

## **Overview of Revised Public Engagement Plan – Plan2040**

### ***Citizen Outreach Series 1, 2, 3, 4 and 5***

*(September 2017 through Plan2040 Adoption)*

#### ***Key Public Engagement Goals and Strategies***

- *Establish an even stronger standard for **enhanced citizen engagement** in County Planning efforts*
  - Create an enhanced citizen outreach process than was originally planned for Plan2040 to engage citizens at the community level (the original Plan2040 process called for a more robust public input process than was carried out in the development and implementation of the 2009 GDP).
  - Improve community outreach to restore public trust in County planning efforts creating an ethic of collaboration between citizens and their government.
  - Ensure all stakeholders buy in to Plan2040 and subsequent planning efforts.
  
- ***Gather information strategically** to understand citizen vision for Plan2040*
  - Structure engagement activities to elicit *substantive input* that will help shape Plan2040.
  - Ensure *efficient use of limited staff/ County resources*.
  - Continue evaluating how *technology* and *tailored outreach methods* can broaden the range of stakeholder input.
  
- *Ensure **equitable stakeholder input** so all County stakeholders are represented*
  - Improve the *diversity of voices* from all regions, age groups, sectors, and interest groups in the County.
  
- *Ensure **unified and positive public messaging** across County staff*
  - Foster a culture of *even greater collaboration between OPZ, Executive Staff, and County Departments and Agencies* through engagement efforts and Plan2040 development.
  - Ensure a common understanding of goals and objectives that is *communicated clearly and consistently* throughout the process.

#### ***Key Public Engagement Actions (described on subsequent pages)***

- Dedicated Web Page for Plan2040
- Outreach Series 1 (8 Community Listening Sessions, General Stakeholder and Youth Surveys, Stakeholder Outreach, Media and Additional Outreach)
- Outreach Series 2 – Citizen Advisory Committee (CAC) Kick-Off Meeting and public education workshop; purpose of welcoming the new Committee, education on Smart Growths; open to the public as a public education workshop
- Outreach Series 3 - Follow-up to Outreach Series 1 in each of the Small Area Communities (*more in-depth input into identified issues, Visioning, receive input for priorities of SAP recommendations that have not been implemented*); parallel survey to be conducted online
- Outreach Series 4 –Land Use Plan Input within each of the newly defined Subregions (combinations of communities or Regions (combinations of Subregions)); parallel survey to be conducted online
- Outreach Series 5 – Preliminary Draft Plan Input; within each of the newly defined Subregions (combinations of communities) or Regions (combinations of Subregions); parallel open comment to be conducted online
- Digital Platforms, Media Engagement and Additional Outreach as Needed

*These Key Public Engagement Actions are in addition to the Plan's CAC input and mandated PAB review and public hearings, and County Council public hearings.*

