



# Public Engagement Plan

## February 2024

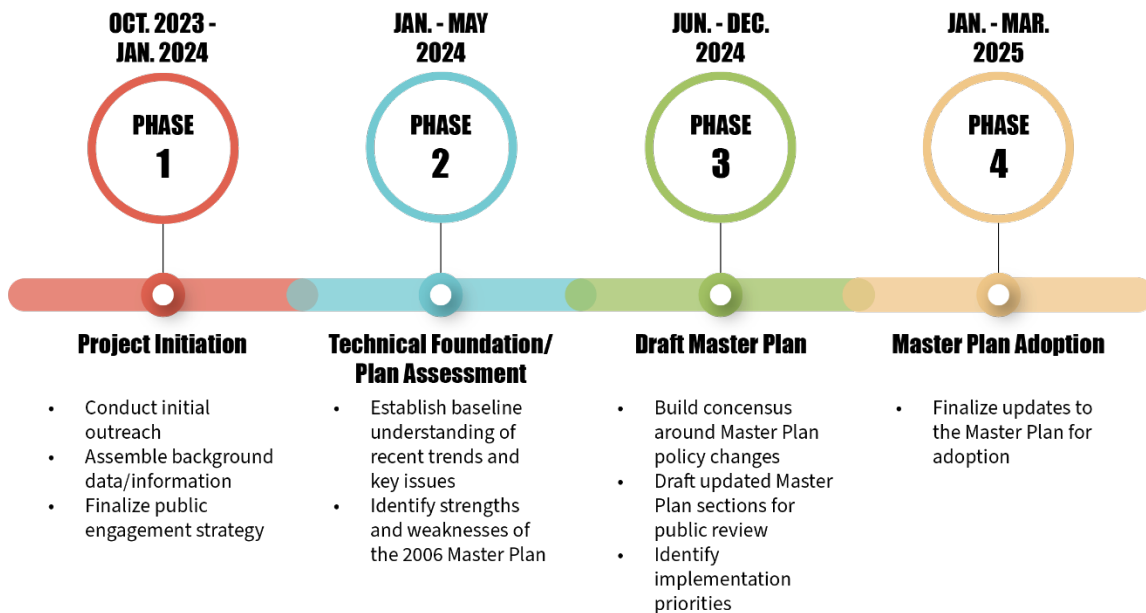
### 1. INTRODUCTION

#### ABOUT THE PROJECT

In October 2023, Carson City initiated a process to update the City’s 2006 Land Use Master Plan (Master Plan). This is not expected to be a “start from scratch” effort. Rather, the update process will focus on modernizing the 2006 Master Plan to reflect the needs of Carson City today—and for the future—based on input from the community. The Envision Carson City Master Plan update is being led by the Carson City Community Development Department with support from Clarion Associates and Economic and Planning Systems (EPS).

#### PROCESS OVERVIEW

An overview of the Master Plan update process is provided below, along with the expected timelines for each project phase and public engagement opportunities.



Kickoff Meetings	Planning Commission Workshop
Public Engagement	Planning Commission Adoption
Joint Meeting (BOS & PC)	Board of Supervisors Adoption

## GUIDING PRINCIPLES FOR PUBLIC ENGAGEMENT

The following principles should guide all communication and public engagement efforts to ensure participants are heard and understand how their input will be used in the Master Plan update process:

1. **Strengthen community understanding** of the Master Plan and its role in shaping the future of Carson City
2. **Focus on key issues and opportunities** identified by the community and City leadership
3. **Foster collaboration** by engaging a diverse set of community members in the process
4. **Bridge differences between various groups** by promoting civil/civic conversations and seeking common ground on contentious issues
5. **Provide multiple and meaningful ways for the community to engage** in the process—creating an environment that promotes collaboration and cooperation
6. **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 engagement efforts throughout the Master Plan update. The PEP includes three sections:

- **Groups in the Process.** This section identifies community groups and advisory groups that will be engaged in the Master Plan update.
- **Communications Strategy.** This section describes the 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 Master Plan update process.

The PEP will be made available on the project webpage and will be updated as necessary.

