



Community Engagement Plan

April 2015

Overview

This Community Engagement Plan outlines the various communications methods and materials that will be used to build awareness of the Milliken Comprehensive Plan and Resiliency Update; provides an overview of tentative events and activities scheduled during each phase of the project; and identifies a list of community stakeholders that will be important to engage throughout the process. It is intended to be a working document and will be updated as needed. Details and activities for each phase will be finalized during the preceding phase.

Communications Strategy

COMMUNICATIONS METHODS & DETAILS	TIMING/SCHEDULE
Project Webpage	
<i>Objectives: Provide means for the community to get information and share ideas at any time. House draft materials, schedules, and notices of events, and provide opportunities for community members to send comments and participate in online polling or questionnaires at key points during the process.</i>	
<ul style="list-style-type: none"> Clarion will provide Town staff with regular updates to the webpage to ensure information is up to date and readily accessible. Updates will include meeting notices and summaries, and draft documents as materials are made available. 	<ul style="list-style-type: none"> Early March 2015 – Site Launch (<i>numerous related activities noted below</i>) Minor updates as-needed Major updates to occur 1-2 weeks prior to Community Outreach Series
Facebook	
<i>Objectives: Share project news and announce opportunities for public engagement. Employ existing Town Facebook media accounts to reach an existing audience.</i>	
<p>FACEBOOK</p> <ul style="list-style-type: none"> Clarion will provide a listing of proposed social media updates/dates for distribution on the Town’s social media accounts at key points during the process. Town staff will monitor activity on Town accounts. 	<ul style="list-style-type: none"> First round of posts will announce webpage launch and initial community meeting in early March 2015 Future posts will begin at least 2 weeks before each Community Outreach Series and continue for the duration of the input opportunity window.

COMMUNICATIONS METHODS & DETAILS	TIMING/SCHEDULE
E-Blasts/Newsletters	
<p>Objectives: Provide periodic, short project updates that may be readily forwarded to broader audiences and list serves. Allow participants to subscribe/unsubscribe from E-blasts at any point.</p>	
<p>SUBSCRIPTION LIST</p> <ul style="list-style-type: none"> Clarion will manage and maintain the project subscription list; incorporating additions received through the project webpage and through sign-up sheets at meetings. <p>E-BLAST CONTENT</p> <ul style="list-style-type: none"> Clarion will draft all E-blast content prior to each Community Outreach Series and distribute to project subscription list. Town staff will review and approve each E-blast prior to distribution and distribute to Town list serves as appropriate <p>MILLIKEN MESSENGER NEWSLETTER</p> <ul style="list-style-type: none"> Clarion will prepare brief blurbs for incorporation as part of the Milliken Messenger Newsletter as appropriate. Deadline for next month’s newsletter is typically before the 20th of the preceding month. 	<ul style="list-style-type: none"> First e-newsletter will announce webpage launch and initial community meeting in April E-blasts will generally be distributed 2 weeks before each Community Outreach Series Information about the plan update will be included in Milliken Messenger Newsletters as appropriate.
Flyers/Direct Notification	
<p>Objectives: Provide information about the project, direct people to the project webpage, and advertise upcoming events/opportunities for participation.</p>	
<p>FLYERS</p> <ul style="list-style-type: none"> Clarion will draft flyers prior to each Community Outreach Series Town staff will review, approve, print and distribute all flyers <p>INFORMATION CARDS</p> <ul style="list-style-type: none"> Clarion will prepare an informational card (double-sided, business card format) that can be used throughout the process to direct interested parties to the project webpage and social media sites (QR code for project webpage to be included) <p>OTHER PRINT MATERIALS</p> <ul style="list-style-type: none"> Town staff will review, approve, print and distribute all other direct notification materials 	<ul style="list-style-type: none"> Information card will be prepared in advance of April meetings Flyers will be drafted 3 weeks before each Community Outreach Series Distributed 2 weeks before each Community Outreach Series
Spanish Translation	
<p>Objectives: Ensure all members of the community are informed about the project and are given the opportunity to participate and provide input.</p>	
<ul style="list-style-type: none"> Clarion will coordinate with Town staff to ensure important materials and information are provided in both English and Spanish and that a Spanish-speaking representative is available at key meetings and events to facilitate communication. Town staff will post meeting notices in Spanish in key locations (e.g., Aragon Court) to engage Spanish-speaking residents and encourage participation in the process. 	<ul style="list-style-type: none"> Distributed 2 weeks before each Community Outreach Series

COMMUNICATIONS METHODS & DETAILS		TIMING/SCHEDULE
Media Updates/Press Releases		
<i>Objectives: Inform the media and public about the project and opportunities to participate.</i>		
<p>PRESS RELEASES</p> <ul style="list-style-type: none"> Clarion will draft short news releases prior to each Community Outreach Series Town staff will review, approve, and distribute all news releases <p>OTHER MEDIA UPDATES/APPEARANCES</p> <ul style="list-style-type: none"> Clarion will attend/participate in other media interviews/appearances as needed, via phone or in-person when timing coincides with other meetings 	<ul style="list-style-type: none"> First press release announce initial community meeting in late March 2015 Future press releases distributed 1 week before each Community Outreach Series Other media updates to occur as needed 	

