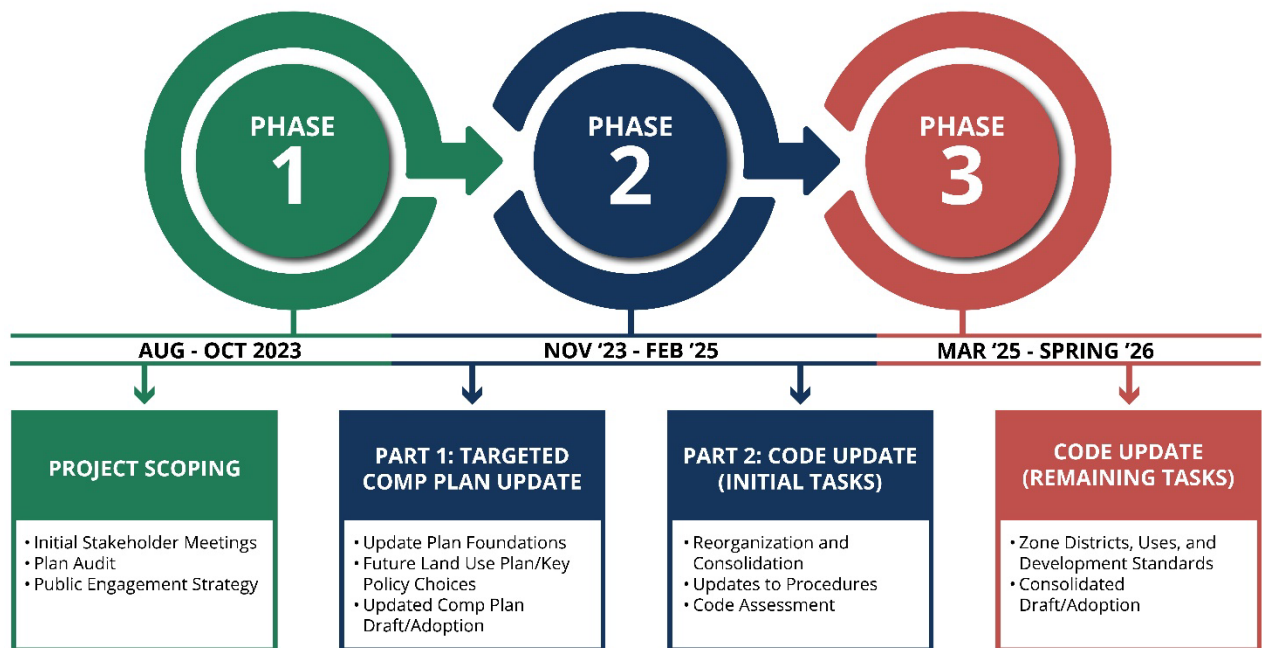# Public Engagement Plan

City Council Draft: 11.6.23

## 1. INTRODUCTION

### About the Project

In August 2023, the City of Ketchum initiated the first of three phases in an effort to update its Comprehensive Plan (Plan) and Land Use Regulations (Code). The Plan and Code update process will be led by Planning and Building Department staff with support from Clarion Associates and Economic and Planning Systems (EPS). An overview of the Plan and Code update process and the expected timelines for each project phase are provided below. The overall process is anticipated to take approximately two and a half years.

| PHASE 1 | PHASE 2 | PHASE 3 |
|---|---|---|
| AUG - OCT 2023 | NOV '23 - FEB '25 | MAR '25 - SPRING '26 |

**PROJECT SCOPING**
- Initial Stakeholder Meetings
- Plan Audit
- Public Engagement Strategy

**PART 1: TARGETED COMP PLAN UPDATE**
- Update Plan Foundations
- Future Land Use Plan/Key Policy Choices
- Updated Comp Plan Draft/Adoption

**PART 2: CODE UPDATE (INITIAL TASKS)**
- Reorganization and Consolidation
- Updates to Procedures
- Code Assessment

**CODE UPDATE (REMAINING TASKS)**
- Zone Districts, Uses, and Development Standards
- Consolidated Draft/Adoption

### Guiding Principles for Public Engagement

The following principles should guide all community and stakeholder engagement efforts to ensure participants feel heard and understand how their input will be used in the Plan and Code update process:

