

## MEMORANDUM

DATE: October 3, 2019

TO: The Community Participation Team

FROM: Leigh Anne King, Clarion Associates  
Alex Baruch, Senior Planner  
Christy Parrish, Zoning Administrator  
Tammy Rosario, Principal Planner

SUBJECT: Fourth Community Participation Team Meeting

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On September 17, staff presented the public engagement and communications plans and received feedback from the Community Participation Team (CPT) members on their branding/slogan preferences. Also, the CPT reviewed the website and video preferences and affirmed the direction for both.

At this meeting, the Planning Team will update the CPT with the final branding, discuss the event and group list and provide an update on the various items from the public engagement and communications plans. Renee Dallman, Public Information Officer for the County, will provide a Communications Training to discuss your role as members of the CPT and communications as a part of this role. As a part of that discussion we will go over a brief outline for topics that will be covered in the presentation in a box (attached) and also receive feedback regarding the November Summit on the Future public forum.

The agenda for the meeting is attached. Please let us know if you have any questions.

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Attachments:

1. Agenda
2. Presentation in a Box Outline

**Agenda**  
*Community Participation Team*  
County Government Complex, Building D Conference Room  
October 3, 2019  
4:00 p.m.

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- I. Call to Order
- II. Old Business
  - 1. Branding
  - 2. Group List / Event Update
  - 3. Updates on public engagement and communications plan efforts
- III. New Business
  - 1. Communications Training
  - 2. Presentation in a Box
  - 3. November Summit on the Future Public Forum
- IV. Other Items for Discussion
- V. Adjourn

## Presentation in a Box Outline

Topics that will be discussed in the Presentation in a Box are outlined below. Please think about whether there should be additional topics or if topics are not necessary for our discussion on Thursday.

1. Presentation Goals
2. What is a Comprehensive Plan
3. Components of Comprehensive Plan
4. New Comprehensive Plan Components Mandated by State Code
5. Difference between the Comprehensive Plan and the Zoning Ordinance
  - a. Primary Service Area
  - b. Land Use Map and Designations
6. 2035 Strategic Plan
7. How the Comprehensive Plan is used
8. What does the Comprehensive Plan accomplish
9. Why do we update the Comprehensive Plan
10. Demographic information
11. 2040 Comprehensive Plan Timeline and Process overview
  - a. Gathering Community input
  - b. Land use applications
  - c. Modeling
12. Developing Policy with the Planning Commission Working Group and Board of Supervisors
13. Getting your voice heard
14. Staying involved in the update