

PUBLIC PARTICIPATION STRATEGY

This document is intended to provide guidance on the public engagement process, as well as lay out the roles of those who will be involved in the creation of Riverton's Master Plan. The goal of this Public Engagement Strategy is to create a framework to solicit public input which will be used to inform the development of the Master Plan. The Strategy is intended to show a clear connection between input and outcomes and to maintain transparency throughout the process - keeping the public informed about the plan and how their input is used in subsequent planning phases.

Targeted Audiences & Stakeholder Groups

Residents of Riverton will be targeted for outreach and participation. Beyond that, key stakeholder groups will be identified. Involvement of these groups may consist of being a part of a focus group, being interviewed regarding their perspectives related to the community, and/or being contacted to distribute information regarding public engagement activities. Such individuals or groups include:

- Elected Appointed Officials
- Chamber of Commerce
- Business/ Neighborhood Associations
- Community Advocacy/ Special Interest Groups
- Development Groups – realtors/ builders/ banking
- Student/ Young Professional Groups
- Leadership Fremont County
- Wind River Hotel & Casino
- Tribal Leadership
- RRec
- Recreation Boards
- County
- Others identified by the Riverton staff

Key Participants and Their Roles

Project Management Team

This working group will be made up of the key City Staff representatives that will assist the project by:

- Advising on organizations, individuals, and interested people to engage and provide assistance in contacting them;
- Providing assistance in getting interested people and groups (with special efforts being made for underrepresented groups) to participate in engagement activities and events; and
- Reviewing and commenting on the draft deliverables for the project.

Steering Committee

This group will be established to meet periodically and work with the Project Management Team throughout the planning process. It is recommended that this committee comprise no more than 10 individuals. Members of the Steering Committee will be a “sounding board” for thoughts and ideas related to the creation of the Riverton Master Plan. The group is expected to help influence the development of a preferred plan for formal adoption by the City. The Steering Committee will provide a forum for the discussion of ideas and issues and help to guide the consultant team and staff in synthesizing public input. It will also provide advice and recommendations throughout the process.

Focus Groups

Focus groups may be formed around several key topics. Examples of such focus groups may be:

- Community Vision
- Economic Development/ Commerce/ Entrepreneurialism/ Downtown
- Infrastructure/ Government
- Community Environment and Health
- Neighborhood Development

Public Engagement Strategies

Key Methods of Communication

A variety of methods will be used to communicate and engage stakeholders. With one-way communication methods, information will be provided with the purpose of informing. Two-way communication methods will allow for stakeholders to provide input. The communications methods will include:

One-Way Communication

- **Website:** Updates on the study will be provided to the City Staff to update on the city website. These updates may take the form of a project website that is linked to the City website.
- **Facebook:** Project information will be provided to the City to post on their Facebook page. Information will include project updates, potential survey link, and public meeting announcements. Information may also be disseminated via mass e-mail.
- **Community Survey:** A non-scientific community survey about the project will be administered online. People will be encouraged to respond to the survey through the City’s Facebook page and through a utility bill insert. The survey will be brief in nature, but will ask important questions about the issues, needs, and opportunities from the viewpoint of Riverton residents.
- **Utility Billing Stuffers:** Half page inserts may be developed to promote participation in on-line survey or public events, as well as provide links to project information.
- **Media:** The newspaper will be accessed primarily through information provided by City Staff. The project team will respond to additional requests / questions from the media, and may provide press releases to promote public participation.

Two-Way Communication

- **Visioning Group Workshop:** Members of the project team will meet with a few designated stakeholders, as a focus group to craft a vision for the plan if necessary.

- **Focus Groups:** Up to 4 focus groups, meeting up to 2 times each, may be created to look closer at issues related to key strategic topics. These groups will focus on specific issues, assets and goals that need to be considered in the planning process.
- **Public Meetings:** Up to three public meetings will be held during the project process. The content of the first meeting will include the Planning 101 education and presentation of findings to date, and identification of community issues, concerns and initial vision of the future. The second meeting will be a look at the future regarding possible concepts and potential scenarios, thus providing a base for the preferred direction of the plan. The final meeting will be held to present the draft plan and implementation strategy and discuss how members of the community can become involved in implementation.
- **Community Events:** Throughout the process, project team and steering committee members will look for opportunities to engage with the public at already scheduled community events. The project team may ask attendees questions or encourage citizens to get engaged and attend public meetings.

Outreach Messages

Citizens may want to understand what the Master Plan is, why it is important, and how they can get involved in its development. Information communicated in each of the phases of the planning process will answer these questions. Outreach messages for each planning phase are outlined below:

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| <p>➤ Phase 1: Kickoff
 What is a Master Plan?
 Why should we care?
 How can we get involved?</p> <p><u>Messaging Tools</u>
 Project Introduction Sheet
 Project Landing Page</p> | <p>➤ Phase 3: Vision
 Implications of future scenarios.
 Elements of the Master Plan.
 Priorities for implementation.</p> <p><u>Messaging Tools</u>
 Vision Workshop
 Drafts available to public for review.</p> |
| <p>➤ Phase 2: Explore
 What is a community vision?
 The importance of a shared vision.
 The role of the vision in shaping the rest of the plan.
 Understanding growth and its implications.
 Imagining future scenarios.</p> <p><u>Messaging Tools</u>
 Community Values Workshop
 Online Survey
 Focus Groups
 Framework Map</p> | <p>➤ Phase 4: Toolbox
 Adopting the Plan
 Implementing the Plan</p> <p><u>Messaging Tools</u>
 Code Adjustment Memo
 Action Matrix
 Road Map
 Open House
 City Presentation</p> |

Messaging Deployment

Project Introduction sheet

This project intro or “101” will serve as a handout that provides all the relevant information about the effort, as well as how people can get involved. The 101 will be posted to the website, used as a handout at meetings, and placed in municipal offices for additional outreach opportunities. This should be completed prior to public outreach on the plan.