1. **Engage varied perspectives** in the process
2. **Bridge differences between diverse groups** by promoting civil/civic conversations and seeking common ground on contentious issues

3. **Promote civic engagement** using participatory approaches that encourage a greater sense of responsibility and increased participation in political decision-making
4. **Focus on key issues and opportunities** identified by the community and City leadership
5. **Provide multiple and meaningful ways for the community to engage** in the process— creating an environment that promotes collaboration and cooperation
6. **Strengthen community understanding** of the Comprehensive and Code, the role they play in day-to-day decision-making, and the community's role in helping to shape the future of Ketchum
7. **Be transparent** throughout all phases of the process

## Purpose of the Public Engagement Plan

This Public Engagement Plan (PEP) will be used to guide community and stakeholder engagement efforts throughout the Plan and Code update process. The PEP includes three sections:

- **Groups in the Process.** This section identifies stakeholder and advisory groups that will be engaged in the Plan and Code update in various ways.
- **Communications Strategy.** This section describes the various methods that will be used to get the word out about meetings, events, and other input opportunities during the process.
- **Opportunities for Input.** This section defines the anticipated timing, format, and objectives for the various input opportunities planned as part of the Plan and Code update process.

The PEP will be made available on the project webpage and will be updated from time to time.

# 2. GROUPS IN THE PROCESS

The entire community will be invited to participate in the Plan and Code update at key points during the process, as outlined in Section 4. This section identifies stakeholder and advisory groups that will be engaged in the Plan and Code update in various ways.

## Stakeholder Groups

This list identifies stakeholder groups that play a direct or indirect role in helping to implement the City's adopted policies and regulations—it is not intended to be all encompassing. Stakeholder groups will be engaged strategically during the Plan and Code update to solicit input on policies, regulations, or recommendations that pertain to each group's area of interest or expertise. Some groups will play a larger role in the Plan update versus the Code update and vice versa.

**BOARDS AND COMMISSIONS**

- Arts Commission
- Historic Preservation Commission
- Sustainability Advisory Committee
- Ketchum Urban Renewal Agency

**COMMUNITY DESIGN AND DEVELOPMENT**

- Architects/landscape architects
- Contractors
- Developers/land planners
- Home builders
- Technical Advisory Group (TAG)
- Major property owners
- Neighborhoods

**COMMUNITY HEALTH AND WELLNESS**

- Sun Valley Community School
- The Community Library
- St. Luke's Health System
- The Hunger Coalition
- Wood River YMCA
- The Senior Connection
- The Advocates

**ECONOMIC DEVELOPMENT AND TOURISM**

- Sun Valley Air Service Board
- Sun Valley Economic Development
- Sun Valley Tourism Alliance
- Business owners/organizations
- Major employers

**ENVIRONMENT AND CONSERVATION**

- Environmental Resource Center (ERC)
- Flood Control District No. 9

- U.S. Forest Service (USFS)
- Wood River Land Trust
- Sawtooth Avalanche Center
- Sun Valley Institute for Resilience
- Idaho Conservation League
- Wood River Valley Climate Action Coalition

**HOUSING**

- City of Ketchum Housing Department
- Blaine County Housing Authority
- ARCH Community Housing Trust
- Housing Action Plan Task Force and Implementation Partners

**ADDITIONAL STAKEHOLDER GROUPS**

- Citizens Advisory Group
- Property Owners
- Renters
- Full- and Part-Time Residents
- Employees of Ketchum Businesses
- Under-Represented Groups (Low to moderate income populations, youth, Hispanic population, other ethnic or cultural minority groups, LGTBQ community)

**MUNICIPALITIES**

- Blaine County
- City of Hailey
- City of Bellevue
- City of Sun Valley

**PARKS AND RECREATION**

- City of Ketchum Recreation Department

- Wood River Trails Coalition
- Recreation user groups

**PUBLIC SAFETY**

- City of Ketchum Fire and Police

**TRANSPORTATION, INFRASTRUCTURE, AND UTILITIES**

- City of Ketchum Streets and Facilities Department
- Mountain Rides
- Blaine County Regional Transportation Committee

## Advisory Groups

The project team will be supported by three advisory groups, as described below.

