

Elbert County Comprehensive Plan Update



WILSON
& COMPANY

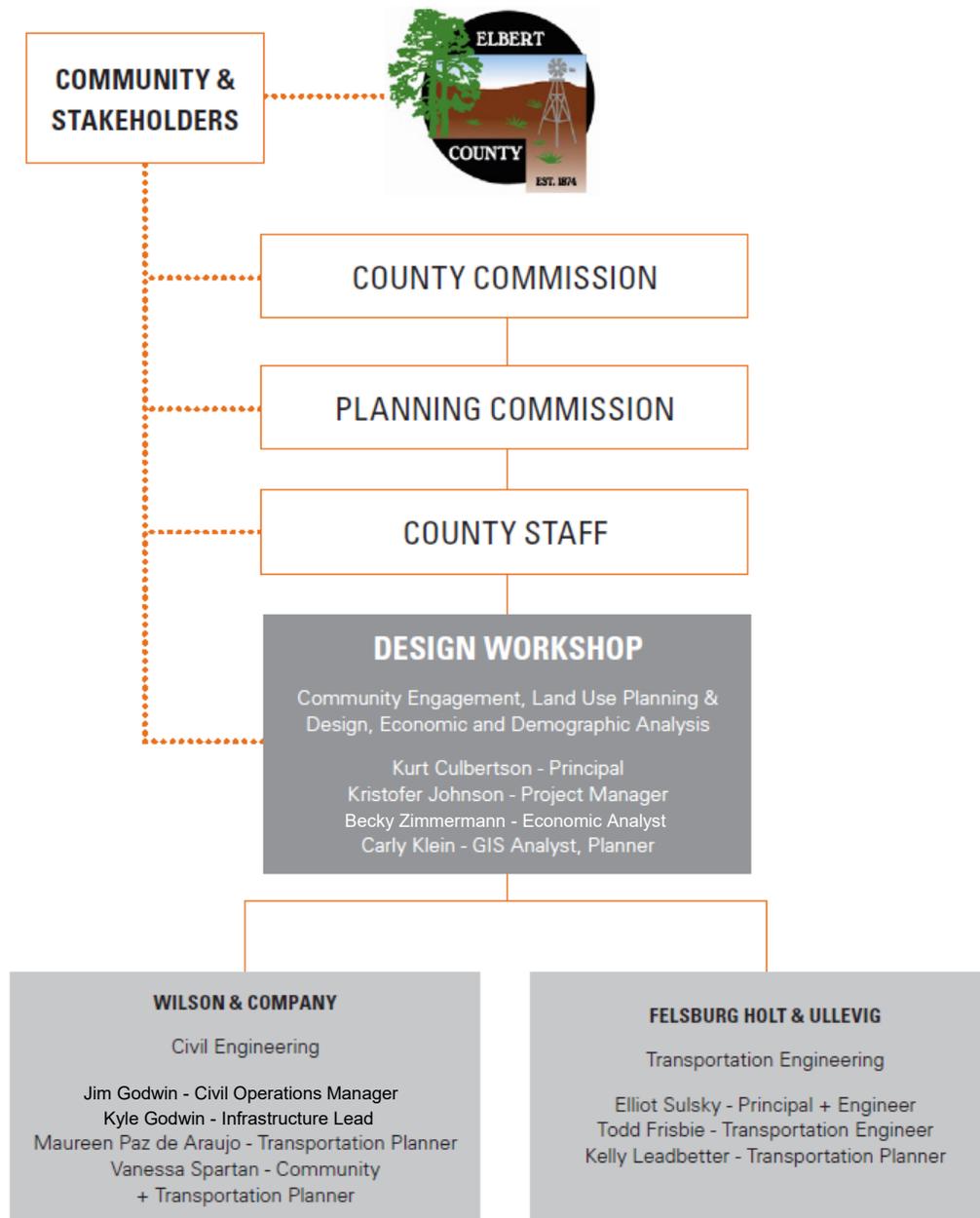
DESIGNWORKSHOP

 **FELSBURG**
HOLT &
ULLEVIG

Overview

- Stakeholder Strategy
- Engagement Methods
- Citizen Task Force
- Anticipated Schedule / Approach
- Q & A

