

**PLAN**  **PARK COUNTY**



# PUBLIC INVOLVEMENT PLAN

April 2022

# Introduction

## ABOUT THE PROCESS

In February 2022, Park County launched the first major update of its Land Use Plan since 1998. The process—called Plan Park County—is an opportunity for all Park County residents, business and property owners, and other community stakeholders to help shape Park County’s future. The updated Land Use Plan will establish an overarching vision and goals for Park County, as well as the policy foundation that will guide where and how Park County grows in the future—generally, as well as within individual Planning Areas. The County will implement land use guidance established during the Plan Park County process through subsequent updates to the County’s Development Regulations.

## ROLE OF THE PUBLIC INVOLVEMENT PLAN

Community and stakeholder input are critical to the success of the Plan Park County process. The County will offer opportunities for the public to provide input throughout the process, as outlined in this Public Involvement Plan (PIP). Overarching objectives for the process are to:

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

Information contained in this PIP will serve as a reference during the course of the process and may evolve. The sections that follow include: 1) an overview of the steps in the Plan Park County 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 Plan Park County process and community engagement objectives for each project phase are provided below. The project team will tailor community engagement strategies to fit these objectives, which will, therefore, vary by project phase. Additional detail is provided in the sections that follow.



## COMMUNITY STAKEHOLDERS

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

### Arts, Culture, and History

- Buffalo Bill Center of the West
- Heart Mountain Interpretive Relocation Center
- Homesteader Museum
- Meeteetse Museum District
- Other museums and cultural organizations
- Park County Arts Council
- Park County Historical Society & Archives
- Park County Historic Preservation Commission

### Agriculture and Ranching

- Area producers
- Conservation organizations (i.e., land trusts and conservancies)
- Farm and ranch owners/operators
- UW Extension – Park County
- Wyoming Stock Growers Association

### Business and Economic Development

- Business owners
- Cody Country Chamber of Commerce
- Forward Cody
- Meeteetse Visitor Center
- Park County Travel Council
- Powell Chamber of Commerce/Powell Economic Partnership
- Wyoming Business Council

### Conservation and Environment

- Cody Conservation District
- Meeteetse Conservation District
- Powell-Clarks Fork Conservation District
- Natural Resources Conservation Service (NRCS)
- Environmental groups

- Greater Yellowstone
- Land Steward Services
- Recreation user groups
- The Nature Conservancy
- The WYldlife Fund
- Trout Unlimited

### Education and Youth

- Northwest College
- Northwest College Foundation
- Park County 4-H
- Park County School District 1
- Park County School District 6
- Park County School District 16

### Energy Producers

- Oil, Minerals & Natural Gas
- Wind
- Solar

### Emergency Services

- Park County Fire Protection District #1 – Powell
- Park County Fire Protection District #2 – Cody
- Park County Fire Protection District # 3 – Meeteetse
- Park County Fire Protection District #4 – Clark.
- Park County Sheriff's Office
- Wyoming State Fire Marshal's Office

### Real Estate and Development

- Civil engineers, surveyors, architects, landscape architects
- Developers and homebuilders
- Realtors

## Utilities, Transportation, and Infrastructure

- Black Hills Energy
- Burlington Northern and Santa Fe (BNSF) Railway
- Garland Light and Power
- Montana-Dakotas Utilities Company
- Park County Weed and Pest Control District
- Rocky Mountain Power/PacifiCorp
- Willwood Light and Power
- Wyoming Department of Transportation (WYDOT)
- Yellowstone Regional Airport

## Irrigation Districts

- Cody Canal Irrigation District
- Deaver Irrigation District
- Greybull Valley Irrigation District
- Heart Mountain Irrigation District
- Lakeview Irrigation District
- Shoshone Irrigation District
- Willwood Irrigation District

## Municipalities

- Cody
- Powell
- Meeteetse/MLPAAC
- Frannie

## Public Lands

- National Park Service (NPS) – Yellowstone National Park
- U.S. Bureau of Land Management (BLM)
- U.S. Bureau of Reclamation (USBR)
- U.S. Department of Agriculture (USDA)
- U.S. Forest Service (USFS) – Shoshone National Forest
- Wyoming Game and Fish Department (WGFD)
- Wyoming Office of State Lands and Investment (OSLI)
- Wyoming Outdoor Recreation Office

## Centralized Domestic Water Providers

- Northwest Rural Water District
- Shoshone Municipal Pipeline

## FORMAL GROUP ENGAGEMENT

### Core Planning Team

The project team will work closely with a core team comprised of two representatives of the Park County Board of County Commissioners and key staff from the Planning and Zoning Department. The core team will assist with overall project coordination and scheduling on a day-to-day basis, and review and provide input on interim drafts and technical data as necessary to help guide the Plan Park County process. The core team will meet with the project team bi-weekly, or as needed, throughout the process.