### CITIZENS ADVISORY COMMITTEE (CAC)

A 10- to 12-member Citizens Advisory Committee (CAC) will be established to review and provide input on interim documents associated with the Plan update. The CAG will be comprised of representatives from different neighborhoods within Ketchum and subject matter experts related to the individual elements of the Comprehensive Plan. The CAG is expected to meet as a group four times during Phase 2. Focus groups may also be convened from time to time to solicit input on individual elements or subject matter content for the updated Comprehensive Plan.

### CODE ADVISORY GROUP (CAG)

A 10- to 12-member Code Advisory Group (CAG) will be established to review and provide input on interim documents associated with the Code update. The CAG will include representatives from the Planning and Zoning Commission, City departments, and outside stakeholders that have a technical background and knowledge of the City's land use and subdivision regulations. The CAG is expected to meet four times during Phase 2 of the Code update. Additional meetings will be defined during Phase 3 scoping. While there may be some overlap in membership between the TAG and the CAG, the TAG will serve a more strategic role.

### TECHNICAL ADVISORY GROUP (TAG)

A 16-member Technical Advisory Group (TAG) was established by the City of Ketchum in 2023 to provide input and guidance on a range of development related issues. The TAG includes local architects, landscape architects, engineers, contractors, developers, and trade association representatives. TAG meetings are convened on an as-needed basis. The TAG will be engaged to provide strategic input on community design and development issues related to both the Plan and Code process. TAG meetings will generally correlate to the review of interim drafts and major project milestones.

## Elected and Appointed Officials

City staff will provide regular updates to the Ketchum City Council and Planning and Zoning Commission to keep both groups informed about overall progress. Joint work sessions will be scheduled at key points in the process to share input received from the public and allow time for more in-depth discussion and input on potential policy directions for the Plan and Code update process.

# 3. COMMUNICATIONS STRATEGY

## Objectives

Establishing and maintaining open lines of communication about the Plan and Code update is a central component of this PEP. Generally, project updates will be provided each time a major deliverable is made available for public review, and/or approximately two weeks in advance of public meetings, events, or input opportunities. Project communications will be led by the City of Ketchum with support from the project team. Primary methods of communication are outlined in the table that follows.

## Primary Communication Channels

| TOOL | OBJECTIVES | RESPONSIBILITY | TIMING |
|---|---|---|---|
| **Web** | | | |
| • Dedicated page on Project Ketchum site | • Provide general project information<br>• Advertise upcoming meetings and events<br>• Provide access to online input opportunities<br>• Provide access to interim work products and other project-related materials | • Clarion will draft content for staff review<br>• City staff will be responsible for managing materials and information posted to the project webpage | • Launch project webpage in October 2023 and update as needed throughout the process<br>• Major updates will generally coincide with the completion of a project phase or publication of a major deliverable (e.g., each interim draft) |
| **Social Media** | | | |
| • Facebook<br>• Twitter<br>• Instagram | • Expand awareness of public meetings and events<br>• Direct community to online engagement activities<br>• Highlight participation in community events and activities | • City communications will prepare and distribute posts about the process based on website/e-blast content, as appropriate | • Post periodically throughout the process<br>• Begin advertising for community meetings and events two weeks in advance<br>• Periodic updates to announce and drive participation to online input opportunities |
| **E-mail Blasts** | | | |
| • Multiple listservs | • Provide brief updates on the project<br>• Advertise upcoming meetings and engagement activities | • Clarion will draft content for staff review<br>• City communications will send email blast from City listserv and | • Approximately two weeks prior to each community meeting, or to announce the release of interim drafts for review |