## 2. GROUPS IN THE PROCESS

The entire Carson City community will be invited to participate in the Master Plan update at key points during the process, as outlined in Section 4. The list below represents community groups with an interest in the future growth and development of Carson City but is not intended to be all-encompassing. Groups are organized into categories for reference but may be engaged in more than one category of issues. Carson City departments are listed where applicable and will serve primarily as technical advisors to the project team.

### COMMUNITY GROUPS

#### COMMUNITY DESIGN AND DEVELOPMENT

- Association of Realtors
- Design professionals
- Developers
- Historic Resources Commission
- Major property owners
- Nevada Builders Alliance

#### ECONOMIC VITALITY AND TOURISM

- Carson City Chamber of Commerce
- Carson Tahoe Regional Medical Center Local business owners
- Major employers
- Northern Nevada Development Authority (NNDAA)
- Western Nevada Development District (WNDD)
- Visit Carson City

#### HOUSING

- Home builders
- Nevada Rural Housing Authority
- Nonprofit organizations
- Residential realtors

#### RESIDENTS

- Hispanic/Latino community
- Residential neighborhoods (North, East, South, and West Carson City)
- Retirees

- Youth and young adults

#### INFRASTRUCTURE AND PUBLIC SERVICES

- Carson City Emergency Management
- Carson City Public Works Department
- Carson City School District
- Carson City Sheriff's Office

#### PARTNER AGENCIES

- Bureau of Land Management
- State of Nevada
- U.S. Forest Service
- Western Nevada College
- Washoe Tribe

#### OPEN SPACE AND RECREATION

- Parks and Recreation Commission
- Parks, Recreation, and Open Space Department
- Open Space Advisory Committee
- Muscle Powered

#### TRANSPORTATION

- Carson City Airport Authority
- Carson Area Metropolitan Planning Organization (CAMPO)
- Nevada Department of Transportation (NDOT)
- Regional Transportation Commission (RTC)

## ADVISORY GROUPS

The project team will work closely with the following groups, as described below.

### CORE PLANNING TEAM

The project team will work closely with a core team comprised of key staff from the Carson City Community Development 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 Master Plan update process. The core team will meet with the project team bi-weekly, or as needed, throughout the process.

### CARSON CITY DEPARTMENTS

Carson City departments will be engaged in the review of technical elements of the Master Plan to ensure that the updated Master Plan is aligned with other Carson City plans and initiatives. As technical advisors, relevant City departments will be asked to share information about the services already provided by Carson City, evaluate the feasibility of policy recommendations made, and collaborate on strategies to support the implementation of the updated Master Plan.

### ELECTED AND APPOINTED OFFICIALS

City staff and project team members will provide regular updates to the Board of Supervisors and Planning Commission to keep both groups informed about overall project progress. Joint Board of Supervisors and Planning Commission meetings will be held throughout the project to review and discuss project deliverables, such as the Master Plan Assessment and multiple drafts of the updated Master Plan. Three Planning Commission workshops will be held during Phase 3 of the Master Plan update to discuss changes proposed to the updated Master Plan based on input from the Carson City community.

### 3. COMMUNICATIONS STRATEGY

#### OBJECTIVES

Establishing and maintaining open lines of communication about the Master Plan 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. Where possible, communications will rely on established connections to various social media networks, local news outlets, and distribution lists available to Carson City. Tapping into these established networks is one of the most efficient and effective ways to get the word out about the Master Plan update process. Primary methods of communication are outlined in the table that follows.