### Elected and Appointed Officials

On a regular basis throughout the process, project team members will hold joint meetings with the Board of County Commissioners and County Planning and Zoning Commission to share project updates, present preliminary findings and alternative solutions, and solicit input on key policy choices. These meetings will occur virtually and/or in-person. In-person meetings will generally coincide with major project milestones. Board and Commission updates will also serve as a forum to keep the community at large informed about the Plan Park County process. A complete list of dates and format for planned Board and Commission update meetings is provided below:

- #1- Kick-off: Tuesday, March 1, 2022, 9:30am (In-person)
- #2: Tuesday, April 5th, 2022, 9:30am (Zoom)
- #3: Tuesday, May 17th, 2022, 9:30am (Zoom)
- #4: Tuesday, June 21st, 2022, 9:30am (In-person)
- #5, Tuesday, August 2nd, 9:30am (Zoom)
- #6, Tuesday, September 6th, 2022, 9:30am (Zoom)
- #7, Tuesday, November 1st, 2022, 9:30am (In-person)
- #8, Tuesday, December 6th, 2022, 9:30am (Zoom)
- #9, Tuesday, January 17th, 2023, 9:30am (Zoom)
- #10, Tuesday, February 21st, 2023, 9:30am (Zoom)
- #11, Tuesday, March 7th, 2023, 9:30am (In-person)
- #12, Tuesday, April 18th, 2023, 9:30am (Zoom)
- #13, Tuesday, June 6th, 2023, 9:30am (Zoom)

### Land Use Plan Advisory Committee (LUPAC)

The Board will appoint 15 members to serve on the Land Use Plan Advisory Committee (LUPAC). The LUPAC will represent different communities, geographies, and interests within Park County and assist in the development of the updated Land Use Plan. LUPAC members will provide citizen perspectives and input on interim work products, assist with community and stakeholder engagement by helping to get the word out, and generally serve as community ambassadors for the Land Use Plan process. This group will meet four times during the process—generally corresponding to each “round” of community engagement—to weigh in on shared values, vision, and policy directions. A complete list of dates for planned LUPAC meetings is provided below:

- LUPAC Meeting #1: Kick-off– Monday, April 25, 2022, 4:00pm-5:30pm (In-person with Zoom option)

- LUPAC Meeting #2: Wednesday, June 22, 2022, 3:00pm-5:00pm (In-person with Zoom option)
- LUPAC Meeting #3: Wednesday, August 31, 2022, 3:00pm-5:00pm (In-person with Zoom option)
- LUPAC Meeting #4: TBD Week of October 3, 2022, 4:00pm-5:30pm (In-person with Zoom option)
- LUPAC Meeting #5: TBD Week of March 6, 2023, 3:00pm-5:00pm (In-person with Zoom option)

## Technical Working Group (TWG)

A Technical Working Group (TWG) comprised of representatives from Park County departments, districts and service providers, municipalities, and state and federal agency partners will convene at key points during the process. The TWG will have an opportunity to review and comment on draft work products prior to release to the public to ensure that related plans and studies, data, and other technical information specific to each entity is presented accurately. The TWG will meet three times during the process:

- TWG Meeting #1, Wednesday, May 25, 2022, 11:30-1:00pm (Zoom)
- TWG Meeting #2, Wednesday, September 28, 2022, 11:30am-1:00pm (Zoom)
- TWG Meeting #3, Wednesday, February 8, 2023, 11:30am-1:00pm (Zoom)

Targeted outreach to individual TWG members will also occur as needed.

## COMMUNICATIONS STRATEGY

### Objectives

Establishing and maintaining open lines of communication with community stakeholders will be an essential component of the Plan Park County process. Park County has 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 process. The table below outlines the primary communication channels to be used as part of the Plan Park County process.