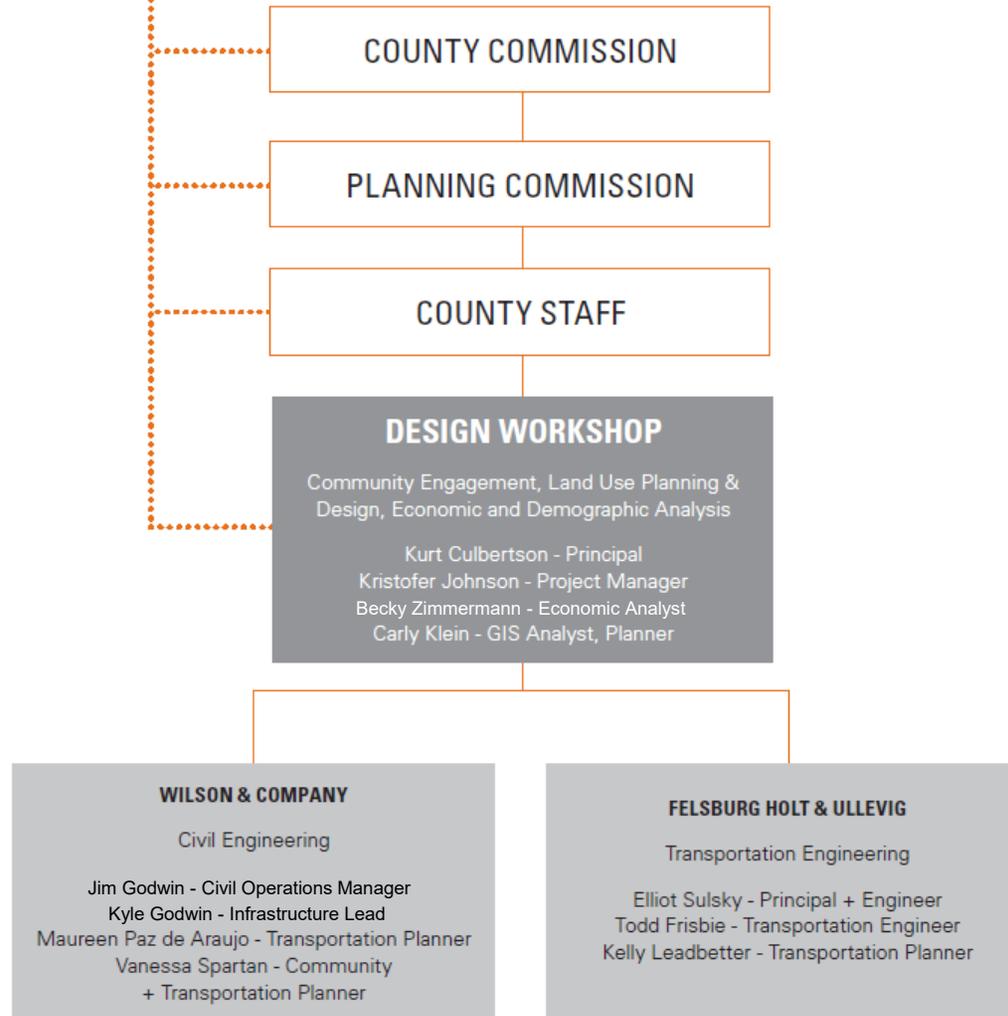
Delivering a Successful Plan: **Our Team**



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**WE ALL ANSWER TO
THE COMMUNITY
(AND THE FUTURE!)**



Delivering a Successful Plan: **Stakeholder Strategy**

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
CONSTITUENT	General public	Interested public	Key stakeholders	Implementers	Decision-makers
GOAL	To provide info and aid understanding	To obtain feedback	To involve in the outcome	To partner in the outcome	To inform final decisions
PROMISE	We will inform you.	We will acknowledge concerns and aspirations.	We will work towards addressing concerns.	We will provide each other support in formulating solutions.	We will implement your decision.
TECHNIQUE	Fact sheets, websites, press releases and open houses	Public comment, surveys, public meetings, workshops and social media	Stakeholder interviews, focus groups and deliberative polling	Advisory committees, consensus building activities and participatory decision events	Review/adoption meetings with boards, commissions and councils

