YOUR PLAN YOUR PUEBLO

Pueblo County Regional Comprehensive Plan: Public Involvement Plan

JANUARY 2021

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1. INTRODUCTION

About the Process

Pueblo County—in partnership with the City of Pueblo and Pueblo West (PWMD)—is conducting a major update of the region's Comprehensive Plan for the first time since 2002. Key objectives for the process are to:

- Articulate a clear, cohesive vision and policies for the region as a whole (as well as for distinct communities within the region);
- Provide direction on where and how the region wants to grow, and how each jurisdiction/district fits within that framework; and
- Establish a clear strategy for the implementation of the region's shared vision.

Pueblo County covers a vast land area and is home to a diverse set of communities and environments, each with a unique set of challenges and opportunities. In addition to the City of Pueblo, Pueblo County is home to the towns of Rye and Boone, and the unincorporated communities of Pueblo West, Avondale, Colorado City, and Beulah. While the City of Pueblo functions as the service hub for many of the County's residents, in 2017, approximately one-third of the County's residents lived outside the city limits and this pattern is anticipated to continue. The updated Regional Comprehensive Plan must balance the needs of both incorporated and unincorporated areas within Pueblo County.

Role of the Public Involvement Plan

Stakeholder and community input is critical to the success of the Regional Comprehensive Plan process. This Public Involvement Plan outlines a detailed strategy to:

- Establish (and maintain) open lines of communication;
- Provide broad and inclusive opportunities for engagement; and
- Foster leadership and collaboration.

Information contained in this Public Involvement Plan will be used as a reference during the course of the process and may evolve. Meeting dates and times will be finalized at least one month in advance of each round of community and stakeholder engagement.

The sections that follow include: 1) an overview of the steps in the Regional Comprehensive Plan process; 2) a list of community stakeholders; 3) an overview of the formal groups that will be engaged during the process; 4) a communications strategy to help get the word out about the process and various input opportunities; 5) a calendar of anticipated events and input opportunities by phase.

Process Overview

An overview of the Regional Comprehensive Plan process and the community engagement objectives for each project phase are provided below. Community engagement strategies will be tailored to fit these objectives and will therefore vary by project phase. Additional detail is provided in the sections that follow.

PROJECT PHASE	TIMELINE	COMMUNITY ENGAGEMENT OBJECTIVES
1: Issues and Opportunities	Nov. 2020 – February 2021	• Identify key stakeholder and community groups • Develop awareness of the Regional Plan process • Identify issues and opportunities that should be addressed as part of the Regional Plan process
2: Plan Framework	Dec. 2020 – April 2021	• Explore values and wants/desires for the future at a countywide and an area-specific level • Seek input needed to confirm and refine preliminary plan framework
3: State of the County	Dec. 2020 – April 2021	• Establish a baseline understanding of the major trends and key issues that will influence Pueblo County over the next ten to twenty years • Introduce and refine key choices for future analysis and discussion
4: Key Choices and Policy Directions	April – July 2021	• Explore future growth opportunities and key policy choices and seek input on a preliminary preferred direction
5: Draft Plan and Implementation Strategies	July 2021 – February 2022	• Seek input on the draft Regional Comprehensive Plan and accompanying implementation strategies

2. COMMUNITY STAKEHOLDERS

In addition to the community-at-large, a diverse array of stakeholders and community groups will be engaged as part of the Comprehensive Plan process. Engagement will occur both formally and informally, as outlined in this Public Involvement Plan. The list below represents a broad spectrum of interests in the Pueblo region, but is not intended to be all encompassing. Organizations are grouped into categories for quick reference, but may be engaged in more than one category of issues. Cross references are provided where applicable.