<i>Series 1: Listening Sessions, Survey, and Community Meetings</i>			
<u>Activity:</u>	<u>Structure:</u>	<u>Activity Goal:</u>	<u>Reach:</u>
<b>Dedicated Web Page for Plan2040</b>	Maintained web page on activities associated with the development of Plan2040  Primary Staffing: <ul style="list-style-type: none"> <li>- Long Range Planning Staff</li> <li>- Office of Information Technology</li> <li>- County Administration</li> </ul>	Provide an avenue for stakeholders to stay informed of the Plan2040 process	Unlimited
<b>Listening Sessions:</b> <ul style="list-style-type: none"> <li>• North County High School (9/25/17)</li> <li>• Broadneck High School (10/17/17)</li> <li>• Old Mill High School (11/30/17)</li> <li>• Arundel High School (12/11/17)</li> <li>• Annapolis High School (1/11/18)</li> <li>• Northeast High School (1/29/18)</li> <li>• Southern High School (2/8/18)</li> <li>• Brooklyn Park Middle School (2/22/18)</li> </ul>	<ol style="list-style-type: none"> <li>1. Opening Remarks and Intro to Plan2040</li> <li>2. Survey Activity <ul style="list-style-type: none"> <li>- Priority Topics Identification</li> <li>- Values Survey (open response) to inform a County Vision</li> </ul> </li> <li>3. Open Comment</li> </ol> Primary staffing: <ul style="list-style-type: none"> <li>- Phil Hager, OPZ Officer</li> <li>- Cindy Carrier, Long Range Planning Administrator</li> <li>- 3-4 Long Range Planning Staff</li> <li>- assistance of additional staff from OPZ, OOT, DPW, and others</li> </ul>	<ul style="list-style-type: none"> <li>• Gather broad, initial input on citizen values and Vision for future of County</li> <li>• Provide multiple feedback methods to ensure all voices have an equitable means of sharing</li> <li>• Educate on the scope of Plan2040 (what it covers/does not cover)</li> </ul>	<ul style="list-style-type: none"> <li>• Over 5,100 data points from nearly 400 Listening Session attendees and 427 online survey submittals</li> <li>• Heaviest participation from older, white, college educated residents from <ul style="list-style-type: none"> <li>○ Severna Park</li> <li>○ Edgewater</li> <li>○ Crownsville</li> <li>○ Pasadena</li> <li>○ Crofton</li> <li>○ Annapolis</li> <li>○ Arnold</li> </ul> </li> <li>• 112 Youth Survey responses</li> </ul>
<b>Online Survey</b> (9/29/17 to 3/19/18) <ul style="list-style-type: none"> <li>• General Population Survey</li> <li>• Targeted Youth Survey</li> </ul>	Priority Topics Identification and Values Survey (matching Listening Session structure)  Primary Staffing: <ul style="list-style-type: none"> <li>- Designed, managed, and analyzed by 4 Long Range Planning staff</li> </ul>		
<b>Land Use/GDP Youth Conference</b> (2/27/2018)	One-day seminar and Visioning workshop  Primary Staffing: <ul style="list-style-type: none"> <li>- Designed and implemented by Long Range Planning Staff and County Public Schools staff</li> </ul>	<ul style="list-style-type: none"> <li>• Educate high school students in the County on land use and comprehensive planning</li> <li>• Gain youth input for development of Plan2040 Vision, goals and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• 125 students from schools across the County</li> </ul>

<i>Series 1: Listening Sessions, Survey, and Community Meetings</i>			
<u>Activity:</u>	<u>Structure:</u>	<u>Activity Goal:</u>	<u>Reach:</u>
<p><b>Additional Stakeholder Outreach:</b></p> <ul style="list-style-type: none"> <li>• Greater Severna Park Council</li> <li>• Alliance for Livable Communities</li> <li>• Advocates for Herring Bay</li> <li>• Land Use stakeholders (via County Executive’s office)</li> <li>• Maryland Building Industry Association</li> <li>• Annapolis Regional Transportation Management Association (ARTMA)</li> <li>• Scenic Rivers Land Trust</li> <li>• Mayo Peninsula residents</li> <li>• Anne Arundel County Board of Realtors</li> <li>• BWI Aerotropolis site developers</li> <li>• Severna Park area stakeholders</li> <li>• Agricultural Preservation Advisory Board</li> <li>• Broadneck Council of Communities</li> <li>• Agriculture, Farming, and Agritourism Commission</li> <li>• Economic Development Corporation (members of the Maritime Industry Advisory Board and Marine Trades Association)</li> <li>• Arnold Preservation Council</li> <li>• Greater Crofton Council</li> <li>• Dispersed Energy Committee</li> <li>• Planning Advisory Board</li> <li>• Jessup Improvement Association</li> <li>• Pasadena Business Association</li> <li>• Annapolis Neck Peninsula Federation</li> <li>• Central Maryland Chamber of Commerce</li> <li>• Anne Arundel County Chamber of Commerce, Environmental Committee</li> <li>• City of Annapolis Planning Director</li> <li>• Envision Mayo Work Group</li> <li>• Growth Action Network (monthly meetings, ongoing since May 2018)</li> <li>• Transportation Commission</li> <li>• Odenton Town Center Advisory Committee</li> <li>• Olde Severna Park Improvement Association</li> </ul>	<ul style="list-style-type: none"> <li>• Varied forms of direct engagement, based on stakeholder group’s timeframe, format, interests and questions</li> </ul> <p>Primary staffing:</p> <ul style="list-style-type: none"> <li>– Phil Hager, OPZ Officer</li> <li>– Cindy Carrier, Long Range Planning Administrator</li> <li>– Long Range Planning Staff (4 total)</li> <li>– Additional OPZ, DPW, OOT staff as needed</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance outreach in response to citizen group request</li> <li>• Broaden the cross-section of interest-based perspective / ensure equitable stakeholder voice</li> <li>• Further educate on the scope and progress of Plan2040</li> </ul>	<ul style="list-style-type: none"> <li>• Over 30 separate stakeholder groups engaged</li> <li>• More than three dozen separate meeting and engagements</li> <li>• Direct and secondary reach to hundreds of County residents</li> </ul>
<p><b>Media Interviews:</b></p> <ul style="list-style-type: none"> <li>• WNAV interview</li> <li>• “Week in Review” – Arundel TV (10/20/17 and 3/23/18)</li> </ul>	<p>Interview with Phil Hager, OPZ Officer</p>	<ul style="list-style-type: none"> <li>• To provide enhanced and alternative outreach methods</li> <li>• To educate on Plan2040 and means to provide input/follow progress</li> </ul>	<p>Three interviews broadcast to radio listeners and over 500 Arundel TV subscribers</p>