### Primary Communication Channels

Tool	Objectives	Responsibility	Timing
<b>Web/Video</b>			
Dedicated project webpage on County website	<ul style="list-style-type: none"> <li>• Provide general project information</li> <li>• Advertise upcoming meetings and events</li> <li>• Provide access to online input opportunities</li> <li>• Provide access to work products, input summaries, and other project-related materials</li> </ul>	<ul style="list-style-type: none"> <li>• Clarion will be responsible for providing materials and information to be posted to the project webpage</li> <li>• Staff will be responsible for managing the project webpage</li> <li>• Meeting recordings and short video messages may be used to keep residents informed</li> </ul>	<ul style="list-style-type: none"> <li>• Launch updated project webpage with Plan Park County branding in late-March 2022 and update as needed throughout the process</li> <li>• Major updates will generally coincide with the completion of a project phase or community engagement series</li> </ul>
<b>Social Media</b>			
Facebook	<ul style="list-style-type: none"> <li>• Expand awareness of public meetings and events</li> <li>• Direct community to online input opportunities</li> <li>• Highlight participation in community events and activities</li> </ul>	<ul style="list-style-type: none"> <li>• Clarion will prepare a series of suggested posts for distribution</li> <li>• County will provide to Park County Public Works, the Park County Sheriff's Office, and other partners to post to their respective sites, as applicable</li> </ul>	<ul style="list-style-type: none"> <li>• Post periodically throughout the process</li> <li>• Begin advertising for community and stakeholder engagement series two weeks in advance</li> <li>• Periodic updates to announce and drive participation to online input opportunities</li> </ul>



Tool	Objectives	Responsibility	Timing
<b>E-Blasts</b>			
E-blasts to interested parties	<ul style="list-style-type: none"> <li>• Provide brief updates on the project</li> <li>• Advertise upcoming meetings and engagement activities</li> </ul>	<ul style="list-style-type: none"> <li>• Clarion will draft content for staff review and send email blasts to those who have signed up to receive project updates through the project webpage</li> <li>• As applicable, the County will forward e-blasts on to other groups/entities that are willing to distribute to their members using their established listservs.</li> </ul>	Approximately two weeks prior to each community engagement series, or to announce the release of interim drafts for review
<b>Print/Online Media</b>			
<ul style="list-style-type: none"> <li>• Cody Enterprise</li> <li>• Powell Tribune</li> </ul>	Expand reach of advertising for public meetings and events	County staff will distribute press releases, videos, or other materials to radio and 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
<b>Radio/Television</b>			
<ul style="list-style-type: none"> <li>• Big Horn Radio Network (KODI, KZMQ, KTAG)</li> <li>• KPOW</li> </ul>	Expand reach of advertising for public meetings and events	County staff will distribute press releases, videos, or other materials to radio and 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
<b>Flyers</b>			
<ul style="list-style-type: none"> <li>• Post flyers to community message boards and kiosks (schools, libraries, community centers, post offices, etc.)</li> <li>• Business cards to hand out</li> </ul>	<ul style="list-style-type: none"> <li>• Promote awareness of the project and/or upcoming community engagement events</li> <li>• Gather written input on key topics throughout process</li> </ul>	<ul style="list-style-type: none"> <li>• Clarion will develop flyers and business cards for distribution</li> <li>• County staff will print and distribute as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute business cards during initial survey window and other community input opportunities</li> <li>• Distribute flyers approximately two weeks prior to each community engagement series</li> </ul>

## OPPORTUNITIES FOR INPUT

This section outlines specific opportunities for community and stakeholder input as part of the Plan Park County process. An initial list of events is listed below by phase. Details for each phase will be finalized as the process moves forward. A mix of in-person, virtual (Zoom), and online (web-based) input opportunities will be provided to maximize County resources and ensure all interested community members have an opportunity to participate. The table below provides details on the various input opportunities offered during each phase of the process.

### Opportunities for Input by Phase

Input Opportunity	Date	Event Details	Desired Outcomes
<b>Phase 1: Project Kick-off/Issue Identification (February–March 2022)</b>			
<b>Project Kick-off Meetings (In-person)</b>	Feb. 28 – Mar. 3, 2022	<ul style="list-style-type: none"> <li>Board and Commission Update #1 - Kick-off (In-person), Tuesday, 9:30am</li> <li>Focus Groups with community and stakeholder groups (In-person)</li> </ul>	<ul style="list-style-type: none"> <li>Introduce community and stakeholder groups to the Plan Park County process</li> <li>Develop a preliminary understanding of trends, key issues, and opportunities in Park County</li> </ul>
<b>Phase 2: Inventory and Analysis (March–June 2022)</b>			
<b>Regular Project Update (Virtual)</b>	April 5, 2022	Board and Commission Update #2 Tuesday, 9:30am (Zoom)	<ul style="list-style-type: none"> <li>Provide overview of key themes from focus group meetings</li> <li>Update on LUPAC initiation and outreach to Park County youth/young adults</li> </ul>
<b>Supplemental Kick-off Meetings (In-person)</b>	April 25-26, 2022	LUPAC Meeting #1: Kick-off: Monday, April 25, 2022, 4:00pm-5:30pm (In-person with Zoom option)	Provide overview of project, process, role of LUPAC, seek input focus group summary
		Focus Groups with students from Park County school districts, 4-H, Northwest College, and other youth/young adult representatives (i.e., returners).	Gather youth/young adult perspectives on their vision for future of Park County– likes/dislikes; what would keep them here/make them return; etc.
<b>Technical Working Group Update (Virtual)</b>	May 25, 2022	Technical Working Group Meeting #1, Wednesday, 11:30-1:00pm (Zoom)	Seek input from key stakeholder groups on the internal draft of the State of the County Report

