



RAPID CITY COMPREHENSIVE PLAN

COMMUNITY ENGAGEMENT PLAN - NARRATIVE

1. INTRODUCTION

GOALS AND OBJECTIVES OF THE COMMUNITY ENGAGEMENT PLAN. This Community Engagement Plan (CEP) provides guidance and direction for the public involvement activities that will inform Rapid City's Comprehensive Plan. Listening to and responding to the community is key to enhancing this planning process. This CEP is intended to promote meaningful and inclusive community engagement by all affected members of the community early, frequently, and effectively throughout the process. This document was developed to align with relevant sections of the "Participation Plan for the Rapid City Area Metropolitan Planning Organization (MPO) Transportation Planning Process" dated February 2020.

This document acknowledges Federal directives for the Bipartisan Infrastructure Law and addresses low-income communities and minority communities and Americans with Disabilities Act.

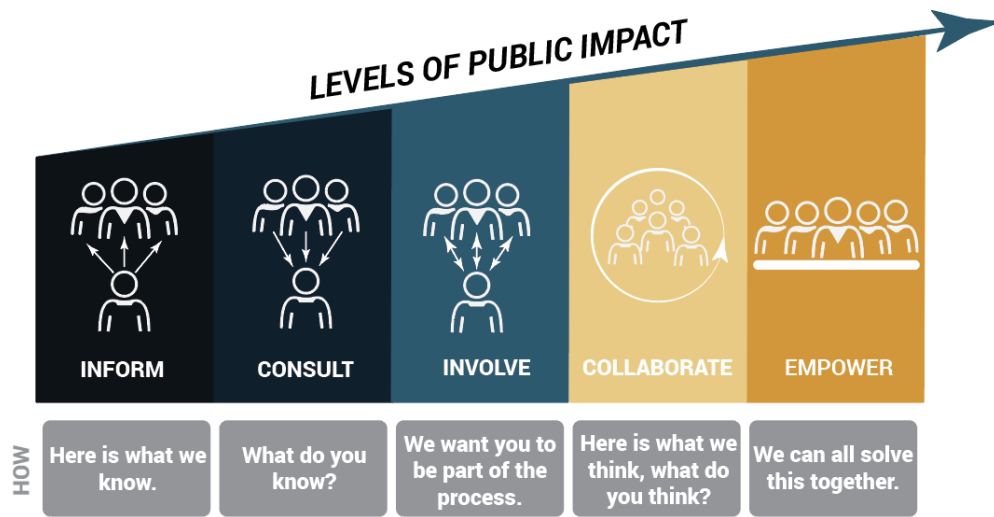
The MPO has the following goals for public involvement in the planning process:

1. Educate and Present Information, Solicit Public Input, Facilitate Information Flow Between the Public and Decision Makers, and Consider Public Concerns in Decision Making.

THIS CEP INCLUDES THE FOLLOWING SECTIONS:

1. Project Description
2. Roles & Responsibilities
3. Demographics Data & Tracking
4. Outreach Tools
5. Community Event Series

Based on the International Association for Public Participation (IAP2) Framework (below), different groups may be engaged at different times and levels. Beyond informing and consulting the community, engagement touchpoints may also include opportunities for the community to get involved and to collaborate, so we can create and eventually implement the strategies that have real potential for the unique circumstances of Rapid City. Additionally, the project will capitalize every engagement touchpoint to empower community members to be more aware of and connected to the City's resources.



IAP2 Spectrum of Public Participation

2. PROJECT DESCRIPTION

THIS PROJECT DESCRIPTION IS TO BE USED ACROSS ALL COMMUNICATION MATERIALS.