Ayres staff will produce, with review from Riverton project team.

Project Landing Page

It is recommended to set up an online landing page for the plan, rather than burying the information on the municipal page. The project team researched options and pricing. The Riverton staff will determine the best opportunity and will be responsible for management of the page should it move forward. The landing page would last through adoption of the plan update, at which point final documents will be placed on the municipal page and the landing page discontinued. If this page will be created, it should be done at an early phase in the project when information can be shared through existing media outlets and placed on the project intro sheet.

*Ayres staff will complete a high-level research of alternatives.
Riverton staff will implement.*

Online Survey

We’ll deploy an online survey to help establish what a broad cross-section of Riverton thinks about key community issues. This survey will take place prior to the first public workshop. To ensure there’s enough time for valuable public input, the survey should be advertised and open for 2-4 weeks. In the two weeks after the survey is closed the project team will create the summary informing the Values workshop. We recommend the survey deployment take place 2 months prior to the scheduled workshop.

*Outcome: Survey Summary
Timeline: December 2018*

Ayres to produce with review by Riverton staff. Ayres staff will finalize and assist with deployment of the survey, with Riverton staff posting and sharing to constant contact email groups and individual pages where appropriate. Upon closing, Ayres will summarize the results and key takeaways for moving forward into the workshops.

Community Values Workshop

During this multi-day workshop, our team will structure activities to help residents and stakeholders communicate what they hold most value about their community.

We see 10 to 15 formal stakeholder interviews supplemented by three to five small group discussions serving as the core of our target outreach during the workshop. An Open House style approach to a public meeting will enable residents to provide information as they are comfortable in providing feedback on things they value most about Riverton. Using images of existing development patterns as well as new concepts, we can find out what most interests Riverton residents about the future. Beyond

just finding out these values, we'll be asking targeted questions as to what should be done in the future to strengthen these assets or enhance areas needing attention.

Outcome: Values Summary

Timeline: TBD

Pre-Workshop: Ayres will develop public meeting materials; Riverton staff to review and comment. Riverton staff will lead on coordinating location of meetings.

On-Site Sessions: Ayres & Riverton project staff will coordinate to include all identified parties and interviews and open house. Multiple team members will be deployed to ensure multiple interviews occur at the same time. Ayres will be responsible for set up of the open house and bring appropriate materials as they relate to gathering public input (i.e. hand-outs, sign-in sheets, presentations, boards, etc.)

Post-Workshop: Ayres will prepare meeting and interview summaries. The final summary will be submitted to Riverton staff for additions and edits.

Vision Workshop

Understanding and discussing the impacts of choices and options will be the basis of this second workshop. The community and elected officials, who will weigh in on specific options for growing Riverton, will be the invited guests to this workshop.

We anticipate presenting the current status and future choice that might impact the following areas:

- Transportation
- Parks
- Open space & trails
- Education
- Utilities
- Housing
- Public facilities
- Energy

This workshop should be advertised on the website, social media, and sent to persons who signed in at the first worksession or asked to be kept informed on upcoming meetings. Emails will be sent by the Ayres team with other postings to be completed by the Riverton project team. The worksession will take place approximately two months after the first meeting.

Outcome: Vision Summary

Timeline: TBD

Pre-Workshop: Ayres will develop public meeting materials; Riverton staff to review and comment. Riverton staff will lead on coordinating location of the workshop.

On-Site Sessions: Ayres & Riverton project staff will be responsible for set up of the workshop and bring all appropriate materials as they relate to gathering public input (i.e. hand-outs, sign-in sheets, presentations, boards, etc.)

Post-Workshop: Ayres will prepare a meeting summary. The final summary will be submitted to Riverton staff for additions and edits.

Joint City Council and Planning Commission Work Session

At this joint session we'll discuss the results of the previous public input sessions and next steps forward for the plan. This process is highly technical; public engagement during this stage of the process will be somewhat less than during the planning stages. Another two months after the second public hearing a joint worksession will be scheduled.

Riverton staff will coordinate meeting time and distribution of materials prior to the joint worksession. Ayres will prepare appropriate materials for the joint worksession (i.e. hand-outs and presentation), as well as facilitate the session. Afterward, Ayres will prepare a meeting summary. The final summary will be submitted to Riverton staff for additions and edits.

Adoption Hearings

The initial adoption hearings for the Master Plan is anticipated to take place in summer/fall of 2019.

The final plan will be prepared by Ayres with input, recommendations, and edits by Riverton staff. Riverton staff will coordinate dates and submittals and write staff reports for adoption hearings. Ayres will supply materials and information to be included in the packet.