A Proposal on 2013 Comprehensive Plan Update
Public Outreach

Current Public Participation Efforts

- 2013 Comprehensive Plan Steering Committee comprises of citizen volunteers. 16 of them are property owners/or their representatives from the different neighborhoods of Sun Valley, including Sun Valley Company and Community School, 2 of them are representatives of community organizations (Youth Council and SVEA) and 2 of them are representatives of public utilities (SWSD and Idaho Power).
- Members of the Steering Committee represent the important stakeholder groups in the City.
- The Steering Committee has been meeting since January 2013. Based on the 2005 Comprehensive Plan, members of the Steering Committee, public agencies, such as Blaine County Housing Authority and Sustain Blaine, and the general public have given their input. Based on the input, City staff put together a draft update based on which the Steering Committee discusses and agrees on a second draft copy to be presented to the public for wider community input.

To date, the following efforts have been implemented to get public involvement in the updating process of the Comprehensive Plan:

- Posting of public notices in recruiting members for the Comprehensive Plan Update Steering Committee (newspaper, eblast, City website, community bulletin boards)
- Posting of public notices of all Steering Committee meetings (newspaper, eblast, city website, community bulletin boards)
- All Steering Committee materials/documents are posted on the City website and available at City Hall

Community Wide Outreach this Summer

The Steering Committee decided that it is important to reach out to the wider community to solicit their input on important and controversial topics in the Comprehensive Plan Update, which are the following areas:

- Vision Statement, Goals and Objectives
- Future Land Use, i.e. #3 Sun Valley Gateway and #5 Dollar Mountain, Prospector Hill, and Sun Valley Municipal Complex

In order to outreach to a larger base of community members, the Steering Committee comes to a unanimous agreement that the community wide outreach should be conducted in the summer months of July, August and September when the number of property owners and residents peaked in Sun Valley.

Public Outreach No.1 (late July)

Objective:

- Identify the core values of the community with ranking as a reference to the validity of the Vision Statement, Goals and Objectives and use it as a guide in updating Future Land Use

Format:

- Keypad Polling*
- Town hall meeting

*Can solicit input from Sustain Blaine on questions, execution and selection of participants

How to invite the public to ensure a broad base participation:

- A postcard notice will be sent to all residents and property owners based on the mailing labels for the Sun Valley Quarterly Newsletter (
- Steering Committee members reach out to those people in their neighborhoods and invite them to the meeting (by phone or face-to-face)
- Radio (KECH 95, community radio)
- Posters in high traffic public areas (e.g. City Hall, Condos Club Houses, Post Office, library, grocery stores, churches, Farmer's market, Summer Symphony, Trail Heads)
- Public notices (newspaper, eblast, City website, community bulletin boards)
- Posting of draft update Vision Statement , Goals and Objectives on City website to provide opportunity for review and comment through e-mail
- Digital advertisement on Summer Symphony electronic big screen to encourage input through City website
- Set up an information desk at the Summer Symphony with tools available for quick public input
- Posting of the draft of the 4 sections of the 2013 Comprehensive Plan Update on the web for public review and input
- Announcements in the quarterly City newsletter of public outreach to give potential participants a heads-up (to be published the week of July 8th)
- Announcement in the SVEA summer BBQ July 25th and SVEA newsletter

Public Outreach Meeting No.2 (mid-August)

Objective:

- Summarize the accomplishments of the Steering Committee to date
- Present the keypad polling results on community core values

- Present the draft update of Vision Statement, Goals and Objectives and explain why the changes are made
- Provide an opportunity for the public to review and comment on the draft

Format:

- Keypad polling
- Town hall meeting

How to invite the public to ensure a broad base participation:

- Refer to Public Meeting No.1

Public Outreach Meeting No. 3 (early September)

Objective:

- Present the draft update of LUPA#3 Sun Valley Gateway and #5 Dollar Mountain, Prospector Hill, and Sun Valley Municipal Complex
- Provide an opportunity for the public to review and comment on the draft
- Refer to community core values, Vision Statement, Goals and Objectives to guide public discussion and input

Format:

- Keypad polling
- Town hall meeting

How to invite the public to ensure a broad base participation:

- Refer to Public Meeting No.1