Arts and Culture

- Pueblo Riverwalk
- Buell Children's Museum
- El Pueblo History Museum
- Pueblo Library District
- Pueblo Zoo
- Rosemount Museum
- Sangre de Cristo Arts and Conference Center
- Steelworks Museum
- Other museums and cultural organizations

Agriculture and Ranching

- Area producers
- Avondale linemen (produce growers)
- Colorado Cattleman's Association
- Colorado Farm Bureau
- Conservation organizations (i.e., land trusts and conservancies)
- CSU Extension – Pueblo County
- Pueblo Chile Growers Association
- Ranch owners
- Rural HOAs (i.e., Hatchet Ranch HOA)
- Pueblo County Stockman's Association
- Urban agriculture interest groups (i.e., P.E.A.C.E. Project, Pueblo Urban Farming Network)
- Water providers (see list of Service Providers on following page)

Community Advocacy, Health, and Support Services

- Frontier Pathways
- POSADA of Pueblo
- Pueblo Catholic Charities
- Pueblo County Boys and Girls Club
- Pueblo County Department of Public Health and Environment
- Pueblo Triple Aim
- United Way of Pueblo County
- Housing organizations (see list under Housing and Development on following page)

Economic Development

- Business owners
- Colorado State Fair
- Greater Pueblo Chamber of Commerce
- Latino Chamber of Commerce of Pueblo
- Pueblo Economic Development Corporation (PEDCO)
- Pueblo Urban Renewal Authority
- Pueblo West Chamber of Commerce
- Pueblo Plex
- Trade organizations (i.e., Pueblo Area APWU, Pueblo IBEW 12, Pueblo Laborers International Union, United Steelworkers)

Education

- Colorado State University – Pueblo

- Pueblo City Schools (District 60)
- Pueblo City-County Library
- Pueblo Community College (PCC)
- Pueblo County School District (District 70)

Environment, Recreation, and Tourism

- Audubon Society
- Colorado Parks and Wildlife
- Environmental groups
- Fly Fishers International
- International Dark Skies Association
- Pueblo Mountain Parks Environmental Center and Nature/Raptor Center
- Pueblo Paddlers
- Recreation user groups
- U.S. Forest Service (USFS)

Housing and Development

- Colorado Housing and Finance Authority (CHFA)
- Developers and homebuilders
- Housing Authority of Pueblo
- NeighborWorks Southern Colorado
- Pueblo Association of Realtors
- Pueblo Association of Home Builders
- Pueblo General Contractors Association
- Pueblo Regional Building Department

Infrastructure and Service Providers

- Avondale Water and Sanitation District
- Beulah Water Works District
- Black Hills Energy
- C&C Disposal & Recycling
- Colorado City Metropolitan District
- Pueblo County Sheriff's Department
- Pueblo Fire Department
- Pueblo Police Department
- Pueblo Regional Building Department
- Pueblo Rural Fire Protection District
- Pueblo Water (Board of Water Works)
- Pueblo West Fire Department
- Pueblo West Metropolitan District
- St. Charles Mesa Water District
- Xcel Energy

Outlying Communities

- Avondale
- Beulah
- Colorado City
- Town of Boone
- Town of Rye

State and Federal Agencies

- Colorado Parks and Wildlife
- U.S. Bureau of Land Management (BLM)
- U.S. Department of Defense (DOD)/Fort Carson
- U.S. Department of Transportation (DOT)

Transportation

- Colorado Department of Transportation (CDOT)
- Pueblo Area Council of Governments (PACOG)
- Pueblo City Cab
- Pueblo Memorial Airport
- Pueblo Transit

3. GROUPS IN THE PROCESS

Core Planning Team

The project team will work closely with a core team of planning staff from the County, City, and the Pueblo West Metro District (PWMD) on a day-to-day basis. The core team will assist with overall project coordination and scheduling, as well as review and provide input on interim drafts and technical data as necessary to help guide the Regional Plan update. The core team will meet bi-weekly, or as needed, throughout the process.

Elected and Appointed Officials

At key points during the process, project team members will conduct a joint work sessions with elected and appointed officials from the County, City, and PWMD staff. Joint work sessions will include the Board of County Commissioners, City Council, PWMD Board of Directors, County and City planning commissions, and senior staff. Work sessions will provide an opportunity for the project team to share input received; present preliminary findings and alternative solutions; and seek guidance on key policy choices. County, City, and PWMD staff will also provide brief updates to elected and appointed officials at regular meetings, as needed. Five to six joint work sessions are planned during the process.

