

LINCOLN COUNTY COMMONS MASTER PLAN

DRAFT PUBLIC INVOLVEMENT PLAN

February 12, 2018

I. Project overview

The purpose of this project is to create a refined Master Plan for facilities at the Lincoln County Commons property, home of the Lincoln County Fair. Building upon past work done by a Blue Ribbon Committee, the Plan includes the location and design of a new main exhibit hall and ancillary facilities and improvements to some existing facilities. As part of identifying desired new facilities and/or improvements to existing facilities, the Plan also include a comprehensive business plan with options for both public and private or revenue-based funding mechanisms.

II. Public Engagement Objectives

The purpose of the Public Involvement Plan is to describe ways in which the County will engage with key stakeholders and the community in a discussion of the options for the property, and for how the Fair and other community events and partners fit into those options. A meaningful community participation plan incorporates opportunities for participation throughout the process using diverse methods. The community participation process is designed to meet the following objectives:

- Provide a forum to share, develop and refine useful information.
- Ensure a shared understanding of current conditions, issues, concerns and opportunities.
- Provide avenues for the public, applicable committees, and supporting agencies to be involved.
- Build support for adoption of the Master Plan and redevelopment of the Lincoln County Commons facilities.

III. Key Stakeholders and Community Engagement Activities

Master Plan Visioning Committee

A Master Plan Visioning Committee (MPVC) will represent a range of informed and committed stakeholder interests. The MPVC will review and comment on work products and be charged with providing recommendations on key project issues and decisions. The MPVC will help shape site facility alternatives, guide stakeholder and community engagement strategies, help host public events and act as liaisons to specific constitutions or groups. The MPVC will meet four (4) times over the course of the project.

Roles and Responsibilities: The consultant team will be responsible for facilitating MPVC meetings and preparing agendas, presentation materials and meeting summaries.

Fair Board and Board of Commissioners Briefings

The Fair Board and Board of Commissioners will receive briefings to report on project status, convey MPVC recommendations and seek direction on key decisions. The Fair Board and Board of Commissioners will meet 5 times over the course of the project.

Roles and Responsibilities: The County will convene the Fair Board and Board of Commissioners for briefings and the consultant will participate and prepare presentation materials.

Key Stakeholder and Community Groups

Local and regional stakeholders and community groups will be consulted for their guidance throughout the project. While all Lincoln County community members are encouraged to participate, target audiences include the chamber of commerce, tourism and economic development agencies, civic groups, the lodging community, and current and past users and vendors of the fair.

Roles and responsibilities: The County will identify key stakeholders and invite them to participate in the process.

IV. Activities

The consultant team will design, prepare for and facilitate three rounds of stakeholder outreach through the following activities:

Stakeholder Focus Groups (Phase 1)

As described above, the first round will be conducted through a series of focus group discussions with key stakeholder and community groups throughout the County. The focus groups will comment on existing conditions and opportunities and constraints regarding the site and its facilities.

Roles and responsibilities: The County shall convene stakeholders and schedule the time and location for focus group discussions. The consultant team will prepare and facilitate up to five (5) focus group discussions, including materials and agendas. The consultant team will summarize outreach results upon completion.

Community Meetings/Open Houses (Phase 2 and 3)

The second round of stakeholder engagement will be conducted through three community meetings over the course of two days, at different times and locations throughout the County. The community will be invited to review and comment on facility alternatives, based on an assessment of the site's opportunities and constraints.

The third round also will be conducted through three community open houses over the course of two days, at different times and locations around the County. The community will be invited to review and comment on the strategic elements of the draft Master Plan.

Roles and responsibilities: The County and MPVC will identify locations for meetings and the County shall organize meeting logistics. The consultant team will design and facilitate six (6) public meetings/open houses, including agendas and materials. The consultant team will summarize outreach results upon completion.

Online Surveys (Phase 1-3)

Each of the three rounds of outreach will include an online survey to supplement the focus group discussions and community meetings/open houses. The online surveys provide an alternative opportunity to comment for those who may not come to a meeting or feel comfortable voicing their opinions among others. Results from the outreach activities will be summarized upon completion of each round.

V. Communication Tools

The consultant team will work with City staff to use a variety of methods to notify residents about opportunities to be involved in the planning process. These tools include:

Key Messages

A project overview including key messages that will be used to communicate clear and consistent information to the public.

Notification

The project team, County staff and the MPVC will work together to use a variety of methods to notify residents about public events and other opportunities to participate in the process. This may include:

- *Electronic mailing list:* The County will maintain a database of e-mail addresses of people who express interest in the project. The consultant team will prepare e-blasts for the County to distribute to help notify people about events and activities. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events. The consultant team can also prepare messages for distribution via Facebook and Twitter to increase project awareness and provide multiple avenues for community input.
- *Media contacts:* The consultant team will prepare media releases for the local media outlets to announce community meetings.
- *Meeting flyers:* The consultant will prepare flyers for the MPVC and County staff to post and distribute throughout the community.

Project Website

The consultant team will provide content for an informative, accessible and interactive project website. The website will include a project overview and timeline, important contacts, a schedule of public events, updates on the project’s status, and the ability to view or download documents.

VI. Project Schedule

| TIMELINE | 2017 | | | | | | 2018 | | | | | | | |
|--|------|-----|------|-----|-----|-----|------|-----|-----|-----|-----|------|------|-----|
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | July | Aug |
| PHASE 1 BACKGROUND TASKS | | | | | | | | | | | | | | |
| Task 1. Project Management and Coordination | | | | | | | | | | | | | | |
| Task 2. Opportunities and Constraints | | | | | | | ●■ | | | | | | | |
| Task 3. Facilities Plan | | | | | | | | | ●■ | ●◆ | | | | |
| PHASE 2 STRATEGIC PLANNING ELEMENTS | | | | | | | | | | | | | | |
| Task 4. Cost Estimates | | | | | | | | | | | | | | |
| Task 5. Management Options | | | | | | | | | | | | | | |
| Task 6. Comprehensive Business Plan Model | | | | | | | | | | | | | | |
| Task 7. Strategic Plan | | | | | | | | | | | | | ●◆ | |
| PHASE 3 FINAL MASTER PLAN DEVELOPMENT | | | | | | | | | | | | | | |
| Task 8. Final Master Plan | | | | | | | | | | | | | ◆■ | ◆ |

● MPVC Meeting
 ■ Focus Group or Public Meeting(s)
 ◆ Fair Board and/or BOC Meeting