



Community Engagement Plan

Community engagement refers to the process by which community benefit organizations and individuals build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of a community.

While community organizing involves the process of building a grassroots movement involving communities, community engagement primarily deals with the practice of moving communities toward change, usually from a stalled or similarly suspended position.

The Town of Blue River Board of Trustees recognizes that the success of any Town is not done solely by the Trustees but through community involvement and participation. The Trustees are committed to creating and providing opportunities for the residents of Blue River to participate and have their voices heard.

Citizen participation is the keystone to creating good government that is for and by the people. It is with this partnership that Blue River will continue to grow and thrive. Residents are invited to participate in conversations with the Trustees, join citizen advisory groups and provide their voice to current and future plans and projects. Blue River is the “heart of mountain living” and with the residents and government, will continue to be the choice community of Summit County.

This Community Engagement Plan is a guidebook for the Trustees, Staff and Residents. As time passes, this plan will evolve and change to the ever changing needs of the community.

Community Impact

- Specific action or potential change will have in the community
 - Effective community communication
 - Active participation in community projects/events
 - Work towards shared goals
 - High Impact on whole community
 - Work towards consensus-Zoning; lock-offs/accessory apartments
 - Varying and conflicting views
 - High Impact on select area
 - Sherwood Forest road project
 - Impact on homeowners during construction
 - Limited access
 - Mailboxes being moved
 - Modest Impact on whole community
 - Closing of the Tarn through May
 - Town Hall expansion
 - Town Clean up & shred weekend
 - Modest Impact on select area
 - Culvert repair/cleaning
 - Road grading



The goal is to reach as many citizens as possible with as much of the information as possible particularly those who are most likely to be affected.

- Email
- Facebook
- Website
- Newsletter-emailed and mailed each spring
- Newspaper
- YouTube broadcast
- Welcome letter/packet for new homeowners

Consultation

Effective in improving accountability of officials to the public while encouraging public ownership over direction of municipal activities and developments that involve or impact them. Builds public understanding and encourages public ownership of policies.

- Trustee Talks

- Work Sessions

Participation in decision-making



Public participation in decision making is an important mode of engagement and can lead to better decision and outcomes. Mutual accountability, awareness and understanding. Encourages an examination of issues from as many different perspectives as possible in order to find the best solution for everyone involved. Fosters important democratic principles such as freedom of expression by providing local residents a space for sharing ideas on matters that concern their lives

- Survey Monkey
- Citizen advisory committees
- Trustee Talks

High Impact Whole Community-use all three

- Form an ad hoc committee to ensure that any decision making process involves the diverse perspective in the community.
 - Communication
 - Ads
 - Website
 - Media release
 - Briefing
 - Notification sign
 - Consultation
 - Workshops/Coffee Talks
 - Public exhibition and invitation
 - Public meeting
 - Meeting with stakeholders
 - Public participation
 - Citizen Advisory Committees representing the different areas of town.

High Impact area-a combination of all three

- Opportunity to offer their input on the matter at hand.

Modest impact whole community

- Inform/consult the public

Modest impact area

- Inform/consult
 - Newsletter
 - Website
 - Emails to area residents
 - Signage

Key Considerations

- Clear, accurate and consistent communication with community.
 - Email blasts.
 - Facebook.
 - News articles.
 - Newsletters
- Transparent process that links results of community engagement to decision-making.
 - Work Sessions-on separate nights of Town meetings.
 - Trustee Talks
- Recognition of knowledge and expertise of participants.
 - Establish citizen committees where needed.
- Representative participation by relevant population groups.
 - Neighborhood meetings.
- Accessible and socially inclusive.
 - Discussion of citizen comments at meetings.
 - Create a sense of belonging and welcoming.

Key Questions	Responses
Why is this initiative needed?	This is an effort to reach out to the residents of Blue River and provide an opportunity to gain feedback and direction.
What community partners should be involved and how should they be involved?	Board of Trustees/Staff
Do we have the internal capacity to undertake this work or do we need to engage an outside consultant to assist?	Communication can be handled by staff
What level of impact are we dealing with?	High level of impact.

Implementation Plan



What engagement activities need to happen?	Who is responsible for the activity?	What resources are needed?	When does this need to be done?	How will we know if we are successful? What does the project entail?	How will we incorporate the feedback received into how we work with the community?
Welcome letters	Staff	New homeowner list	Monthly	We will be successful if new residents feel welcome and involved. Measured based on responses/email sign up	Personalize packets; create town brochures with new homeowner information and contacts
Citizen Advisory committee	Board/Staff	Volunteer members	Immediately	As the committee is given tasks to research and work on, those projects then becoming a reality will be the measure of success. Additionally, as the committee works, more citizens will become involved	Results from the advisory committee will be incorporated with the Town's strategic planning and budget dollars applied.
Trustee Talks	Board/Staff	Time/Space	Monthly	Increased	Information

				community participation on discussions and the development of a partnership between the Trustees and residents	gained from the Trustee Talks will help drive conversation and projects for the Town
Survey	Board/Staff	Survey Monkey/Constant Contact	As needed	Feedback from the surveys will help drive policy and improve project planning	Used to determine policy or projects on resident wants/needs
Newsletters	Staff	Constant Contact	Monthly	Increased resident emails reached and information provided	Newsletters will be distributed via email monthly and bi-annually to those without email
Facebook/E mail blasts	Staff	Computer	As needed	Increased likes and following on Town page	Used to disseminate information to residents quickly
Website	Staff	Computer	As needed	More direction to the website; provide bios on all Trustees and planning commissioners; information on events; meetings and essential town information	Resource for residents; visitors to learn more about the town and stay informed
Annual Town Celebration	Board/Staff/Residents	Volunteers/Budget	Annual	Celebrate the anniversary of the Town; create a community event around meeting neighbors and celebrating where we live; have music; food; host at the Tarn and encourage a day at the lake.	Opportunity to bring residents together.
Information Center	Staff	Budget/Construction	N/A	Create an informational	Make Town Hall a Town

				board at Town Hall for visitors and residents; include events; recreation; and announcements;	Center for information and gathering.
Webcam Meetings	Staff	N/A	Monthly	Webcam/video meetings to be uploaded to YouTube providing residents an opportunity to stay in touch with what is happening in the Town; measured by number of residents clicking to watch.	Feedback will be received from citizen communications pertaining to the meetings.
Community Events	Board/Staff	Budget	Periodically	Create events based around citizen ideas; provides opportunity to engage and attract residents to participate	Increased citizen participation

Join the Conversation!