Departmental and Service Provider Working Group

A Departmental and Service Provider Working Group will be convened periodically to engage those with specialized technical expertise and/or working knowledge of regional plans, policies, and regulations in the process. This group will be comprised of staff from County, City, and PWMD departments, infrastructure service providers from throughout Pueblo County, and others as appropriate.

The primary role of this group will be to review interim work products with an eye toward:

- Ensuring plan recommendations build upon, and are aligned with, related plans and studies (either previously completed or currently underway); and
- Leveraging available resources in terms of data, expertise, and contacts to make the process as efficient and effective as possible.

This group is expected to meet three to five times during the process. However, subsets of this group may also be convened for more focused discussions, or to provided targeted input on interim work products, as necessary.

Regional Thinktank

As an alternative to the more traditional steering committee format, a panel of key leaders from around the County will be assembled to provide strategic input on "big picture" issues and opportunities associated with the comprehensive plan update. This approach will seek to reinforce the cross-

jurisdictional nature of growth related polices in Pueblo County. Membership of this group will include a variety of business, housing, economic development, environmental, community, and educational leaders from the region, as well as representatives from other communities within the region. This group is expected to meet three times during the process to weigh in on shared values, vision, and policy directions of broader significance.

4. COMMUNICATIONS STRATEGY

Objectives

Establishing and maintaining open lines of communication about the Regional Plan process is a central component of this Public Involvement Plan. Pueblo County, the City of Pueblo, and PWMD each have established connections to various social media networks, newsletters/blogs, local news outlets, and distribution lists. Tapping into these established networks is one of the most efficient and effective ways to get the word out about the Regional Plan process. The table below outlines the specific communication tools anticipated to be used as part of the Regional Plan process, and assigns responsibilities and tentative timing associated with each tool.

Primary Communication Channels

TOOL	OBJECTIVES	RESPONSIBILITY	TIMING
Web/Video			
• Dedicated project website • County website • City website • PWMD website • Pre-recorded video messages	• Provide general project information • Advertise upcoming meetings and events • Provide access to online input opportunities • Provide access to work products, input summaries, and other project-related materials	• Clarion will be responsible for managing materials and information posted to the project website • Staff will be responsible for providing a link/feature on each agency's website that directs people to the project website: www.puebloregionalplan.com • Staff may periodically produce video messages in collaboration with PIOs to help get the word out about the process	• Launch project website in early January 2021 and update as needed throughout the process • Major updates will generally coincide with the completion of a project phase or community engagement series
Social Media			
• Facebook • Twitter • Instagram • LinkedIn • NextDoor	• Expand awareness of public meetings and events • Direct community to online engagement activities	• Clarion will prepare a series of suggested posts for distribution • PIOs for County, City, and PWMD will incorporate as part of	• Post periodically throughout the process • Begin advertising for community and stakeholder

TOOL	OBJECTIVES	RESPONSIBILITY	TIMING
	• Highlight participation in community events and activities	scheduled posts on respective sites, as applicable	engagement series two weeks in advance • Periodic updates to announce and drive participation to online input opportunities
E-mail Blasts			
• Multiple listservs	• Provide brief updates on the project • Advertise upcoming meetings and engagement activities	• Clarion will draft content for staff review • Staff will send email blast from listservs managed by own agency • Clarion will send email blast from project listserv	• Approximately two weeks prior to each community engagement series, or to announce the release of interim drafts for review
Print/Online Media			
• *The Pueblo Chieftain* • *CSU Pueblo Today* • *Thrifty Nickel* • *Pueblo West View* • *PULP News Magazine*	• Build awareness of Regional Plan update process and initial online survey • Expand reach of advertising for public meetings and events	• Clarion will prepare draft press releases for review and distribution • PIO for County and/or City and PW will distribute to news outlets as appropriate	• Press releases will be issued at least one week prior to a community and stakeholder engagement series and prior to public adoption hearings
Radio			
• KCSJ (590 AM) • KWRP (690 AM) • KKPC (1230 AM) (Public) • KAVA (1480 AM) (Spanish) • KTSC (89.5 AM) (CSU-Pueblo) • KRYE (94.7 FM) (Spanish) • KPHT (95.5 FM)	• Expand reach of advertising for public meetings and events	PIO for County and/or City and PW will distribute press releases to radio outlets as appropriate	• Press releases will be issued at least one week prior to a community and stakeholder engagement series and prior to public adoption hearings