| TOOL | OBJECTIVES | RESPONSIBILITY | TIMING |
|------|-----------|----------------|--------|
| | | distribute through other existing listservs as appropriate | |
| **Print/Online Media** | | | |
| • *Idaho Mountain Express* <br> • Sun Valley Online <br> • The Weekly Sun | • Build awareness of Plan and Code update process <br> • Expand reach of advertising for community meetings and online input opportunities | • City communications will prepare press releases and distribute to news outlets as appropriate | • Press releases will be issued at least one week prior to a community meetings and public adoption hearings |
| **Radio** | | | |
| • K-SKI (103.7) Online <br> • KECH (95.3 FM) Website <br> • KDPI Drop-in Radio | • Expand reach of advertising for community meetings and online input opportunities | • City communications will distribute press releases to radio outlets as appropriate <br> • City staff will participate in radio shows at key | • Press releases will be issued at least one week prior to a community meetings and public adoption hearings |
| **Flyers** | | | |
| • Community message boards <br> • City buildings, as well as schools, libraries, community centers, and other buildings with message boards | • Build awareness of Plan and Code update, community meetings, and online input opportunities | • Clarion will develop flyers in English and Spanish for distribution <br> • City staff will print and distribute flyers as appropriate | • Approximately two weeks prior to community meetings and public adoption hearings |

# 4. OPPORTUNITIES FOR INPUT

## Overview

This section outlines opportunities for public input during Phase 2 of the Plan and Code update process. Input opportunities generally correspond to major project milestones and vary for Plan vs. Code portions of the process. Details for each round of engagement will be refined based on discussions with staff, elected and appointed officials, and other stakeholders as the process moves forward.

**TARGETED COMPREHENSIVE PLAN UPDATE**

| DATE | OPPORTUNITIES FOR INPUT | ENGAGEMENT OBJECTIVES |
|---|---|---|
| **Review and Update Plan Foundations (Nov 2023. – May 2024)** | | |
| Nov. 2023-Feb. 2024 | • Initial Community Survey (statistically valid)<br>• Via mail | • Gauge community sentiment around overall quality of life and City services provided in Ketchum<br>• Check in on Vision and Core Community Values |
| Jan. 2024 | • CAC Kick-off Meeting (Virtual) | • Introduce project timeline and objectives<br>• Confirm CAC roles and responsibilities<br>• Check in on Vision and Core Community Values |
| Jan-Mar. 2024 | • Initial outreach campaign<br>• Staff led "road show" updates to regional partners/community groups as part of regularly scheduled meetings<br>• Tabling at community events (as appropriate) | • Introduce project timeline and objectives<br>• Highlight upcoming opportunities for collaboration and input<br>• Sign-up individuals interested in receiving e-mail updates about the process |
| Mid-Mar. 2024 | • CAC Meeting #2 | • Present initial community survey results and proposed updates to Vision and Core Community Values<br>• Review and seek input on draft materials for first round of community and stakeholder engagement (e.g., major trends influencing Ketchum, results of the Land Capacity/Areas of Transition Analysis, and Land Demand vs. Supply Analysis) |
| April 2024 | • Community and Stakeholder Engagement: Round 1 (In-person meetings and online input opportunity)<br>• Community Open House<br>• Focus groups (topical) | • Provide a summary of trends/existing conditions and potential implications for future<br>• Seek input on proposed updates to Vision and Core Community Values |

| DATE | OPPORTUNITIES FOR INPUT | ENGAGEMENT OBJECTIVES |
|---|---|---|
| | • Regional Roundtable | |
| Mid-May 2024 | • Joint City Council/Planning and Zoning Commission Workshop | • Share preliminary results of first round of community and stakeholder engagement<br>• Seek input on preliminary framing of key policy choices |
| **Key Policy Choices (March – June 2024)** | | |
| June 2024 | • CAC Meeting #3 (Virtual) | • Seek input on framing of key policy choices and preliminary directions for Future Land Use Plan (map and categories) in preparation for second round of community and stakeholder engagement |
| July 2024 | • Community and Stakeholder Engagement: Round 2 (In-person meetings and online input opportunity)<br>• Focus groups, organized around specific topics- or geographies-of-interest, at different locations throughout Ketchum<br>• Regional Roundtable discussion about key policy choices of regional interest (e.g., ACIs, housing) | • Introduce preliminary directions for Future Land Use Plan (map and categories)<br>• Identify preferred policy directions related to each of the key choices posed to the community (e.g., land use scenarios for key areas, density considerations, mix of uses) |
| Aug. 2024 | • Joint City Council/Planning and Zoning Commission Workshop | • Share preliminary results of second round of community and stakeholder engagement<br>• Seek input on preliminary preferred directions related to key policy choices and the Future Land Use Plan (map and categories)<br>• Seek input on a preliminary list of near-term priorities for the implementation plan |
| **Draft Comprehensive Plan and Adoption (June 2024 – April 2025)** | | |
| Oct. 2024 | • CAC Meeting #4 (Virtual) | • Seek input on the consolidated draft of the updated Comprehensive Plan and near-term priorities for the implementation plan |