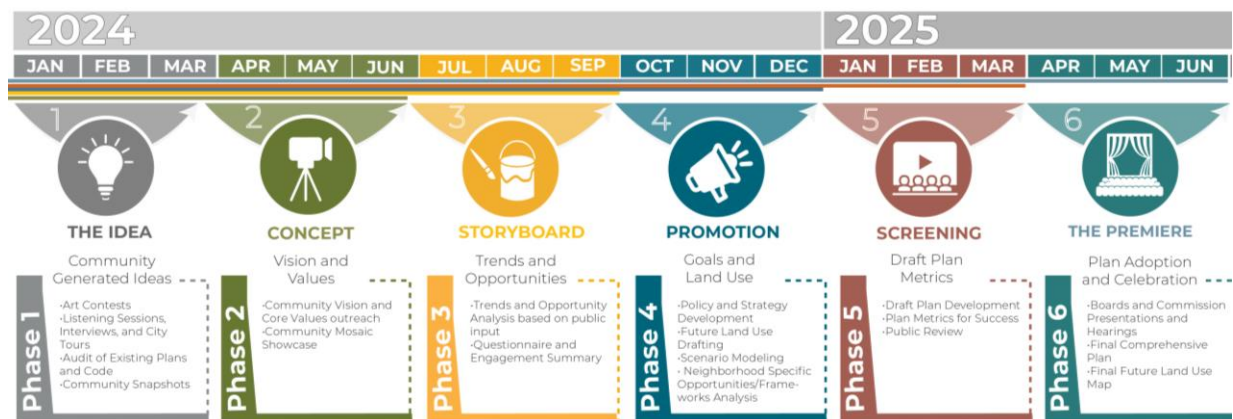
MINOR MODIFICATIONS MAY BE MADE TO ADJUST FOR SPACE CONSTRAINTS. The

Comprehensive Plan (Plan) is a visionary policy document shaped by input from our community. It addresses different aspects of Rapid City’s future, such as growth and economic development, organizing how land is used and developed, planning for important infrastructure and facilities, creating green spaces, and working with surrounding areas. The new Plan aims to make sure our policies and programs can handle the changes that come with growth, all while supporting the City's goals.

THIS PLANNING PROCESS IS ANTICIPATED TO LAST APPROXIMATELY 18 MONTHS.

The timeline below indicates some of the milestones and outreach events anticipated for each phase:

PROJECT TIMELINE



3. ROLES & RESPONSIBILITIES

The planning and implementation of outreach efforts will be made possible by the contribution of the following groups:

Project Team (PT)

The PT is a group of City staff that will offer technical expertise and support throughout the planning process.

PT Role: Support project management; review and comment on the content of the plan as it develops; weigh in on the big decisions; and enhance the Plan with technical expertise. PT members will assist with event logistics, including but not limited to venue reservations, coordination of refreshments/catering, coordination of childcare, audiovisual equipment, printing, digital communication, food and beverage, etc.

PT Time Commitment: Participate in biweekly coordination meetings as needed, and support with community interviews, event logistics, notification, and facilitation.

Study Advisory Team (SAT)

The Study Advisory Team (SAT) will be a working group of individuals that represent different interests and backgrounds within the Rapid City community.

SAT Role:

- a. Review and comment on the content of the Plan as it develops
- b. Be a sounding board for key concepts and alternatives
- c. Advocate for the Plan; and
- d. Help amplify outreach efforts.
- e. The SAT will be expected to participate in eight committee meetings of one-and-a-half hours each.

SAT Time Commitment: participate in nine meetings of one-and-a-half hours each. Meetings will be hybrid: via Zoom with an option to join staff at City offices. In addition to participating in these meetings, SAT members should expect to dedicate one to two hours to review materials before and after the meetings.

Anticipated Meeting Purpose and Calendar

1. SAT Meeting #1: Kickoff
2. SAT Meeting #2: Review and identify guiding themes and issues
3. SAT Meeting #3: Review responses from initial public engagement events. Identify what's missing from preliminary opportunities
4. SAT Workshop #4: "Choices and Priorities" Workshop
5. SAT Meeting #5: Review feedback from "Choices and Priorities" engagement
6. SAT Meeting #6: Policy and Strategy Development
7. SAT Meeting #7: Review Plan metrics
8. SAT Meeting #8: Review Draft Plan and maps
9. SAT Meeting/Workshop #9: Review final draft plan and graphics enhancements workshop

Community Groups

Community members and interest groups will be invited to participate throughout the process. The following list is a preliminary list that will be augmented as the planning process evolves. Appendix F of the MPO's Participation Plan will be referenced to identify additional stakeholders to invite to participate.