<i>Series 1: Listening Sessions, Survey, and Community Meetings</i>			
<u>Activity:</u>	<u>Structure:</u>	<u>Activity Goal:</u>	<u>Reach:</u>
<p><b>Digital Media Outreach:</b></p> <ul style="list-style-type: none"> <li>• Listening Session Video Ads</li> <li>• Listening Session/Survey information flyers (libraries, public buildings, etc.)</li> <li>• Listening Session Video</li> <li>• Plan2040 Website</li> <li>• Plan2040 Email Listserve</li> <li>• advertising on County homepage, Facebook and Twitter feeds</li> </ul>	<ul style="list-style-type: none"> <li>• 1-2 minute video recordings for YouTube Public TV channel</li> <li>• 1-page/ ½-page flyers and distribution</li> <li>• Full recording and broadcast of Broadneck Listening Session</li> <li>• Development, management and update of Plan2040 website and email list</li> </ul> <p>Primary staffing:</p> <ul style="list-style-type: none"> <li>- Long Range Planning staff</li> <li>- AACTV staff</li> <li>- Executive staff</li> <li>- OIT</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a website as a “base” for Plan2040 information and updates, including SAP/GDP implementation reports, background reports, Listening Session formats, surveys, etc.</li> <li>• Provide traditional marketing materials for public meetings and Plan2040 information</li> <li>• Offer continuous updates to interested stakeholders on all Plan2040 progress</li> <li>• Encourage participation in Listening Sessions and/or online survey</li> <li>• Use/evaluate new outreach methods to enhance and expand engagement</li> </ul>	<ul style="list-style-type: none"> <li>• 7,192 Plan2040 website hits in the past year</li> <li>• Info shared with 17,000 Facebook followers, 500 Arundel TV subscribers, and over 5,000 Twitter followers</li> <li>• 843 listserv email addresses</li> <li>• Info available to library and public facility patrons</li> </ul>
<p><b>Other Outreach Efforts and Input Means:</b></p> <ul style="list-style-type: none"> <li>• Constituent Services Coordination</li> <li>• Interview with County Partnership for Children, Youth and Families</li> <li>• Civic group Vision and Issue Statement submittals</li> <li>• Representation at 3 public forums hosted by Office of Transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics coordination and outreach strategy feedback</li> <li>• Community group email blasts</li> <li>• Interviews and needs input</li> </ul> <p>Primary staffing</p> <ul style="list-style-type: none"> <li>- Long Range Planning staff</li> <li>- Executive Staff and Constituent Services</li> <li>- OOT staff</li> <li>- Partnership for Children, Youth and Families staff</li> </ul>	<ul style="list-style-type: none"> <li>• Deepen outreach to citizens engaged with local community groups</li> <li>• Ensure understanding needs of populations under-represented in traditional outreach efforts</li> <li>• Hear ideas developed by grassroots citizen-organized community and issue groups</li> </ul>	<ul style="list-style-type: none"> <li>• Improved outreach to community groups throughout the County</li> <li>• Enhanced understanding of needs of under-represented populations</li> </ul>

