



ROUTT COUNTY MASTER PLAN COMMUNITY OUTREACH AND ENGAGEMENT PROCESS

The Routt County Master Plan community outreach and engagement process includes several strategies that are important to the success of a community-based Master Plan outcome. This handout describes the purpose, expectations, and anticipated outcomes for each key community outreach strategy noted below.

STRATEGIES

- Technical Advisory Committee (TAC) Meetings
- Subject Matter Expert Small Group Interviews
- Community Events
- Community Area Planning Meetings
- Online Community Surveys

The Cushing Terrell team will continue to coordinate with County staff and its designated Public Information Officer (PIO) to identify public communications and messaging throughout the Plan process. Specific social media and local media sources will be coordinated through the PIO representative as required.

TECHNICAL ADVISORY COMMITTEE (TAC) MEETINGS

INTENT: The Technical Advisory Committee helps guide the visioning and Master Plan process and ensures cross-collaboration across issue areas. Up to six TAC meetings will be scheduled over a course of a 6–7-month duration. The Consultant team will plan and facilitate each TAC meeting.

DURATION: An estimated 1.5 – 2 hrs. is anticipated for each TAC meeting.

PURPOSE: TAC members have been identified that represent key issues in the County including agricultural and open lands, historic preservation, affordable housing, economic development, environmental sustainability, transportation, recreation, public health, social equity, and tourism – issues important to address for the future of Routt County. The TAC will serve as a sounding board to confirm the study goals, identify high priority recommendations and outcomes, and help define values and metrics to be used as benchmarks throughout the process. The TAC also serves as an important conduit to help inform other County residents about the Master Plan process.

ANTICIPATED OUTCOMES: Each TAC meeting will focus on a particular set of topics. The sequence of TAC meetings is intended to be designed as an iterative and informative process so that each meeting / topic builds upon the previous meeting and content.

TAC TOPICS

- Countywide Vision / Goals
- Demographic / Land Use / Growth Projections
- Jobs / Housing Diversity / Mobility
- Environment / Natural Resources / Agriculture Land / Open Space
- Key Draft Recommendations / Implementation Strategies
- Draft Master Plan

INDIVIDUAL / FOCUS GROUP INTERVIEWS

INTENT: The Consultant team will facilitate a series of online Zoom Interviews with individuals and small groups to explore further core values, existing conditions, key issues, priorities, and opportunities in the County.

DURATION: Cushing Terrill will plan up to seven sets of interviews with various individuals or small groups of four to seven people to be determined jointly by the County and the Consultant.

PURPOSE: Each participant will provide insights and perspectives from their experiences and knowledge of Routt County issues. The interviews and meetings will be summarized, and key issues and opportunities will be documented in the Existing Conditions Assessment Summary Memorandum.

ANTICIPATED OUTCOMES: The interviews and focus group meetings will further explore the themes identified from the TAC meetings and Community open houses. The County will confirm potential participants and provide names / e-mail contacts and assist in scheduling interviews. The interviews will include individual property owners, business owners, housing advocates, mobility proponents, environmental and arts advocates, agricultural lands interests, traditionally undeserved community members (non-English speaking individuals), historic preservation groups, unincorporated Clark / Phippsburg, and other special interest groups with a vested interest in the future of Routt County.

COMMUNITY EVENTS

INTENT: The Consultant plans to facilitate four Open House Community Events to be held in North Routt (Clark), West Routt (Hayden), South Routt (Oak Creek) and Steamboat Springs the week of October 11th. The initial open houses will have stations where individuals can leave their comments about various issues. Event workshops will include graphic visuals, precedent images, and 2D/3D massing models depicting various growth assumptions and development scenarios for public review and comment. It is anticipated to organize another community event in mid-December once there is more information to present to the public and get their feedback.

DURATION: Each Open House event will be open to the public for 2 – 3 hours.

PURPOSE: The community events correspond with the initial assessment phase. Input received from the community will be documented and used to develop the master plan.

ANTICIPATED OUTCOMES: The community events will help define the unique qualities of the County, verify community needs and value sets, reaffirm the countywide vision and address a wide range of topics such as: land uses, housing, environment, mobility, resiliency and climate, County character / historic preservation and agricultural / open lands.

COMMUNITY AREA PLAN MEETINGS

INTENT: The Master Plan process will include a review of the previous 2003 Routt County Master Plan and each of the Community Sub-area Plans. Event workshops will include graphic visuals, precedent images, and 2D/3D massing models depicting various growth assumptions and development scenarios for public review and comment.

The following Sub-area Plans are anticipated to be discussed.

- Stagecoach Community Plan
- Upper Elk River Valley Community Plan (North Routt)
- West Steamboat Springs Area Plan
- South Routt (Yampa Master Plan, Town of Oak Creek, P-burg)
- West Routt – Town of Hayden

DURATION: Each Community Area Plan meeting will be a 1.5 – 2 hr. meeting.

PURPOSE: The Community Area Plan meetings will correspond with the initial assessment and preliminary policy and implementation strategies phases of the study. These meetings are intended to do a deep dive on the plans that have already been adopted by municipalities and others in Routt County and to help understand where there may be synergy or conflict.

ANTICIPATED OUTCOMES: The community events will help define the unique qualities of the County, verify community needs and value sets, reaffirm the countywide vision and address a wide range of topics such as: land uses, housing, environment, mobility, resiliency and climate, County character / historic preservation and agricultural / open lands.

COMMUNITY SURVEY

The Consultant will plan and implement up to two online surveys to be organized around key topics and geographic study areas within the County. Each online survey will extend a minimum of three weeks and correspond to specific phases of the Master Plan’s process. The first community survey in Routt County is scheduled for October.

INTENT: The survey will attempt to ask more specific questions about the different issues surrounding the creation of the master plan. A survey is also an attempt to reach more residents that may not attend the community meetings or be part of the individual interviews or focus groups.

OUTCOME: We expect more data to better inform the Master Plan document.