Elbert County
Comprehensive Plan Update
Overview

• Stakeholder Strategy
• Engagement Methods
• Citizen Task Force
• Anticipated Schedule / Approach
• Q & A
Delivering a Successful Plan: **Our Team**

**Community & Stakeholders**

**County Commission**

**Planning Commission**

**County Staff**

**Design Workshop**
- Community Engagement, Land Use Planning & Design, Economic and Demographic Analysis
- Kurt Culbertson - Principal
- Krister Johnson - Project Manager
- Becky Zimmernann - Economic Analyst
- Carly Klein - GIS Analyst, Planner

**Wilson & Company**
- Civil Engineering
  - Jim Godwin - Civil Operations Manager
  - Kyle Godwin - Infrastructure Lead
  - Maureen Paz de Araujo - Transportation Planner
  - Vanessa Spartan - Community + Transportation Planner

**Felsburg Holt & Ullevig**
- Transportation Engineering
  - Elliot Sulsky - Principal + Engineer
  - Todd Frisbie - Transportation Engineer
  - Kelly Leadbetter - Transportation Planner
Delivering a Successful Plan: Our Team

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

COMMUNITY & STAKEHOLDERS

COUNTY COMMISSION

PLANNING COMMISSION

COUNTY STAFF

DESIGN WORKSHOP

Community Engagement, Land Use Planning & Design, Economic and Demographic Analysis

Kurt Culbertson - Principal
Kristoffer Johnson - Project Manager
Becky Zimmermann - Economic Analyst
Carly Klein - GIS Analyst, Planner

WILSON & COMPANY
Civil Engineering
Jim Godwin - Civil Operations Manager
Kyle Godwin - Infrastructure Lead
Maureen Paz de Araujo - Transportation Planner
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FELSBURG HOLT & ULLEVIG
Transportation Engineering
Elliot Sulsky - Principal + Engineer
Todd Frisbie - Transportation Engineer
Kelly Leadbetter - Transportation Planner
## Delivering a Successful Plan: **Stakeholder Strategy**

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

### Number of Participants

### Level of Engagement
Stakeholder Strategy: **INFORM**

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<th>CONSTITUENT</th>
<th>General public</th>
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<td>Fact sheets, websites, press releases and open houses</td>
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- **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

- **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**

<table>
<thead>
<tr>
<th><strong>CONSTITUENT</strong></th>
<th>Key stakeholders</th>
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<td><strong>GOAL</strong></td>
<td>To involve in the outcome</td>
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<td><strong>PROMISE</strong></td>
<td>We will work towards addressing concerns.</td>
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<tr>
<td><strong>TECHNIQUE</strong></td>
<td>Stakeholder interviews, focus groups and deliberative polling</td>
</tr>
</tbody>
</table>

- **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**

<table>
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<th>CONSTITUENT</th>
<th>Implementers</th>
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<tr>
<td>GOAL</td>
<td>To partner in the outcome</td>
</tr>
<tr>
<td>PROMISE</td>
<td>We will provide each other support in formulating solutions.</td>
</tr>
<tr>
<td>TECHNIQUE</td>
<td>Advisory committees, consensus building activities and participatory decision events</td>
</tr>
</tbody>
</table>

- **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**

<table>
<thead>
<tr>
<th><strong>CONSTITUENT</strong></th>
<th>Decision-makers</th>
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<tr>
<td><strong>GOAL</strong></td>
<td>To inform final decisions</td>
</tr>
<tr>
<td><strong>PROMISE</strong></td>
<td>We will implement your decision.</td>
</tr>
<tr>
<td><strong>TECHNIQUE</strong></td>
<td>Review/adoptions meetings with boards, commissions and councils</td>
</tr>
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</table>

- **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**

**BELLOUlevard**

**CORRIDOR MASTER PLAN - CEDAR PARK**

**Why develop Bell Boulevard?**

The commercial development along Bell Boulevard is not thriving like other areas in Cedar Park. Bicentennial 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 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.