<i>Series 2 Citizen Advisory Committee (CAC) Kick-Off and Public Education Workshop</i>			
<u>Activity:</u>	<u>Structure and Staffing:</u>	<u>Activity Goal:</u>	<u>Considerations:</u>
<b>Education Workshop April 2019</b>	<p>CAC Kick-Off</p> <ul style="list-style-type: none"> <li>• County Executive to open up meeting, introduction of new CAC</li> <li>• Remarks by OPZ Officer</li> </ul> <p>Public Education</p> <ul style="list-style-type: none"> <li>• Smart Growth America Presentation</li> <li>• Working Lunch with Participants; potential break-out discussions</li> <li>• Reconvene to share and afternoon Discussion</li> </ul> <p>Primary Staffing:</p> <ul style="list-style-type: none"> <li>• County Executive – kick-off meeting</li> <li>• Community Engagement and Constituent Services – scheduling venue, advertisement</li> <li>• OPZ Officer – welcoming remarks</li> <li>• Smart Growth America staff – presenters, facilitators</li> <li>• Long Range Planning Staff - resource</li> <li>• Other County Staff – resource</li> </ul>	<ul style="list-style-type: none"> <li>• Kick-Off new CAC</li> <li>• Bring new CAC members up to speed;</li> <li>• Educate the public regarding best practices, Smart Growth strategies, and the impacts of changing demographics and the knowledge economy; collect critical feedback from stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Event must coordinate with school calendar, holidays, and other civic activities</li> <li>• Ensure adequate lead time for advertising meeting</li> <li>• Schools are a potential venue for workshop but scheduling around school activities is a challenge</li> </ul>

<b>Series 3: Outreach in 16 Small Area Communities (April –May 2019)</b>			
<u>Activity:</u>	<u>Structure and Staffing:</u>	<u>Activity Goal:</u>	<u>Considerations:</u>
<b>Outreach Meetings</b> <i>(2 meetings per week over 8 weeks; one in each of the Small Planning Areas)</i>	Format <ul style="list-style-type: none"> <li>• Open House - stations set up to review charts of SAP implementation status not completed; prioritize; review current SAP Vision; learn what is a GDP, what it is not, timeline, process, what elements are included</li> <li>• Convene for Community Visioning Exercise                Answer 4 Questions:               <ul style="list-style-type: none"> <li>– What do you value about your community that you do not want to see changed?</li> <li>– What changes would you most like to see in your community in the future?</li> <li>– What are the most important issues facing your community over the next 10 years?</li> <li>– What do you want your community to be like in 20 years?</li> </ul> </li> <li>• Public Open Comment Period – recorded on flip charts</li> </ul> Primary Staffing: <ul style="list-style-type: none"> <li>• Long Range Planning Staff</li> <li>• CAC member from respective Small Area</li> <li>• County Executive / Constituent Services Staff</li> <li>• Staff from various County Departments, depending on key issues in Small Area:</li> <li>• <i>Potential use of an outside consultant</i></li> </ul>	<ul style="list-style-type: none"> <li>• Review implementation of 2009 GDP and prior SAP recommendations</li> <li>• Gather input and prioritize former actions for future implementation</li> <li>• Create Community Visions; Inform a Countywide Vision</li> </ul>	<ul style="list-style-type: none"> <li>• Events must coordinate with school calendar, holidays, County budget outreach efforts, and other civic activities</li> <li>• Ensure adequate lead time for advertising meetings</li> <li>• Schools are ideal for community meetings, but scheduling around school activities is a challenge</li> </ul>
<b>Online Survey</b> <i>(concurrent with Outreach Meetings)</i>	Digital platform, to mirror Outreach Meeting activities  Primary staffing: Long Range Planning staff	<ul style="list-style-type: none"> <li>• Review implementation of 2009 GDP and SAP recommendations</li> <li>• Gather input and prioritize former actions for future implementation</li> <li>• Create Community Visions; Inform a Countywide Vision</li> </ul>	<ul style="list-style-type: none"> <li>• Must be structured for ease of data collection and useful analysis</li> <li>• Easily shared on digital and social media platforms</li> </ul>
<b>Additional Stakeholder, Digital and Social Media outreach</b> <i>(as available)</i>	<ul style="list-style-type: none"> <li>• Long Range Planning Staff</li> <li>• Community Engagement and Constituent Services Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded range of outreach to ensure all stakeholder interests are represented</li> </ul>	
<b>Additional Online Survey to be conducted after Visioning Exercise</b>	<ul style="list-style-type: none"> <li>• Share Draft Countywide Vision and Community Visions;</li> <li>• Have more in-depth input on Critical issues defined in Outreach Series 1 and Community Visioning Meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Share Visions Countywide</li> <li>• Gather input for creating goals and policies</li> </ul>	<ul style="list-style-type: none"> <li>• Must be structured for ease of data collection and useful analysis</li> <li>• Easily shared on digital and social media platforms</li> </ul>

