

# Battle Ground Community Vision & Action Plan

## Public Involvement Plan Rev. 7/10/18



### Introduction

The community of Battle Ground, Washington has emerged as a fast-growing, outer-ring suburb in the Vancouver/Portland region. With a population that now exceeds 20,000, along with steady population growth but low paying jobs and lagging incomes, the big question is “What is Battle Ground’s future direction and corresponding identity?”

To address this question, the City of Battle Ground and partner organizations are embarking on a community-wide visioning and planning process for the Battle Ground area – to produce a Community Vision & Action Plan. The intent of this effort is to move forward a singular vision that not only charts a future direction for Battle Ground, but also enables the community to set priorities, enlist partners to achieve them, and align resources accordingly.

This Public Involvement Plan outlines the process, specific methods and tools to be used, and schedule for involving community members and interested stakeholders in community visioning.

### Goals

- Implement an effective public involvement program that informs, educates, and involves citizens in the Battle Ground Community Vision & Action Plan.
  - Provide a variety of opportunities for input during the visioning process, in recognition that not all stakeholders will participate in the same ways, at the same time, or at the same level.
  - Craft outreach methods for key stakeholder groups to effectively engage them, including those who have not traditionally participated in public processes.
- Discern core community values to guide development of the Vision.
- Adopt a Vision Statement that reflects the community’s hopes and dreams.
- Create an Action Plan that can be implemented by the people who live, work, play, learn, shop – and invest – in Battle Ground.
- Generate outcomes that attract broad public support and a sense of ownership in the community’s future.

### Outreach and Engagement Activities

Information will be systematically distributed to the community through multiple channels. Activities to inform and engage community members, include the following.

## Key Audiences

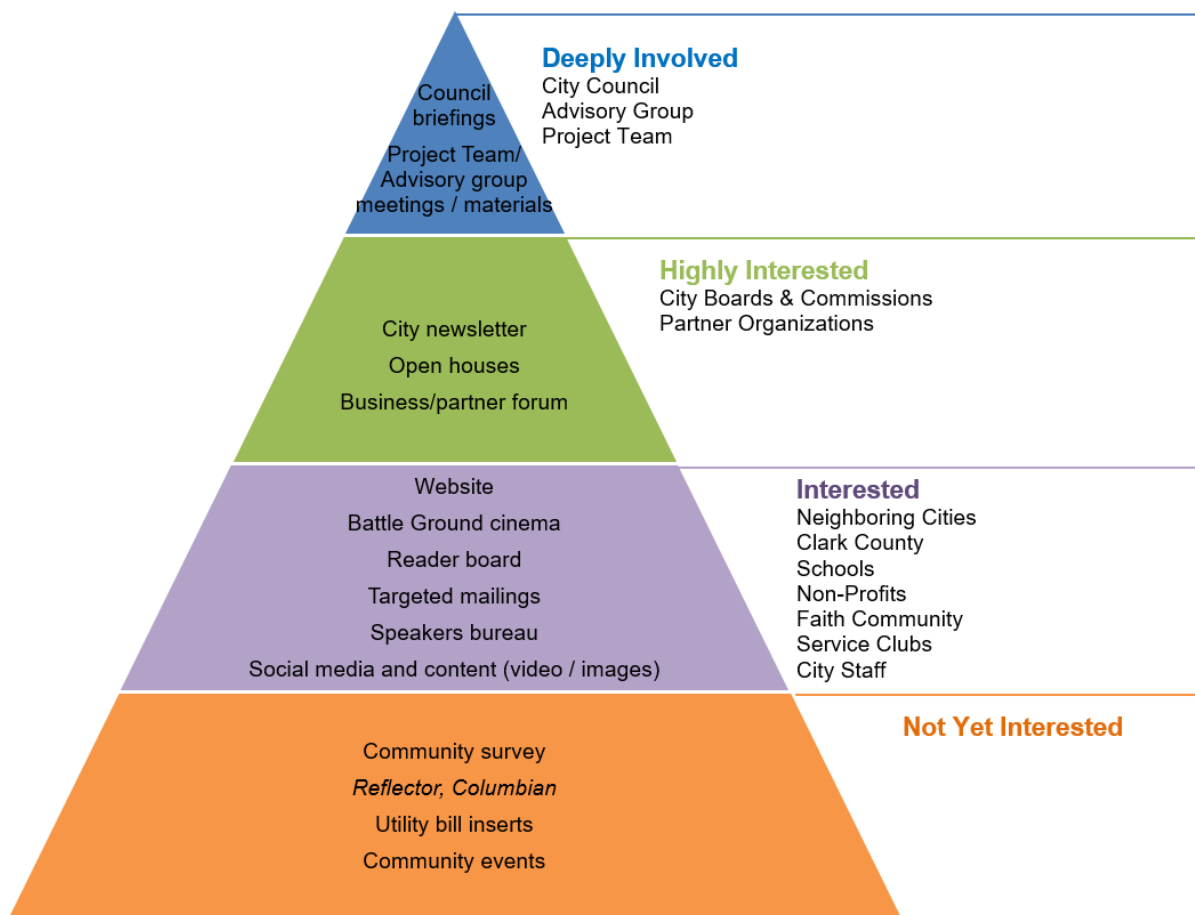
The accompanying *Public Involvement Pyramid* illustrates the hierarchy of audiences targeted to participate in Battle Ground's visioning process, along with the most effective engagement methods for each level.