Boards and Commissions

- Planning Commission
- Historic Preservation Commission
- City Council Members
- Native POP Pow Wow Board
- Black Hills Pow Wow Board

Organizations and Agencies

- Visit Rapid City
- Rapid City Arts Council
- SD DOT
- FHA
- Elevate Rapid City Economic Development
- Elevate Rapid City Housing Coordinator
- Remembering the Children
- Youth City Council
- Area School District
- Sustainability Department
- MOA
- Disability Awareness Committee
- Downtown Rapid City
- Vucurevich Foundation

General Public

- Full-Time Residents
- Part-Time Residents
- Large Employers
- Property Owners
- Tribal Members
- Businesses
- Developers
- Agriculture Community
- Hispanic/ESL Community
- Youth
- Historically underrepresented groups

4. DEMOGRAPHICS DATA & TRACKING

Wherever possible, participants will be given the option to share their email, name, and other key demographic information. Data will be held confidentially. This information will not only allow us to continue engaging them and report back what we hear through the planning effort, but more importantly, it will help us ensure a good cross section of the City is represented and identify groups where further input may be needed.

To ensure alignment with other ongoing planning and engagement efforts, City staff agreed to use the following demographic questions—with informed consent—across all questionnaires:

1. Which Rapid City ward do you live in?

- a. Use this map to identify where you live (general location: area 1, 2, 3, 4, 5)?

2. What best describes your relationship with Rapid City? (Select all that apply)

- a. I live here full time
- b. I live here part time
- c. I am student
- d. I work here full time
- e. I own a business here
- f. I visit here
- g. Prefer not to answer

3. What is your age? (Select one)

- a. 19 years or younger
- b. 20 to 29 years
- c. 30 to 39 years
- d. 40 to 49 years
- e. 50 to 59 years
- f. 60 to 69 years
- g. 70 to 79 years
- h. 80 to 89 years
- i. Prefer not to answer

4. What is your race and ethnicity? (Select all that apply)

- a. American Indian/Alaska Native
- b. Asian/Asian American
- c. Black or African American
- d. Hispanic or Latino
- e. Native Hawaiian/Other Pacific Islander
- f. White
- g. Prefer to self-identify: _____
- h. Prefer not to answer

5. OUTREACH TOOLS

Website & Social Media

Public involvement activities and planning documents will be integrated in an online format on the project website and the City’s social media platforms to share information (events, documents, updates, context, social media links, email sign-up, and FAQs) and collect feedback (interactive mapping, questionnaires, polls, or open discussion questions).

PLATFORM	ADDRESS	CONTENT
Website	http://www.rcgov.org/ https://www.rapidcityareampo.org/	Project info; events; updates; newsletters to contacts
Facebook	@RapidCityMunicipalGovernment	Updates; events
Twitter	@RCGOV	Updates; events
Instagram	@CityofRapidCity	Updates; events
YouTube	https://www.youtube.com/rapidcitygovernment	Updates; events
LinkedIn	https://www.linkedin.com/company/CityofRapidCity	Updates; events

Promotional Materials

Building on the look and feel of the website and social media communication, content will be created to increase awareness of the project and encourage engagement. This may include developing information cards, flyers, text polling, newsletters through the project website, videos, radio, press releases, etc. **PT** will distribute this across their different platforms and to their local media news release contacts. A hard-copy postcard mailer will be sent to approximately 35,000 household and business addresses to notify and encourage signing up for project updates. This is expected to occur during Phase I. **SAT** and City leadership should also help amplify outreach efforts by forwarding notifications through personal channels.

Online Questionnaires

Three questionnaires will be developed and publicized in tandem with the three public event series. Links to these questionnaires will be included in all printed and online materials. Questionnaires will be designed primarily for online engagement. However, questionnaires can also be made available in printed form.

Community Event Series

Three community events series will involve the public in interactive activities both in-person and online. Efforts should be made to have a presence at community events to maximize collecting feedback from the Rapid City community. This strategy augments the ability to reach low income and minority communities because it makes participation more accessible. In addition, the project team will explore the feasibility of partnering with a childcare provider for select community events. The event series are further detailed on the following pages.

Phase 1 - The Idea: Community Generated Ideas

Description

This initial phase sets the foundation for Rapid City’s Comprehensive Plan update by hosting conversations with the community and inviting them to infuse their creativity into the beginning stages of the project. Depending on participant preferences, interviews will take place in person with a virtual option as well. An Arts Contest with the prompt “What makes Rapid City special?”, will collect visual content for the Plan and start to inform a community vision and core values.

Planned Activities and Events

ACTIVITY	DESCRIPTION
Art Contest	Submit your artistic interpretations of what makes Rapid City special and enter for a chance to be showcased throughout the City and in the upcoming Comprehensive Plan document.
Logo and Tagline Brainstorming Questionnaire	The Logo and Tagline Brainstorming Questionnaire will focus on the elements and ideas that make Rapid City a great place to live. Community input from this questionnaire will influence the Plan tagline and logo.
SAT Meeting #1	First SAT Meeting to introduce the project, team, and purpose.