Input Opportunity	Date	Event Details	Desired Outcomes
<b>Phase 3: Plan Framework (March–July 2022)</b>			
<b>Survey: Vision and Values (Online)</b>	April 1 – April 30, 2022	<ul style="list-style-type: none"> <li>• Online survey (hosted on project webpage) designed to solicit input on both countywide and planning area-specific considerations</li> <li>• Hard copies will also be made available</li> </ul>	<ul style="list-style-type: none"> <li>• Identify issues and opportunities that are important to the community at large (in different parts of Park County, and related to different topic areas)</li> <li>• Identify shared community values to help inform the preparation of an overarching vision and goals for Park County</li> </ul>
<b>Regular Project Update (Virtual)</b>	May 17, 2022	Board and Commission Update #3, Tuesday, 9:30am (Zoom)	Review preliminary survey results and provide general project update
<b>Community and Stakeholder Meetings: Round 1 (In-Person)</b>	June 20-23, 2022	<p>Board and Commission Update #4: Tuesday, June 21, 2022, 9:30am</p> <p>LUPAC Meeting #2: Wednesday, June 22, 2022, 3:00pm-5:00pm (In-person with Zoom option)</p> <p>Community Meetings (Details to be added):</p> <ul style="list-style-type: none"> <li>• Monday: Powell Fairgrounds (6:30-8:30pm)</li> <li>• Tuesday: Meeteetse HS (6:30-8:30pm)</li> <li>• Wednesday: Cody Library (6:30-8:30pm)</li> </ul>	<ul style="list-style-type: none"> <li>• Share key findings from State of the County Report (major trends, key issues, and opportunities)</li> <li>• Seek input on preliminary plan framework (countywide vision, guiding principles, and goals)</li> <li>• Begin to frame discussion of key policy choices to be explored during Phase 4</li> </ul>
<b>Supplemental Community Meeting: Round 1 (Virtual)</b>	June 27, 2022	Virtual Community Meeting, Monday, 6:00-7:00pm (Zoom)	<ul style="list-style-type: none"> <li>• Introduce materials presented at the in-person meetings for those who were unable to attend (or prefer a virtual option)</li> <li>• Provide an opportunity for Q&amp;A, and direct folks to web-based input opportunity</li> </ul>
<b>Supplemental Input Opportunity: Round 1 (Online)</b>	June 27 – July 15, 2022	Web-based input opportunity (runs for three weeks following in-person events)	Seek input on preliminary plan framework (countywide vision, guiding principles, and goals)

Input Opportunity	Date	Event Details	Desired Outcomes
<b>Regular Project Update (Virtual)</b>	Aug. 2, 2022	Board and Commission Update #5, Tuesday, 9:30am (Zoom)	<ul style="list-style-type: none"> <li>• Provide overview of input received on preliminary plan framework (countywide vision, guiding principles, and goals)</li> <li>• Frame discussion of key policy choices to be explored during Phase 4</li> </ul>
<b>Phase 4: Key Policy Choices (July – December 2022)</b>			
<b>Supplemental Meeting</b>	Aug. 31, 2022	LUPAC Meeting #3: August 31, 2022, 3:00-5:00pm (In-person with Zoom option)	Seek input on individual planning area comments received to date.
<b>Regular Project Update (Virtual)</b>	Sept. 6, 2022	Board and Commission Update #6, Tuesday, 9:30am (Zoom)	General progress update
<b>Technical Working Group Update #2 (Virtual)</b>	Sept 28, 2022	Technical Working Group Meeting #2, Wednesday, 11:30-1:00pm (Zoom)	Seek input on internal draft of key policy choices
<b>Community and Stakeholder Meetings: Round 2 (In-Person)</b>	Oct. 3-Oct. 6, 2022	<p>Board and Commission Update #7, Tuesday, Nov. 1, 9:30am (Zoom)</p> <p>LUPAC Meeting #4: TBD Week of October 3, 2022, 3:00pm-5:00pm (In-person with Zoom option)</p> <p>Community Meetings (Details to be added) Clark, South Fork, Wapiti, Powell, and Meeteetse:  Monday: Cody Library (5:30-7:30pm)  Tuesday (morning, mid-day, and/or evening)  Wednesday (morning, mid-day, and/or evening)  Thursday (morning, mid-day, and/or evening)</p>	Seek input on key policy choices for individual planning areas to help inform the updated Land Use Plan
<b>Supplemental Community Meeting: Round 2 (Virtual)</b>	Oct. 10, 2022	Virtual Community Meeting, Monday, 6:00-7:00pm (Zoom)	<ul style="list-style-type: none"> <li>• Introduce materials presented at the in-person meetings for those who were unable to attend (or prefer a virtual option)</li> </ul>