TOOL	OBJECTIVES	RESPONSIBILITY	TIMING
Television			
• Government access Channel 17 (City of Pueblo) • KOAA (NBC) • KTSC (PBS) • KGBH-CD (UniMas) • KVSN-DT (Univision)	• Expand reach of advertising for public meetings and events	• PIO for County and/or City and PW will distribute press releases, videos, or other materials to TV outlets, as appropriate	• Press releases will be issued at least one week prior to a community and stakeholder engagement series and prior to public adoption hearings
Flyers			
• Community message boards • County, City, and PWMD buildings, as well as schools, libraries, community centers, and other buildings with message boards	• Promote awareness of the project and/or upcoming community engagement events	• Clarion will develop flyers in English and Spanish for distribution • Staff from County, City, and PWMD will print and distribute flyers as appropriate	• Approximately two weeks prior to each community engagement series

5. OPPORTUNITIES FOR INPUT

Overview

This section outlines specific opportunities for community and stakeholder input as part of the Regional Plan update process. An initial list of events is listed below by phase.[1] Details for each event will be refined based on discussions with staff, elected and appointed officials, and other stakeholders as the process moves forward. Due to current COVID-19 restrictions, all meetings are anticipated to be virtual for the near-term. However, opportunities to incorporate safe in-person engagement will be explored in the month leading up to each "round" of engagement.

INPUT OPPORTUNITY	DATE	EVENTS	DESIRED OUTCOMES
Issues and Opportunities (November 2020 – February 2021)			
Joint Elected and Appointed Officials work session #1	Nov. 19, 2020	• Overview of Regional Plan process	• Answer questions about process • Confirm preliminary approach
Kick-off Meetings (Stakeholder interviews and Focus Groups)	Dec. 2020-Jan. 2021	• Interviews with staff and elected officials • Focus groups with internal/external stakeholders in key topic areas: Housing; Education, Community Advocacy, and Support Services; Utilities and Infrastructure; Economic Development; Agriculture, Environment, and Outlying Communities; Recreation and Tourism • Follow up meetings in January as needed	• Introduce key stakeholders and community groups to the Regional Plan process • Develop a preliminary understanding of trends, key issues, and opportunities in Pueblo County

[1] Note: Due to the timing of outreach activities associated with individual phases, the sequence of the phases listed above varies from the order shown in the Process Overview provided on page 4.

INPUT OPPORTUNITY	DATE	EVENTS	DESIRED OUTCOMES
Online Survey: Vision and Values (Online input opportunity #1)	Jan. 8 – Feb. 26, 2021	Online survey designed to solicit input on both countywide and area-specific considerations (hard copies will also be made available, if desired)	• Identify issues and opportunities that are important to the community at large (in different parts of Pueblo County, and related to different topic areas) • Identify a set of shared community values to help inform the preparation of a preliminary plan framework (vision and goals) for further discussion
Project Chartering: Joint Work Session (Joint Elected and Appointed Officials work session #2)	Thursday, March 4, 2021, 5:30-6:30pm (ZOOM)	Joint elected and appointed officials work session (virtual)	• Present major themes that emerge from December meetings and preliminary results of online survey • Confirm key issues to be addressed • Review and seek input on the draft Public Involvement Plan • Confirm overall approach and priorities for the Regional Plan process
State of the County (February - March 2021)			
Departmental and Service Provider Working Group meeting #1	Thursday, February 11, 1:00-2:30pm	Meeting to discuss staff draft of Land Demand and Capacity Analysis and Fiscal Impact Analysis approach	• Confirm assumptions and methodology with service providers • Preliminary discussion of key policy choices (i.e., what they are, potential trade-offs to be explored, framing of discussion)
Agriculture and Ranching Focus Group	Friday, February 26 (Tentative)	Preliminary discussion of key policy choices that impact agriculture and ranching	• Refinement of key policy choices for further analysis and discussion
Departmental and Service Provider Working Group meeting #2	Thursday, March 18, 1:00-2:30pm	Meeting to discuss staff draft of State of the County report and preliminary	• Review/refine State of the County report • Review/refine Fiscal Impact Analysis findings