**Number of
Participants**

**Level of
Engagement**

Stakeholder Strategy: **INFORM**

INFORM	
CONSTITUENT	General public
GOAL	To provide info and aid understanding
PROMISE	We will inform you.
TECHNIQUE	Fact sheets, websites, press releases and open houses

- WHO – County and Regional Residents
- **WHY – Provide the General Public with information and aid understanding of the process**
- WHAT – Preparing and broadly distributing relevant information
- HOW – Fact sheets, website, press releases, and open house presentations

Stakeholder Strategy: **CONSULT**

CONSULT	
CONSTITUENT	Interested public
GOAL	To obtain feedback
PROMISE	We will acknowledge concerns and aspirations.
TECHNIQUE	Public comment, surveys, public meetings, workshops and social media

- WHO – Meeting Attendees and Engaged Residents
- **WHY – Open a dialogue with the Interested Public and gather relevant feedback**
- WHAT – Consulting and establishing a framework of the community's concerns and aspirations
- HOW – Surveys (online and keypad polling), public workshops, and social media feedback

Stakeholder Strategy: INVOLVE

INVOLVE	
CONSTITUENT	Key stakeholders
GOAL	To involve in the outcome
PROMISE	We will work towards addressing concerns.
TECHNIQUE	Stakeholder interviews, focus groups and deliberative polling

- WHO – property owners, business owners, schools and youth groups, interest groups (recreation, equestrian, natural resources, etc.)
- **WHY – Engage Key Stakeholders in the plan’s outcomes and recommendations**
- WHAT – developing alternative solutions to address the community’s concerns/aspirations
- HOW – Stakeholder interviews, focus groups, special topic meetings, “Kitchen Table Diplomacy”

Stakeholder Strategy: **COLLABORATE**

COLLABORATE	
CONSTITUENT	Implementers
GOAL	To partner in the outcome
PROMISE	We will provide each other support in formulating solutions.
TECHNIQUE	Advisory committees, consensus building activities and participatory decision events

- WHO – County/Town staff, business leaders, church leaders, community board members, state/federal partners
- **WHY – Work closely with future Implementers to develop the tools for success**
- WHAT – Focused on creating the means and methods by which solutions can be implemented in the future
- HOW – consensus building, facilitated decision making, and establishing advisory committees

Stakeholder Strategy: **EMPOWER**

EMPOWER	
CONSTITUENT	Decision-makers
GOAL	To inform final decisions
PROMISE	We will implement your decision.
TECHNIQUE	Review/adoption meetings with boards, commissions and councils

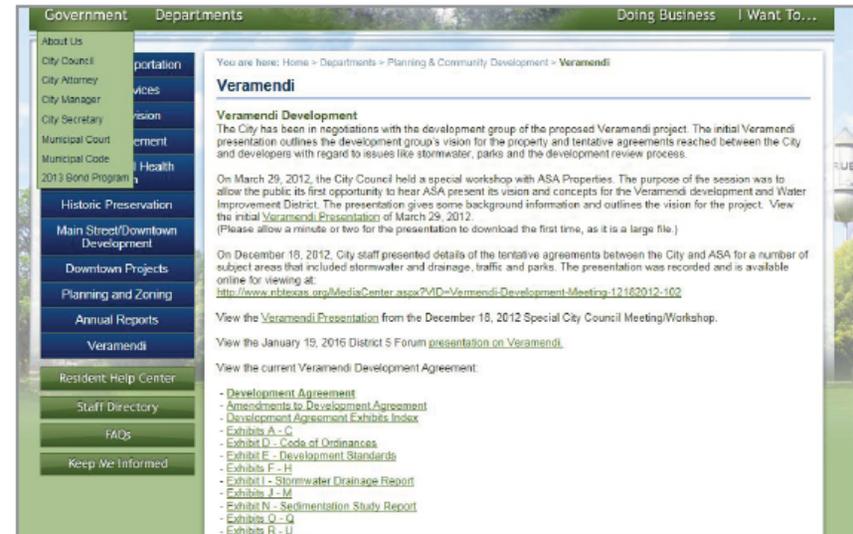
- WHO – County Commission, Planning Commission, Boards of Trustees
- **WHY – Support Decision Makers in making the important choices that will lead the community**
- WHAT – Documenting constituent support, preferred solutions, future actions, and accountability
- HOW – Formalized through review and adoption meetings with boards and commissions

Engagement Methods: **Inform the Public**

OPEN HOUSES



WEBSITES



FACT SHEETS

BELL BOULEVARD

CORRIDOR MASTER PLAN - CEDAR PARK

FAQ

SHEET
FOR THE
PROJECT

Why develop Bell Boulevard?

