
2040 Comprehensive Plan Update

Community Engagement Plan

Scott County will conduct a wide range of community engagement, education and outreach techniques throughout every stage of the planning process to stimulate thought and gain input into the 2040 Comprehensive Plan Update. Public participation using a variety of platforms, venues, forms and techniques will help ensure that the County's long-range plan accurately reflects the vision, goals and values of its residents and businesses.

This Community Engagement Plan outlines and summarizes the County's planned efforts over the next three years to foster input and help shape the direction of the 2040 plan.

Major Goals of the County's Community Engagement Plan:

- Schedule a variety of input opportunities for different audience groups throughout the process
- Provide opportunities for people to participate "a little" or "a lot" in the process, while assuring that a few individuals or interest groups do not dominate the process
- Recognize that public involvement is essential for innovative yet implementable plans
- Use existing commissions, committees and boards as "sounding boards" for the process
- Engage social media and traditional media to include awareness and input opportunities
- Inform and work with neighboring governments and agencies to encourage cooperation
- All public meetings or hearing to discuss the plan will be duly noticed and advertised

Selected Techniques to Involve and Inform the Public

1. Resident Survey Results (2016, 2013, and 2011) Broad Input

Since the previous comprehensive plan was adopted in 2009, the County has contracted with the National Research Center to conduct three surveys of randomly selected residents – the most recent one in the spring of 2016. These three surveys ask a variety of questions that gauge resident attitudes on quality of life issues, critical problems facing the community, and evaluation of county government services and fiscal management. Depending on the respondents of this survey, public health will take these questions to underserved populations to ensure feedback from all residents. The results of these surveys will help identify and trend the critical issues facing the 2040 plan update.

2. Speak Up Scott County Broad Input/Info

The County will use its on-line forum page of the website (called Speak Up Scott County) throughout all stages of the planning process to seek broad input. On-line forums have become a popular alternative to obtain input from citizens who do not want to attend an open house or public meeting. The on-line

forum will be used to seek input on the 2040 vision, emerging topics, key goal or policy changes, major recommendations, and the plan document itself during the latter stage of the process.

3. Conversations with the Community

Targeted Input

The County plans to engage groups typically under-represented in the planning process: lower income residents, the elderly, those with physical limitations, and diverse populations. This targeted outreach will take the form of focus group conversations in conjunction with the County’s statewide health improvement program (SHIP). These conversations are planned to occur in the spring and summer of 2016.

4. Commission Input and Oversight

Targeted Input

The County’s parks, planning and watershed management commissions will have direct involvement and input into the plan document throughout the 2040 planning process. These established commissions will serve as a “representative” form of public involvement where a relatively small group of individuals will be asked to represent the interests of larger publics. These three commissions will serve as “sounding boards” for major changes or updates, and ultimately recommend plan elements to the County Board for final adoption.

5. Workshop with Reconvened 2030 Visions Advisory Committee

Targeted Input

A decade ago, the County embarked on its first-ever visioning process to “paint a picture” of what Scott County should look like in the future. The process included seven workshops held around the county where 260 people exchanged ideas and expressed their desires for the county’s future. A 40-member committee reviewed this input and crafted the 2030 vision.

The County intends to reconvene this 40-member committee at a facilitated workshop in the fall of 2016 to revisit, review and recommend any updates to what will become the 2040 vision for this plan update.

6. Township Planning Area Meetings

Agency Input

In the tradition of past planning efforts, the County will convene meetings with groups of townships throughout the planning process. These meetings will give town board supervisors a chance to take a deeper dive into planning policies and recommendations that impact their residents. The townships will be grouped into three geographic areas: Northern (Jackson, Louisville and Sand Creek), Western (St Lawrence, Belle Plaine, Blakeley and Helena) and Eastern (Spring Lake, Credit River, Cedar Lake and New Market).

7. Intergovernmental and Interagency Meetings and Review

Agency Input

Meetings with Minnesota DOT and DNR and Metropolitan Council staff will be critical throughout the planning process to ensure the 2040 plan meshes with state and regional plans. Perhaps more critical will be meetings with cities within Scott County and neighboring communities to discuss future plans, areas of common groups, and points of potential conflict. Key issues of interest will include land use, transportation, environmental issues, stormwater management, future growth areas, and sharing of public services. A draft 2040 plan will be provided to all adjacent and overlapping jurisdictions for review and comment in 2018 as required under the regional planning statutes.

8. Open House for Draft Comprehensive Plan

Broad Input

The County will hold an open house on the draft 2040 Comprehensive Plan Update for public review and feedback. Such an open house is usually conducted as a drop-in session over several hours, with one or more scheduled presentations and Q&A periods. Copies of the draft plan, maps, graphic boards, exhibits, drawings and statistics may accompany the session. Evaluations are typically done to gather the opinions of participants. The open house will likely occur in early winter of 2018.

9. Public Hearing on Draft Comprehensive Plan

Broad Input

The County Planning Commission will hold a public hearing on the draft 2040 Comprehensive Plan update for public comment. Copies of the public hearing draft of the plan will be made available on the website and at various county government facilities. Notice of the public hearing will be published in the County's newspaper of record.

10. Scott County Website and Social Media

Info

Scott County's website will be an excellent way to educate and inform the public throughout the planning process. All relevant information will be posted on a 2040 plan webpage, including: timelines, staff contact information, upcoming meetings and events, agendas, meeting results, Frequently Asked Questions, relevant links, YouTube content, and draft plan maps and materials. Similar content or links to content will be posted on the County's Facebook page.

11. Scott SCENE Newspaper

Info

The Scott SCENE will include several articles and notices on the 2040 plan throughout the process. These articles will be written by staff to spotlight emerging issues, 2040 vision, key updates or changes to the plan, and public involvement opportunities.

12. Participation “By Request” or “On the Fly”

Info

County staff will undoubtedly respond to numerous requests throughout the three-year planning process to educate or seek input on the 2040 plan. If the past is any clue, this could take a variety of forms, from presentations to Rotary groups, meetings with local land developers, displays at county fair booth, or one-on-one discussions over the phone or at the Government Center. These sporadic, unplanned or spontaneous encounters often yield some of the most valuable input into the planning process and we be welcomed by staff members.

13. Logo and Cover Page Design Competition

Info

The 2040 Plan document will need cover page designs and other artwork that reflects the County’s vision. A design competition for all school-age kids in the county will be advertised in the 2016/17 school year to provide an attractive, legible, and memorable cover pages for the County’s 2040 Plan. Designs should be relevant to the goals, policies, and other information outlined in the Plan; and should consider the County’s unique character, environment, population, history, economics, and future. An optional logo may be used on associated documents or other items to provide an immediately recognizable and memorable brand for the 2040 plan implementation effort that will occur years after adoption.

14. SCALE Collective Impact Input

Targeted Input

The 2040 Plan will be informed by the data collection, analysis and recommendations coming out of SCALE’s 50 by 30 collective impact effort. This effort will include approximately 100 community members who will convene over the next several years to look at root causes and shared outcomes around 4 key issues vital to the County’s long-term economic sustainability: housing, transportation, educational preparedness and workforce development.