#### PRIMARY COMMUNICATION CHANNELS

TOOL(S)	OBJECTIVES	RESPONSIBILITY	TIMING
<b>Web</b>			
<ul style="list-style-type: none"> <li>Dedicated project website</li> <li>Carson City website</li> </ul>	<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 interim work products and other project-related materials</li> </ul>	<ul style="list-style-type: none"> <li>Clarion will be responsible for managing materials and information posted on the project website</li> <li>Staff will be responsible for providing a link on the Carson City website that directs people to the project website</li> </ul>	<ul style="list-style-type: none"> <li>Prepare project website for January 2024 launch and update as needed throughout the process</li> <li>Major updates will generally coincide with the completion of a project phase or publication of a major deliverable</li> </ul>
<b>Social Media</b>			
<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>Expand awareness of public meetings and events</li> <li>Direct community to online engagement activities</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>Carson City will incorporate as part of scheduled posts on respective sites, as applicable</li> </ul>	<ul style="list-style-type: none"> <li>Post periodically throughout the process</li> <li>Begin advertising for community meetings and events two weeks in advance</li> <li>Periodic updates to announce and drive participation to online input opportunities</li> </ul>
<b>E-mail Blasts</b>			
<ul style="list-style-type: none"> <li>Multiple listservs</li> </ul>	<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</li> <li>Clarion will send email blast from project listserv and staff may distribute through other existing listservs as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Approximately two weeks prior to each community meeting, or to announce the release of interim deliverables for review</li> </ul>

TOOL(S)	OBJECTIVES	RESPONSIBILITY	TIMING
<b>Print/Online Media</b>			
<ul style="list-style-type: none"> <li>• Carson Now</li> <li>• Nevada Appeal</li> <li>• KTVN Online</li> <li>• Univision TV</li> </ul>	<ul style="list-style-type: none"> <li>• Build awareness of Master Plan update process</li> <li>• Expand reach of advertising for community meetings and online input opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Clarion will prepare draft press release for review and distribution</li> <li>• Carson City will distribute to news outlets as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Press releases will be issued at least one week prior to a community meetings and public adoption hearings</li> </ul>
<b>Radio</b>			
<ul style="list-style-type: none"> <li>• KNVC (95.1 FM) Online</li> <li>• Lotus Radio Corp.</li> </ul>	<ul style="list-style-type: none"> <li>• Expand reach of advertising for community meetings and online input opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Clarion will prepare draft press release for review and distribution</li> <li>• Carson City will distribute to radio outlets as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Press releases will be issued at least one week prior to a community meetings and public adoption hearings</li> </ul>
<b>Flyers</b>			
<ul style="list-style-type: none"> <li>• Community message boards</li> <li>• Civic buildings, as well as libraries, community centers, and other buildings with message boards</li> </ul>	<ul style="list-style-type: none"> <li>• Build awareness of Master Plan update process, community meetings, and online input opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Clarion will develop flyers in English and Spanish for distribution</li> <li>• Carson City staff will print and distribute flyers as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately two weeks prior to community meetings and public adoption hearings</li> </ul>

## 4. OPPORTUNITIES FOR INPUT

### OVERVIEW

This section outlines opportunities for public input during the Master Plan update process. Input opportunities generally correspond to major project milestones. Details for each round of engagement will be refined based on discussions with Carson City staff as the process moves forward.

DATE	OPPORTUNITIES FOR INPUT	ENGAGEMENT OBJECTIVES
<b>Project Initiation (December 2023 – January 2024)</b>		
December 4-6, 2023	<ul style="list-style-type: none"> <li>Initial interviews with Carson City residents, elected and appointed officials, partner agencies and service providers, major land holders (e.g. Western Nevada College, Carson Tahoe Regional Hospital, the State of Nevada, Carson City School District), conservation groups, real estate and development community representatives, and economic development and tourism interests.</li> </ul>	<ul style="list-style-type: none"> <li>Identify strengths and weaknesses of the existing Master Plan</li> <li>Gather background data and build a deeper understanding of related plans and efforts</li> <li>Understand expectations of various stakeholder groups</li> </ul>
<b>Technical Foundation/Plan Assessment (January – May 2024)</b>		
January 31, 2024	<ul style="list-style-type: none"> <li>Joint Meeting: Board of Supervisors and Planning Commission (virtual)</li> </ul>	<ul style="list-style-type: none"> <li>Present summary of feedback collected during December kickoff meetings</li> <li>Review draft Master Plan assessment</li> </ul>
Kick-off in March 2024 (ongoing)	<ul style="list-style-type: none"> <li>Master Plan Road Show Events:                             <ul style="list-style-type: none"> <li>Saturdays at the Library (March)</li> <li>Presentations to established groups</li> <li>Other opportunities as they arise</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Build awareness of the Master Plan update process</li> <li>Provide an opportunity for informal questions and comments</li> </ul>
April 10-11, 2024	<ul style="list-style-type: none"> <li>Community engagement (in-person meetings) to include:                             <ul style="list-style-type: none"> <li>Three community meetings (held in different locations and at different times). Meetings will last two hours and will include a presentation by the project team, time for Q&amp;A, and hands-on engagement activities.</li> <li>Tabling event at the Senior Center</li> <li>Presentation to Land Developers Roundtable group</li> <li>Workshop with Western Nevada College students</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Educate community members on the role of the Master Plan in shaping the future of Carson City and the targeted nature of this Master Plan update</li> <li>Share key findings from existing conditions, trends, and projections data and Master Plan Assessment</li> <li>Gather feedback on preliminary recommendations for the updated Master Plan</li> </ul>
April 15 – May 3, 2024	<ul style="list-style-type: none"> <li>Community engagement (project website—available for three weeks beyond in-person meetings)</li> </ul>	