The commercial development along Bell Boulevard is not thriving like other areas in Cedar Park. Because vehicular traffic volumes are increasing and pedestrian traffic is decreasing, the area is struggling to remain a vital community hub. The vision for this project is to create a gathering place for the community that helps foster a sense of identity for Cedar Park. We are trying to create a sense of community for the local people, as well as an attraction that can draw from a larger area within the metropolitan area. The final master plan created for Bell Boulevard will guide the City of Cedar Park with a plan for future development through a public-private partnership in order to facilitate continued growth and redevelopment.

How is this different from previous studies?

Previous studies have focused closely on the corridor itself looking mainly at beautification improvements that did not expand into the adjacent properties and conditions. We are broadening the focus area to include the surrounding developments, adjoining

VISION

To create a gathering place and sense of identity for the City of Cedar Park.

GOALS

- 1: Create an **economically vibrant** corridor and energize the greater Cedar Park region.
- 2: Generate **return on investment** for the City of Cedar Park and private business.
- 3: Work with **natural and historical assets** to define a more pleasant human experience.

STRATEGIC OUTREACH



Engagement Methods: **Gather Input**

INTERACTIVE PUBLIC WORKSHOPS



STAKEHOLDER INTERVIEWS



PUBLIC COMMENT OPPORTUNITIES



KEYPAD POLLING



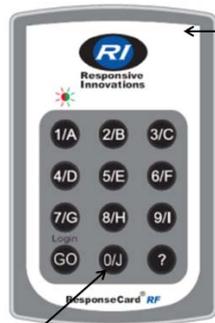
Engagement Methods: **Public Workshops and Activities**



- “Chip Game” during **Public Meeting #1** to identify appropriate land uses and locations from citizens’ perspective
- Series of alternatives show different possible futures for the County (framed around recreation/tourism, community development, agriculture enhancement, etc.)
- Evaluation of alternatives at **Public Meeting #2** (aspects of each option typically influence the Preferred Alternative)
- Comprehensive Plan elements (goals, objectives, and zoning/subdivision regulations) reinforce the preferred land use vision and are evaluated at **Public Meeting #3**



Engagement Methods: Keypad Polling



When the polling opens you will select a key and your keypad light should flash green

If you want to change your answer: select the buttons all over again- the last keys you select will register

0 key= option 10

- Utilize keypad polling during each meeting for consistent data gathering
- Series of questions and images strategically created to extract clear direction from the community

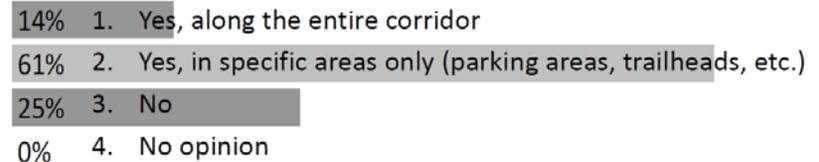
13. Parking/Trailheads:

Should overnight parking along the Highway 3 corridor be allowed? **(Select 1)**



16. Landscape Character:

As an element of future improvements, is pedestrian lighting appropriate along the Highway 3 corridor? **(Select 1)**



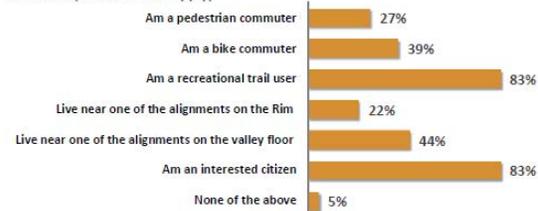
Engagement Methods: Keypad Polling



February 3, 2015
Total Participants: 42

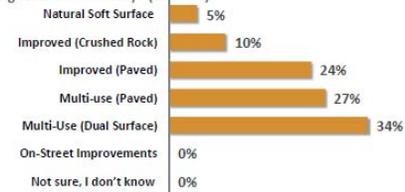
Introductory Question: I am here at the meeting tonight primarily because I: (Select all that apply)	Total Responses	Percentage of Participants
Am a pedestrian commuter	11	27%
Am a bike commuter	16	39%
Am a recreational trail user	34	83%
Live near one of the alignments on the Rim	9	22%
Live near one of the alignments on the valley floor	18	44%
Am an interested citizen	34	83%
None of the above	2	5%