Input Opportunity	Date	Event Details	Desired Outcomes
			<ul style="list-style-type: none"> <li>• Provide an opportunity for Q&amp;A, and direct folks to web-based input opportunity</li> </ul>
<b>Supplemental Input Opportunity: Round 2 (Online)</b>	Oct. 10-Oct. 28, 2022	Web-based input opportunity (runs for three weeks following in-person events)	Seek input on key policy choices for individual planning areas to help inform the updated Land Use Plan
<b>Regular Project Update (Virtual)</b>	Dec. 6, 2022	Board and Commission Update #8, Tuesday, 9:30am (Zoom)	<ul style="list-style-type: none"> <li>• Provide update on community input received during Round 3 engagement</li> <li>• Seek input on preliminary preferred directions for the updated Land Use Plan</li> </ul>
<b>Phase 5: Consolidated Draft Land Use Plan and Adoption (January – August 2023)</b>			
<b>Regular Project Update (Virtual)</b>	Jan. 17, 2023	Board and Commission Update #9, Tuesday, 9:30am (Zoom)	General progress update
<b>Technical Working Group Update #3 (Virtual)</b>	Feb. 8, 2023	Technical Working Group Meeting #3, Wednesday, 11:30am-1:00pm (Zoom)	Seek input on staff draft of Consolidated Draft Land Use Plan and preliminary implementation strategies
<b>Regular Project Update (Virtual)</b>	Feb. 21, 2023	Board and Commission Update #10, Tuesday, 9:30am (Zoom)	<ul style="list-style-type: none"> <li>• General progress update</li> <li>• Seek input on preliminary implementation strategies</li> </ul>
<b>Community and Stakeholder Meetings: Round 3 (In-Person)</b>	Mar. 6-10, 2023	Board and Commission Update #11, Tuesday, 9:30am	Seek input on Consolidated Draft Land Use Plan and preliminary implementation strategies
		LUPAC Meeting #4: Monday, March 6, 2023, 4:00pm-5:30pm (In-person with Zoom option)	
		Community Meetings (Details to be added) Clark, South Fork, Wapiti, Powell, Cody, and Meeteetse: <ul style="list-style-type: none"> <li>• Monday (evening)</li> <li>• Tuesday (morning, mid-day, and/or evening)</li> <li>• Wednesday (morning, mid-day, and/or evening)</li> </ul>	

Input Opportunity	Date	Event Details	Desired Outcomes
		<ul style="list-style-type: none"> <li>Thursday (morning, mid-day, and/or evening)</li> </ul>	
<b>Supplemental Community Meeting: Round 3 (Virtual)</b>	Mar.15, 2023	Virtual Community Meeting, Wednesday, 6:00-7:00pm (Zoom)	<ul style="list-style-type: none"> <li>Introduce materials presented at the in-person meetings for those who were unable to attend (or prefer a virtual option)</li> <li>Provide an opportunity for Q&amp;A, and direct folks to web-based input opportunity</li> </ul>
<b>Supplemental Input Opportunity: Round 3 (Online)</b>	Mar. 15 – Apr. 5, 2023	Web-based input opportunity (runs for three weeks following in-person events)	Seek input on Consolidated Draft Land Use Plan and preliminary implementation strategies
<b>Regular Project Update (Virtual)</b>	April 18, 2023	Board and Commission Update #12, Tuesday, 9:30am (Zoom)	Provide update on community input received during Round 3 engagement
<b>Regular Project Update (Virtual)</b>	June 6, 2023	Board and Commission Update #13, Tuesday, 9:30am (Zoom)	<ul style="list-style-type: none"> <li>General progress report</li> <li>Review tentative adoption schedule</li> </ul>
<b>Adoption Hearings (In-person)</b>	July – Aug. 2023	BOCC and P&Z hearings	Adoption of updated Land Use Plan