**FAQ SHEET FOR THE PROJECT**

**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

- 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)

- 17% 1. Yes
- 76% 2. No
- 7% 3. No opinion

16. Landscape Character:
As an element of future improvements, is pedestrian lighting appropriate along the Highway 3 corridor? (Select 1)

- 14% 1. Yes, along the entire corridor
- 61% 2. Yes, in specific areas only (parking areas, trailheads, etc.)
- 25% 3. No
- 0% 4. No opinion
Engagement Methods: **Keypad Polling**

### Keypad Polling Responses

**February 3, 2015**

**Total Participants:** 42

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Total Responses</th>
<th>Percentage of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am a pedestrian commuter</td>
<td>11</td>
<td>27%</td>
</tr>
<tr>
<td>Am a biker commuter</td>
<td>16</td>
<td>39%</td>
</tr>
<tr>
<td>Am a recreational trail user</td>
<td>34</td>
<td>83%</td>
</tr>
<tr>
<td>Live near one of the alignments on the Rim</td>
<td>9</td>
<td>22%</td>
</tr>
<tr>
<td>Live near one of the alignments on the valley floor</td>
<td>18</td>
<td>44%</td>
</tr>
<tr>
<td>Am an interested citizen</td>
<td>34</td>
<td>83%</td>
</tr>
<tr>
<td>None of the above</td>
<td>2</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Surface</th>
<th>Total Responses</th>
<th>Percentage of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Soft Surface</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>Improved (Crushed Rock)</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td>Improved (Paved)</td>
<td>16</td>
<td>24%</td>
</tr>
<tr>
<td>Multi-use (Paved)</td>
<td>11</td>
<td>27%</td>
</tr>
<tr>
<td>Multi-Use (Dual Surface)</td>
<td>14</td>
<td>34%</td>
</tr>
<tr>
<td>On-Street Improvements</td>
<td>6</td>
<td>0%</td>
</tr>
<tr>
<td>Not sure, I don’t know</td>
<td>6</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### 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 7th St. West) - Alignment 3: Level of Urgency (SAFETY) 2.55
- 27th Street Trail (Yucca St to Highway 31) - 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 7th St. West) - Alignment 2: Level of Impact (SAFETY) 2.73
- 27th Street Trail (Yucca St to Highway 31) - Alignment 4: Level of Impact (SAFETY) 4.33

#### SAFETY - IMPACT VS. URGENCY

- Great Improvement
- Minimal Improvement
- Immediate Need

- Stagecoach Trail
- Morledge Trail
- Myers Trail
- 27th Street Trail (Yucca St to Highway 31) - Alignment 4
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**

<table>
<thead>
<tr>
<th>Task 1: Project Management</th>
<th>Task 2: Public Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Leadership of Citizen Task Force</td>
<td>2.2 Regular Briefings with the County Commission and Planning Commission</td>
</tr>
<tr>
<td>2.3 Project Kick-Off and County Tour</td>
<td>2.4 Community Engagement Plan</td>
</tr>
<tr>
<td>2.4.1 Project Branding</td>
<td>2.4.2 Media Plan</td>
</tr>
<tr>
<td>2.4.3 Online Tools (Including Project Website)</td>
<td>2.4.4 Social Media</td>
</tr>
<tr>
<td>2.5 Stakeholder Focus Groups and Visioning Sessions</td>
<td>2.6 Community Survey</td>
</tr>
<tr>
<td>2.7 Community Open House - Round One - Vision and Chip Game</td>
<td>2.8 Community Open House - Round Two - Review of Alternatives</td>
</tr>
<tr>
<td>2.9 Community Open House - Round Three - Review of Plan Elements</td>
<td></td>
</tr>
</tbody>
</table>

**Task 3: Existing Conditions Analysis**

- Land Use Analysis and Future Land Use Plan
- Goals, Objectives and Policies
- Implementation Plan
- Adoption Process

| 7.1 Sussy Session with the County and Planning and Zoning Commission | 7.2 Final Draft, Comprehensive Plan Document |
| 7.3 Presentation of the Final Comp Plan to County and P&Z Commission |

**Gantt Chart**

- **Kick-Off**
- **Public Mtg #1 VISION**
- **Public Mtg #2 ALTERNATIVES**
- **Public Mtg #3 PLAN ELEMENTS**

*Indicates On-Site Meetings*