Introductory Question: I am here at the meeting tonight primarily because I: (Select all that apply)



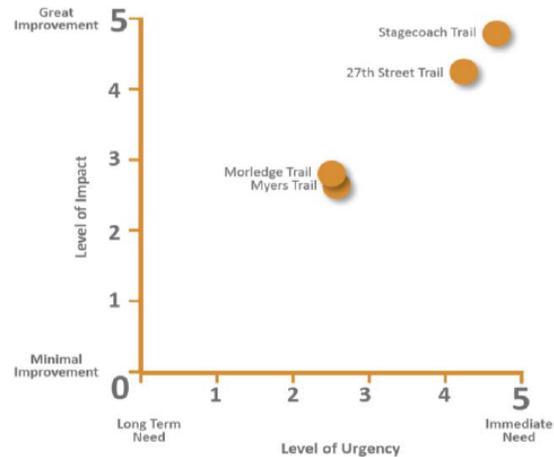
Trail Character: What trail type/surface do you prefer for Alignment #1: Stagecoach Trail (along Zimmerman Trail)? (Select 1)	Total Responses	Percentage of Participants
Natural Soft Surface	2	5%
Improved (Crushed Rock)	4	10%
Improved (Paved)	10	24%
Multi-use (Paved)	11	27%
Multi-Use (Dual Surface)	14	34%
On-Street Improvements	0	0%
Not sure, I don't know	0	0%

Trail Character: What trail type/surface do you prefer for Alignment #1: Stagecoach Trail (along Zimmerman Trail)? (Select 1)



URGENCY vs IMPACT - CONNECTIVITY	
LEVEL OF URGENCY (SAFETY)	
Stagecoach Trail (along Zimmerman Trail) - Alignment 1 Level of Urgency (SAFETY)	4.60
Myers Trail (near Country Club Circle) - Alignment 2 Level of Urgency (SAFETY)	2.48
Morledge Trail (near 17th St. West) - Alignment 3 Level of Urgency (SAFETY)	2.55
27th Street Trail (Yucca St to Highway 3) - Alignment 4 Level of Urgency (SAFETY)	4.28
LEVEL OF IMPACT (SAFETY)	
Stagecoach Trail (along Zimmerman Trail) - Alignment 1 Level of Impact (SAFETY)	4.70
Myers Trail (near Country Club Circle) - Alignment 2 Level of Impact (SAFETY)	2.68
Morledge Trail (near 17th St. West) - Alignment 3 Level of Impact (SAFETY)	2.73
27th Street Trail (Yucca St to Highway 3) - Alignment 4 Level of Impact (SAFETY)	4.33

SAFETY - IMPACT VS. URGENCY



Citizen Task Force



- As part of our Strategic Kick-Off meeting, we will work with you to identify candidates to be invited:
 - Other County staff
 - Local municipalities' staff
 - School Board
 - PTA / Schools / Student Council
 - Chamber of Commerce
 - Churches
 - Community / business organizations
 - Senior Centers
 - Local non-profits or activities
 - Cattleman's
 - Rodeo
 - County Fair
 - Boy Scouts
 - Equestrian
- Looking for broad representation, diverse perspectives, and willingness to actively participate

Citizen Task Force



- Engages multiple constituencies and builds broad support for the plan from the start
- Two Key Responsibilities
 - Review draft content and materials in advance of workshops
 - Supporting and promoting the public engagement process
- Establish realistic expectations for time commitments
- Members need to commit to the process and be open to working together with various perspectives

Project Schedule: Disciplined + Realistic = Efficient

11-12 months



● Indicates On-Site Meetings

Kick-Off

Public Mtg #1
VISION

Public Mtg #2
ALTERNATIVES

Public Mtg #3
PLAN ELEMENTS