<b>DATE</b>	<b>OPPORTUNITIES FOR INPUT</b>	<b>ENGAGEMENT OBJECTIVES</b>
April 18, 2024	<ul style="list-style-type: none"> <li>Community engagement (virtual meeting via Zoom) – same format and materials as in-person community meetings</li> </ul>	
May 16, 2024	<ul style="list-style-type: none"> <li>Joint Meeting: Board of Supervisors and Planning Commission (virtual)</li> </ul>	<ul style="list-style-type: none"> <li>Share key findings and preliminary recommendations for the updated Master Plan based on updates to existing conditions, trends, and projections</li> <li>Share feedback from initial round of public meetings/online engagement</li> </ul>
<b>Draft Master Plan Updates (June – December 2024)</b>		
July 18, 2024	<ul style="list-style-type: none"> <li>Joint Meeting: Board of Supervisors and Planning Commission (virtual)</li> </ul>	<ul style="list-style-type: none"> <li>Review draft of the updated Master Plan</li> <li>Finalize August outreach strategy</li> </ul>
August 19, 2024	<ul style="list-style-type: none"> <li>Community engagement (online—available for four weeks)                             <ul style="list-style-type: none"> <li>Post the review draft of the updated Master Plan for online review and comment</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Seek input on changes made in the updated Master Plan review draft</li> </ul>
Week of August 28-30	<ul style="list-style-type: none"> <li>Community engagement (in-person meetings) – will likely be similar to the approach taken in April with adjustments as needed</li> </ul>	
September 12, 2024	<ul style="list-style-type: none"> <li>Community engagement (virtual meeting via Zoom)</li> </ul>	
October 3, 2024	<ul style="list-style-type: none"> <li>Joint Meeting: Board of Supervisors and Planning Commission (virtual)</li> </ul>	<ul style="list-style-type: none"> <li>Discuss highlights of public input received on the updated Master Plan review draft</li> <li>Seek input on outstanding questions/key policy considerations</li> </ul>
October 23, 2024	<ul style="list-style-type: none"> <li>Planning Commission Workshop #1 (Clarion in-person/EPS virtual)</li> </ul>	<ul style="list-style-type: none"> <li>Review proposed changes to the draft of the Master Plan</li> </ul>
November 13, 2024	<ul style="list-style-type: none"> <li>Planning Commission Workshop #2 (Clarion in-person/EPS virtual)</li> </ul>	
December 18, 2024	<ul style="list-style-type: none"> <li>Planning Commission Workshop #3 (Clarion in-person/EPS virtual)</li> </ul>	
<b>Master Plan Adoption (January – March 2025)</b>		
February 3, 2025	<ul style="list-style-type: none"> <li>Post Adoption draft for public review</li> </ul>	<ul style="list-style-type: none"> <li>Highlight changes made between the review draft and the adoption draft based on community feedback</li> </ul>
February 26, 2025	<ul style="list-style-type: none"> <li>Planning Commission adoption</li> </ul>	
March 20, 2025	<ul style="list-style-type: none"> <li>Board of Supervisors adoption</li> </ul>	<ul style="list-style-type: none"> <li>Provide an opportunity for public comment on the adoption draft</li> </ul>