**Deeply Involved:** At the top of the pyramid are those audiences who will be most deeply involved – the City Council, the City's Project Team and a (as yet to be named) community advisory group.

**Highly Interested:** the few organizations and individuals who are so interested in the Vision process they would be willing to attend a meeting

**Interested:** the much larger group who share a genuine interest in the Vision – but will not attend a meeting

**Not yet interested:** the majority of Battle Ground's citizens who are unaware, uninterested, and will not initially seek information



**Public Involvement Pyramid**

## **Key Groups & Activities**

### **Stakeholder Interviews**

Interviews conducted with a cross-section of community leaders provide an effective method to identify issues and opportunities, and gather early advice.

### **Vision Advisory Group**

An advisory group can closely follow the visioning process through each stage and collectively serve as the primary authors of Battle Ground's Community Vision & Action Plan. Advisory group membership should be balanced to represent a range of interests with all participants sharing a commitment to Battle Ground's future. The advisory group will also be provided materials and tools to help them engage the community in the process.

### **Vision Brand**

A brand for the Community Vision, conveyed in a name—logo—tagline, signals that visioning is underway and helps entice citizens to get involved.

### **Materials**

A few basic materials – fact sheet, project schedule, list of Advisory Group members, videos and social media content – will communicate the purpose, participants and timeline. Consistent messages will include *“Learn more”* and *“You’re invited to get involved.”*

### **Website**

A project website (or new webpage on the City's website) will be created, and maintained as the go-to place for current information on Battle Ground's Community Vision & Action Plan. It will also serve as an interactive portal for online participation, through surveys and other involvement opportunities.

### **Online Survey**

The main tool to enlist broad-based citizen participation will be an online survey, publicized through the website and multiple channels. The goal is to receive 1,000+ surveys from all corners of the community.

### **Social Media**

The City of Battle Ground will use its Facebook page, Instagram and Twitter to publicize the visioning process and participation opportunities.

### **Community Events:**

Harvest Days attendance, estimated at around 20,000 annually, presents a unique opportunity for broad exposure to reach many area residents who would not otherwise become aware/involved. This year's Harvest Days events are set for July 20-21. Another opportunity to survey a crowd is the National Night Out on August 7.

### **Schools**

Battle Ground's youth represent the community's future, and they should be invited to participate in visioning. In collaboration with Battle Ground School District, high school level students will be enlisted to contribute to the online survey and other visioning activities.

### **Faith-Based Groups**

Battle Ground and the surrounding area have a wealth of churches and faith-based groups connecting a significant percentage of the area's population. Faith-based groups will be invited to join in the visioning and offer their unique contributions.

### **Speakers Bureau**

Interested community groups will be informed about the Vision through brief presentations organized and scheduled by City staff. Speakers can include staff, City Council and Advisory Group members.

### **Business/Partner Forum**

A Business/Partner Forum will be convened to bring together the public and private organizations that will be enlisted to implement the vision.

### **Media Strategy**

An important channel to reach citizens who are in the "not yet interested" category is the local newspapers – the *Reflector* and *Columbian*. The *Reflector* and other media outlets will receive periodic updates on the project. Tools used to communicate with the media include: media briefings and tours, news releases and other supportive materials.

### **Utility Bill Inserts**

Another tool available to reach local households and businesses: inserts in Battle Ground's utility bills.

### **Project Email List/Targeted Mailings**

The online survey and several other methods will be used to compile an "interested parties" mailing list that will be periodically updated and used to keep them informed and involved.

## Schedule

Following is a schedule highlighting key project and public involvement activities. This preliminary schedule will be adjusted with input from the Project Team and advisory group.

Date	Task
April-May 2018	Research <ul style="list-style-type: none"> <li>- Stakeholder Interviews</li> <li>- Infrastructure Assessment</li> <li>- Economic/Demographic Analysis</li> </ul>
May-June	SWOC Assessment Develop Communication Infrastructure <ul style="list-style-type: none"> <li>- Vision Brand</li> <li>- Materials</li> <li>- Website</li> <li>- Social Media</li> </ul>
June 27	Advisory Group Meeting #1: <ul style="list-style-type: none"> <li>- Project Overview/Orientation</li> <li>- Research Results</li> <li>- Community Outreach</li> <li>- Visioning</li> </ul>
June-July	Launch Online Survey <ul style="list-style-type: none"> <li>- Harvest Days/Nights</li> <li>- Schools</li> <li>- Faith-based Groups</li> <li>- Utility Bill Inserts</li> <li>- Project Email List/Targeted Mailings</li> <li>- Media</li> </ul>
July	Advisory Group Meeting #2 <ul style="list-style-type: none"> <li>- Vision Statement</li> <li>- Scenario Development</li> <li>- Branding</li> <li>- Community Surveys</li> </ul> July 20-21 Harvest Days / August 7 National Night Out
August-September	Feedback on Scenarios <ul style="list-style-type: none"> <li>- City Staff Workshop</li> <li>- Business/Partner Forum</li> <li>- Speaker Bureau</li> <li>- Schools</li> <li>- Faith-based Groups</li> </ul>
September	Advisory Group Meeting #3 <ul style="list-style-type: none"> <li>- Review Feedback from Community Survey</li> <li>- Draft Community Vision</li> <li>- Action Plan</li> </ul>
September	Visioning Open House
October	Advisory Group Meeting #4 <ul style="list-style-type: none"> <li>- Adopt Final Vision &amp; Action Plan</li> <li>- Plan Presentation</li> <li>- Celebrate</li> </ul>
November	City Council Presentation: Recommendations