

# Central Mississippi River ~ Regional Planning Partnership

*Committed to creating a shared regional vision and goals, then working together to accomplish them*

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## Framework 2030 Round 2 Engagement Plan Updated 31 August 2020

The Round 2 Engagement Plan below is provided for the Partnership's information and feedback. As engagement continues to depend on leadership and outreach from the Partners, staff, and the consultants, we welcome Partner feedback and guidance to optimize results from this next set of work.

**Core Values:** Guiding all our engagement efforts are the Core Values of the International Association for Public Participation that the Partnership adopted in January 2020:

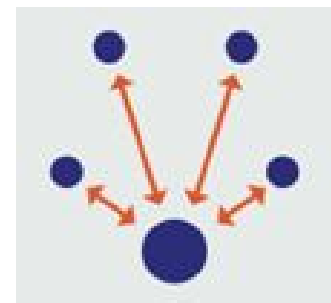
1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

**Engagement objectives:** Below are the *summary* engagement objectives the Partnership set at the beginning of Framework 2030, and continue to drive our work.

- Provide stakeholders with information about regional planning, this project, how it is relevant to them, and how they can contribute
- Gather perspectives and ideas from key stakeholders throughout the region
- Ensure a transparent, inclusive, and intentional process that strengthens relationships and builds trust
- Use stakeholder contributions to shape plans and decisions

**Level of engagement:** The level of engagement the Partnership selected for this project is **Involve**. That translates to the following goal and promise:

- **Overall engagement goal:** To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- **Overall engagement promise to the public:** We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.



**Key stakeholders:** The Partnership has committed to engaging a variety of stakeholders including elected officials throughout the planning region, businesses and nonprofit organizations, active volunteers and recreation users, high school students, community members throughout the region with special emphasis on Partner communities, and others.

## Engagement phases and timeline:

### 1. Baseline Conditions and Trends Analysis

- Engagement Round 1 – Generate big-picture ideas about the future of the region through interactive, open-ended activities (spring through June 30, 2020)
- The *compilation* of Round 1 results was presented at the Partnership’s July meeting, and the Planning Next presented the Round 1 analysis, trends, and directions that will shape the proposed strategies and action items.

### 2. Growth, Land Use, and Economic Analysis

- At the rescheduled Sept 10 Partnership meeting, Planning Next will present draft proposed key concepts and specific actions for possible inclusion in the planning framework.
- Based on Partnership direction/authorization, by mid-September we will collectively begin seeking stakeholder *feedback* on those potential concepts and actions. Round 2 is expected to go through October, and those results will shape the final phase of Framework 2030.

### 3. Prepare the Action Plan

- Engagement Round 3 – Gather final feedback on and prioritization of draft framework elements including key findings and recommendations (late fall/early winter 2020)

## Content, tools, and techniques:

- The successful Round 1 engagement indicates that a wide range of stakeholders in the region *will* participate online if there is an intentional and persistent outreach effort.
- As Framework 2030 moves into Growth, Land Use, and Economic Analysis, the supporting Round 2 engagement will add in-person sessions. Respecting the COVID-19 restrictions and recognizing the limited time of Partners, staff, *and stakeholders*, Round 2 will:
  - Build on Round 1 online engagement with continued use of online surveys; the content will be more graphics-heavy and likely have fewer, more specific questions
  - Include in-person sessions that piggy-back on scheduled meetings of Partner entities. These will be associated with meetings of both elected and appointed officials, with a nearby physical space and period of time before and/or after each meeting for stakeholders to provide feedback. These sessions will combine relevant information via handouts and poster boards (or similar), clear questions, and meaningful materials so that with minimal support from staff and elected/appointed officials, people are able to provide meaningful feedback.
  - To engage any key stakeholders who were underrepresented in Round 1 or otherwise may need special attention, it may be valuable to add additional in-person sessions (if possible) or special online options
- Round 2 content is assumed to be essentially the same whether in-person or online, and in-person physical materials will be moved among jurisdictions (with one or more additional sets to simplify logistics). This approach ensures regionwide consistency *and* significantly eases implementation. That said, the assumption is that staff and elected/appointed officials in each jurisdiction will help verbally personalize the content during these in-person sessions to make it relevant and appealing to local participants.
- Round 2 depends heavily on intentional outreach and personalized invitations to targeted stakeholders to participate online or in-person, whatever works best for them.
- This in-person content will be made available to non-Partner jurisdictions that express an interest in hosting similar sessions in their own communities.