	<b>4 – Land Use Scenarios and Policies</b>		CAC, public
<b>TAC#2</b>	January 2008			TAC
<b>Joint BOCC &amp; P&amp;Z Meeting</b>	January 2008		Packet	Officials
<b>Media (Sheridan Press and radio)</b>	Early January 2008			Public
<b>Public Open House: What are choices and tradeoffs for Land Use?</b>	January 2008		Posters and comment form	Public
<b>On-line Materials</b>	January 2008		Posters and comment form	Public
<b>CAC #5</b>	March 2008	<b>4 – Refine Future Land Use Plan</b>	Packet	CAC, public
<b>TAC#3</b>	March 2008		Packet	TAC
<b>On-line Materials</b>	March 2008		Posters and comment form	Public
<b>CAC #6</b>	May 2008	<b>5 – Strategies for Implementation</b>		CAC, public
<b>TAC#4</b>	May 2008		Packet	TAC
<b>Joint BOCC &amp; P&amp;Z Meeting</b>	May 2008		Packet	Officials
<b>On-line Materials</b>	May 2008		Posters and comment form	Public
<b>CAC #7</b>	June 2008	<b>6 – Draft Plan</b>		
<b>Joint BOCC &amp; P&amp;Z Meeting</b>	June 2008		Packet	Officials
<b>On-line Materials</b>	June 2008		Posters and comment form	Public
<b>Community Events – piggy back (summer '08)</b>	June through July '08			
<b>Media (Sheridan Press and radio)</b>	Early June '08			
<b>Public Open House: Review draft Future Land Use Plan</b>	June 2008		Posters and comment form	Public

# Sheridan County - Comprehensive Plan Update Schedule

**Updated - 09/17/07**

Task	2007						2008									
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
<b>1. Start-up / Community Participation Strategy</b>																
<b>2. Inventory - Issues, Maps, and Analysis</b>																
<b>3. Vision - Vision, Goals, and Policies</b>																
<b>4. Plan - Scenarios and Policy Framework (Plan Elements)</b>																
<b>5. Implement - Strategy and Action plan</b>																
<b>6. Comprehensive Plan and Adoption Process</b>																
<b>Events</b>																
<b>Consultant/Staff Coordination Meetings</b>																
<b>Website updates</b>																
<b>Public Events</b>					● posters only ●			●						●		
<b>Elected &amp; Appointed Official Briefings</b>					◆			◆				◆		◆		◆
<b>Citizen Advisory Committee</b>		▼		▼		▼		▼		▼		▼		▼		
<b>Technical Advisory Committee</b>					◄			◄		◄		◄				