

Event Activation Form

Event Overview

Event Name: Area Plan Meetings #1

Event Date/Time:

| | | |
|--------------------------|-------|--------------|
| South Routt/Stagecoach | 10/13 | 5:30-8:00pm |
| West Routt | 10/14 | 5:30-8:00pm |
| North Routt | 10/12 | 5:30-8:00pm |
| Steamboat/West Steamboat | 10/13 | 11:30-2:00pm |

Event Location:

| | |
|--------------------------|------|
| South Routt/Stagecoach | TBD* |
| West Routt | TBD* |
| North Routt | TBD* |
| Steamboat/West Steamboat | TBD* |

***Locations to be finalized by 9/24**

Objective: Why are we doing these meetings?

One of the measures of success of this Master Plan is to ensure broad community support for the adoption of this plan. This is especially important in the outlying rural areas of the community. It is important to understand what each area of the County feels are the priorities for the County, as a whole, and for their individual communities. The area plan meetings are an opportunity for input from a broad demographic so the meetings should include childcare and refreshments to entice attendees.

Desire Outcomes: What do we hope to get out of these meetings?

These are the first round of community meetings during this Phase of the Master Plan. While the outreach during 2020 was successful, we can assume that 1) people need to be re-introduced to the Master Plan effort and 2) there are new members of the community that have never heard of the Master Plan.

The following outcomes are anticipated:

1. Track the demographics of attendees by age, location, and year-round or part-time residency
2. Inform the attendees about the Master Plan so they know what it is, why it is important to them, how they can expect it to affect them
3. Gather input regarding their assessment of the previous Master Plan – what worked and what didn't? For the general community they will be telling us about what changes they have seen and how they feel about those changes. This information should be gathered on a County-wide and an area plan basis.
4. Prioritize theme statements – again County-wide and localized to the area

Layout and Setup: Open House Style

Attendees will be free to come and go throughout the scheduled and advertised time.

DRAFT STATION LAYOUT:

STATION 1: Demographics

STATION 2: Storytelling and Special Places

STATION 3: What is a Master Plan?

STATION 4: What changes have you seen in the County? In your area? How do you feel about these changes?

STATION 5: Prioritizing theme statements – Historic Identity, Ag/Open Lands/Recreation, Health/Wellness/Equity

STATION 6: Prioritizing theme statements – Housing/Jobs/Economy, Mobility, Sustainability/Water/Resiliency

KIDS STATION: What do you like about where you live? Draw it or build it.

EXIT STATION: Survey Postcard and Timing (what to expect next)

Attendees: 50-80 at rural events, 100-150 at Steamboat event

Advertising Notes: Begin advertising 9/29

Ensure that childcare and refreshments are advertised. Advertise the open house so attendees know they can come any time during the event.