Preliminary Activities and Events Schedule

OUTREACH ACTIVITIES & DETAILS	TIME & LOCATION
Phase 1: Project Initiation and Issue Identification	
<i>Objectives: Identify key issues and opportunities to be addressed by the plan update and collect relevant background information.</i>	
STAKEHOLDER INTERVIEWS	Thursday, January 22, 2015
<p>SUPPLEMENTAL STAKEHOLDER INTERVIEWS/FOCUS GROUPS</p> <ul style="list-style-type: none"> Follow up w/Transportation/Public Works Others as needed 	February-March 2015 (location and times vary)
<p>YOUTH/SENIOR WORKSHOP</p> <ul style="list-style-type: none"> Coordinate w/middle school, explore possibility of setting up at senior center 	March-April 2015 (DATE TBD)
Phase 2: Inventory and Analysis	
<i>Objectives: Develop widespread understanding of baseline conditions and major trends facing the community; “check in” with the community on the vision and goals contained in the 2010 Comprehensive Plan with the intent of confirming and refining existing plan concepts and identifying possible gaps/new topics to consider as part of the update process.</i>	
<p>COMMUNITY WORKSHOP #1:</p> <ul style="list-style-type: none"> Build awareness of baseline conditions and major trends; identify key issues and opportunities Seek input on existing vision and goals 	April 1, 2015, 4:00-6:00pm Community Room
<p>PLANNING COMMISSION WORK SESSION #1</p> <ul style="list-style-type: none"> Present key findings from the Community Profile; seek input on existing vision and goals 	April 1, 2015, 6:00-7:00pm Meeting House, 1201 Broad Street

OUTREACH ACTIVITIES & DETAILS	TIME & LOCATION
<p>ONLINE COMMUNITY WORKSHOP</p> <ul style="list-style-type: none"> Community workshop materials will be posted in a questionnaire format to extend community outreach opportunities to a broader audience A link to the online questionnaire will be posted on the Town’s webpage and distributed via E-blast and Milliken Messenger newsletter 	<p>April 2015</p>
<p>Phase 3: Vision and Goal Setting</p>	
<p><i>Objectives: Define a clear description of what the citizens want and expect Milliken to be in the future, drawing from the 2010 Comprehensive Plan and the BOOST process as a starting point for discussion.</i></p>	
<p>COMMUNITY WORKSHOP #2:</p> <ul style="list-style-type: none"> Seek input on preliminary draft vision and goals 	<p>May 6, 2015, 7:00-9:00pm Community Room</p>
<p>PLANNING COMMISSION WORK SESSION</p> <ul style="list-style-type: none"> Seek input on preliminary draft vision and goals 	<p>May 6, 2015, 6:00-7:00pm Meeting House, 1201 Broad Street</p>
<p>ONLINE COMMUNITY WORKSHOP</p> <ul style="list-style-type: none"> Community workshop materials will be posted in a questionnaire format to extend community outreach opportunities to a broader audience A link to the online questionnaire will be posted on the Town’s webpage and distributed via E-blast and Milliken Messenger newsletter 	<p>May 2015</p>
<p>Phase 4: Policy Framework¹</p>	
<p><i>Objectives: Develop and refine a policy framework for the updated plan in coordination with the community.</i></p>	
<p>POLICY WORK SESSION #1 (PLANNING COMMISSION AND COMMUNITY): LAND USE AND GROWTH MANAGEMENT AND ECONOMIC DEVELOPMENT</p>	<p>July 1, 2015 6:00-7:00pm Meeting House, 1201 Broad Street</p>
<p>POLICY WORK SESSION #2 (PLANNING COMMISSION AND COMMUNITY): HOUSING AND INFRASTRUCTURE</p>	<p>August 5, 2015 6:00-7:00pm Meeting House, 1201 Broad Street</p>
<p>BEEF AND BEAN DAY BOOTH</p>	<p>August 8, 2015 (9am-1pm)</p>
<p>POLICY WORK SESSION #3 (PLANNING COMMISSION AND COMMUNITY): TRANSPORTATION, PARKS AND RECREATION</p>	<p>September 2, 2015 6:00-7:00pm Meeting House, 1201 Broad Street</p>

¹ Note: Arrangement of topics for policy work sessions are tentative and may shift as the process evolves.

OUTREACH ACTIVITIES & DETAILS	TIME & LOCATION
Phase 5: Draft Plan and Implementation Strategy	
<i>Objectives: Keep community informed regarding plan adoption process via project webpage, social media, e-Blast and other means.</i>	
COMMUNITY OPEN HOUSE #3	October 7, 2015 7:00-9:00pm Community Room
PLANNING COMMISSION WORK SESSION <ul style="list-style-type: none"> • Review consolidated draft plan/implementation strategies (Part 1) 	October 7, 2015, 6:00-7:00pm Meeting House, 1201 Broad Street
PLANNING COMMISSION WORK SESSION <ul style="list-style-type: none"> • Review consolidated draft plan/implementation strategies (Part 2) 	October 21 or, 6:00-7:00pm Meeting House, 1201 Broad Street
Phase 6: Final Plan and Adoption	
<i>Objectives: Keep community informed regarding plan adoption process via project webpage, social media, E-blasts and other means.</i>	
PLANNING COMMISSION PUBLIC HEARING	December 2015 or January 2016 (TBD)
TOWN BOARD OF TRUSTEES PUBLIC HEARING	January or February 2016 (TBD)

Community Stakeholders

Numerous project stakeholders will need to be engaged as part of the plan update process, both formally and informally. This list will represent a broad spectrum of interests in the community, but is not intended to be all encompassing.

- BOOST Committee
- Thompson Rivers Recreation District
- Milliken Business Association
- Greeley Habitat for Humanity
- Milliken Housing Authority
- Milliken Business Association/Downtown Businesses
- Milliken School District
- Town Boards and Commissions
- Town Departments
- Community at large
- Youth
- Seniors
- Neighborhood Representatives/Activists/Developers/Realtors
- Transportation/Town Public Works