<b>Series 4: Input Land Use Element</b>			
<u>Activity:</u>	<u>Structure and Staffing:</u>	<u>Activity Goal:</u>	<u>Considerations:</u>
<b>Planned Land Use (potentially other elements) Input Meetings</b> <i>(4 -5 weeks; 4 to 5 locations throughout the County)</i>	Open House format <ul style="list-style-type: none"> <li>Land Use stations by newly-defined subregion areas or regions to receive input on Land Use element (potential for other elements as well)</li> </ul> Primary Staffing: <ul style="list-style-type: none"> <li>Long Range Planning Staff</li> <li>Possibly other County staff</li> <li>County Administration / Constituent Services Staff</li> </ul>	<ul style="list-style-type: none"> <li>Educate community about Plan2040 Land Use Map – what it is, how it relates to zoning</li> <li>Receive input for the Land Use Map by newly-defined County community areas or subregions</li> </ul>	<ul style="list-style-type: none"> <li>Events must coordinate with school calendar, holidays, and other civic activities</li> <li>Ensure adequate lead time for advertising meetings</li> <li>Schools are ideal for community meetings, but scheduling around school activities is a challenge</li> <li>Summer months may impair participation</li> </ul>
<b>Online Survey</b> <i>(concurrent with Land Use Input Meeting)</i>	Digital map on web with feedback mechanism, to mirror Land Use Input Meeting activities  Primary staffing: Long Range Planning staff	<ul style="list-style-type: none"> <li>Educate community about Plan2040 Land Use Map – what it is, how it relates to zoning</li> <li>Receive input for the Land Use Map by newly-defined County community areas or subregions</li> </ul>	<ul style="list-style-type: none"> <li>Must be structured for ease of data collection and useful analysis</li> <li>Easily shared on digital and social media platforms</li> </ul>
<b>Additional Stakeholder, Digital and Social Media outreach</b> (as available)	<ul style="list-style-type: none"> <li>Long Range Planning Staff</li> <li>Community Engagement and Constituent Services Staff</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced reach of Land Use input to ensure all stakeholder interests are represented</li> </ul>	

<b>Series 5: Public Forums – Preliminary Draft Plan</b>			
<u>Activity:</u>	<u>Structure and Staffing:</u>	<u>Activity Goal:</u>	<u>Considerations:</u>
<b>Public Forums – Preliminary Draft Plan</b> <i>(4 -5 weeks; 4 to 5 locations throughout the County)</i>	Open House format 4:30 – 6:30 <ul style="list-style-type: none"> <li>Draft Plan Maps reviewed to receive input Preliminary Draft Plan</li> </ul> County Presentation of Overview of Draft Plan - 6:30 – 7:00 pm  Public Comment Period – 7:00 – 8:30 pm  Primary Staffing: <ul style="list-style-type: none"> <li>Long Range Planning Staff</li> <li>Possibly other County staff</li> <li>County Executive / Constituent Services Staff</li> </ul>	<ul style="list-style-type: none"> <li>Review with Stakeholders the Preliminary Draft Plan</li> <li>Receive input on the Preliminary Draft Plan</li> </ul>	<ul style="list-style-type: none"> <li>Events must coordinate with school calendar, holidays, and other civic activities</li> <li>Ensure adequate lead time for advertising meetings</li> <li>Schools are ideal for community meetings, but scheduling around school activities is a challenge</li> </ul>