| DATE | OPPORTUNITIES FOR INPUT | ENGAGEMENT OBJECTIVES |
|---|---|---|
| Early-Nov. 2024 | • Community and Stakeholder Engagement: Round 3 (In-person meetings and online input opportunity)<br>• Community Open House<br>• Online Input Opportunity | • Seek input on the consolidated draft of the updated Comprehensive Plan<br>• Communicate preferred policy directions that emerged from the second round of community and stakeholder engagement (and how they've been addressed in the draft plan)<br>• Seek input on near-term priorities identified as part of the implementation chapter and Code Assessment Memo |
| Early-Dec. 2024 | • Joint City Council/Planning and Zoning Commission Workshop | • Share results of third round of community and stakeholder engagement<br>• Seek input on any outstanding questions or concerns to be addressed for the adoption draft |
| Mar.-Apr. 2025 | • Planning and Zoning Commission and City Council hearings with opportunities for public testimony | • Adoption of the updated Comprehensive Plan |

## CODE UPDATE (INITIAL TASKS)

| DATE | OPPORTUNITIES FOR INPUT | ENGAGEMENT OBJECTIVES |
|---|---|---|
| **Usability and Procedural Updates (Nov. 2023 – Feb. 2025)** | | |
| Nov. 2023- Jan. 2024 | Online User survey (Usability and Procedural Updates) | • Identify strengths and weaknesses of the format, structure, and organization of the current codes, as well as issues related to the implementation of Comprehensive Plan |
| Jan. 2024 | CAG/TAG Meetings (virtual) | • Review role of CAG/TAG in Code update<br>• Seek input on usability and procedural updates |
| Jan. 2024 | Planning & Zoning Commission Update (Staff) | • Update results of initial survey and input received as part of CAG and TAG meetings |
| May 2024 | CAG/TAG Meetings (virtual) | • Introduce and seek input on an initial draft of the consolidated and reorganized Code and procedures |

| DATE | OPPORTUNITIES FOR INPUT | ENGAGEMENT OBJECTIVES |
|---|---|---|
| May 2024 | Planning & Zoning Commission Update (Staff) | • Update on initial draft of the consolidated and reorganized Code and input received as part of CAG and TAG meetings |
| Aug. 2024 | CAG/TAG Meetings (virtual) | • Introduce and seek input on draft of updated procedures |
| Aug. 2024 | Planning & Zoning Commission Update (Staff) | • Update on reorganization and procedures and input received as part of CAG and TAG meetings |
| Oct. 2024 | Community and Stakeholder Engagement (Consolidated and Reorganized Code + Updated Procedures): Community Open House | • Update the general public on progress related to the Code process<br>• Seek input on Consolidated and Reorganized Code + Updated Procedures |
| Dec. 2024 | CAG/TAG Meetings (virtual) | • Share results of public input and confirm updates for adoption draft |
| Jan. – Feb. 2025 | Planning and Zoning Commission and City Council hearings with opportunities for public testimony | • Adoption of the Consolidated and Reorganized Code + Updated Procedures |
| **Code Assessment/Phase 3 Scoping (June 2024 – Feb. 2025)** | | |
| Oct. 2024 | CAG/TAG Meetings (virtual) | • Present and confirm Code Assessment Memo recommendations |
| Early-Nov. 2024 | Community and Stakeholder Engagement (Code Assessment Memo): Community Open House | • Present and confirm Code Assessment Memo recommendations in conjunction with review of the draft Comprehensive Plan |