INPUT OPPORTUNITY	DATE	EVENTS	DESIRED OUTCOMES
		Fiscal Impact Analysis findings	
Joint Elected and Appointed Officials work session #3	Thursday, April 8, 5:30-6:30pm	Update on Land Demand and Capacity Analysis and Fiscal Impact Analysis findings Highlights from State of the County report	• Convey key findings from Phase 3 analysis
Plan Framework (April - May 2021)			
Departmental and Service Provider Working Group meeting #3	Thursday, April 22, 2021, 1:00-2:30pm	• Meeting to review preliminary Plan Framework	• Seek input from departments and service providers on preliminary plan directions
Community and Stakeholder Meetings	Week of April 19, 2021	PIO for County and/or City and PW will distribute press releases to radio outlets as appropriate	• Press releases will be issued at least one week prior to a community and stakeholder engagement series and prior to public adoption hearings
Joint elected and appointed officials work session #4	Thursday, – May 13, 5:30-6:30pm	• Update to elected and appointed officials	• Provide update on process and feedback received to date • Seek input from elected and appointed officials on overall direction and next steps

INPUT OPPORTUNITY	DATE	EVENTS	DESIRED OUTCOMES
Online input opportunity #2	Late April–Early May 2021 (3–4 weeks following community and stakeholder meetings)	• Virtual open house hosted on the project website to mirror input opportunities provided in meetings	• Expand participation window and number of participants • Seek additional input on preliminary Plan Framework
Key Choices and Preliminary Policy Directions (April – July 2021)			
Departmental and Service Provider Working Group meeting #4	Thursday, May 13, 2021, 1:00–2:30pm	• Review draft outline for Future Growth Opportunities and Key Policy Choices in advance of June meetings	• Refine outline and approach for June meetings
Community and Stakeholder Meetings	Week of June 21	• Community meetings: 3 different times • Regional Thinktank (Friday, June 18) • Possible youth engagement opportunity (alternate to spring option)	• Review and refine land use categories/character areas • Seek input on key choices and preliminary policy directions
Joint elected and appointed officials work session #5	Week of June 28	• Update to elected and appointed officials	• Provide update on process and feedback received to date • Seek input from elected and appointed officials on overall direction and next steps
Online input opportunity #3	June 28– July 26, 2021 (4 weeks following community and stakeholder meetings)	• Virtual open house hosted on the project website to mirror input opportunities provided in meetings	• Expand participation window and number of participants • Seek additional input on land use categories/character areas • Seek additional input on key choices and preliminary policy directions

INPUT OPPORTUNITY	DATE	EVENTS	DESIRED OUTCOMES
Draft Plan and Adoption (August 2021-February 2022)			
Departmental and Service Provider Working Group meeting #5	Thursday, August 19, 2021, 1:00–2:30pm	• Meeting to review preliminary draft of implementation strategies	• Refine draft implementation strategies/roles for inclusion in draft plan
Community and Stakeholder Meetings	Week of October 18, 2021	• Community meetings: 3 different times • Regional Thinktank (Friday, October 22)	• Input on draft plan and implementation priorities
Joint elected and appointed officials work session #6	(Thursday, October 28 TBD based on note for April meetings)	• Elected and appointed officials update	• Provide update on process and feedback received to date • Seek input from elected and appointed officials on overall direction and next steps
Online input opportunity #4	Oct. 25–Nov. 15, 2021 (4 weeks following community and stakeholder meetings)	• Virtual open house (mirrors input opportunities provided in meetings)	• Expand participation window and number of participants • Seek additional input on draft plan
Adoption Hearings	January – February 2022	Order and dates to be determined: • PACOG MPO • Pueblo County Planning & Zoning Commission • Pueblo County Commission • City Planning & Zoning Commission • Pueblo City Council	