Line of Questioning

- What Makes Rapid City Special?
- What words, or feelings describe what Rapid City should be in the future?
- What logo and tagline represent the spirit of Rapid City’s future?

Phase 2 - The Concept: Vision and Values

Description

Building on what we heard from the community in Phase One, Phase Two is about diving deeper into some opportunities and issues that the city is facing and starting to define a vision for the future. A strong community vision for Rapid City ensures that future policies and programs are shaped by and for the community.

Planned Activities and Events

ACTIVITY	DESCRIPTION
Online Questionnaire #1	The first online questionnaire will utilize the line of questioning below to understand the City's current issues and future opportunities, as well as its vision for the future of Rapid City.
Online Storyboard	The community will be invited to bring their ideas to light by using an online storyboard hosted on the project website.
Community Mapping Exercise	Participants in the community mapping exercise will be able to physically show the City where their ideas are located using the community mapping online feature.
Vision and Values Mosaic Showcase	The community Mosaic Showcase will be a public art installation series that represents the values and vision of Rapid City to form a final picture.
Study Advisory Team Meetings #2, #3	The second SAT meeting will provide project updates and review and identify guiding themes and issues. The third SAT meeting will review responses from initial public engagement events and identify what's missing from preliminary opportunities.

Line of Questioning

- What are the best ways to reach and engage the Rapid City community during the planning process?
- What are the biggest issues facing your community? What are issues that might arise in the future if not addressed now?
- What type or level of change do you anticipate in Rapid City?
- What needs to be retained as change occurs?
- What opportunities and ideas should the new plan integrate?
- What is your vision for the future of Rapid City?

Phase 3 - The Storyboard: Trends and Opportunities

Description

This stage is to learn about trends that are facing the City and what opportunities can arise to help Rapid City accomplish the goals of the community. A panel of local organization leaders and other speakers will perform an event that will be livestreamed, recorded, and posted on the website following the event. The invited speakers will present elements related to the Comprehensive Plan and the

implications of the choice for Rapid City. On-screen, the speakers will walk through a live polling activity with audience members and encourage participants to complete a full questionnaire on the website.

Planned Activities and Events

ACTIVITY	DESCRIPTION
Speaker/Performance Panel Event	Experts will speak on key topics related to the process to provide unique perspectives and conversations related to future planning for the City.
Online Questionnaire #2	The second online questionnaire will utilize the line of questioning below to get feedback on the Draft Vision, values, and themes.
SAT Meeting #4	The fourth SAT meeting will provide project updates, feedback on Phase 3 deliverables, and invite members to participate in the Choices and Priorities workshop.

Line of Questioning

- Do you support the draft Community Vision?
- What do you think of the following values and vision themes?

Phase 4: The Promotion: Goals and Land Use

Description

This fourth event series will focus on more locational opportunities and strategies, specific to neighborhoods and areas of the City. This phase looks at how land can be better used in the future, and how areas of the city can look, feel and function. This is the opportunity for more in-depth discussion about land use frameworks and integrates community feedback into more focused land use planning.

Planned Activities & Events

ACTIVITY	DESCRIPTION
Urban Labs Workshops	Three in-person community workshops (including video for online users) will be a part of this phase as an opportunity to talk with individuals in small group discussion about each of the policy and implementation choices.
Online Questionnaire #3	The third online questionnaire will focus on how the future look, feel, and function of Rapid City while refining goals that capture community feedback up to this point.
Mapping Activity	Allows the community to leave their feedback online or in person by tagging areas of Rapid City that they would like to see improved or changed in the future. They can also mark areas that they would like to remain the same to help the team create a future land use map that reflects the community's goals.
SAT Meeting #5	The fifth SAT meeting will provide project updates, feedback on Phase 4 deliverables, and review feedback from "Choices and Priorities" engagement.

Line of Questioning

- What areas of the city would you like to see different land uses?
- What opportunities exist to achieve the goals set out in Phases 1-3?

Phase 5: The Screening: Draft Plan Metrics

Description

This fourth event series will focus on presenting and reviewing key elements in the Draft Plan (e.g. chapter sections, the future land use map, implementation framework, etc.). This is the opportunity to provide feedback on the first metrics of the Draft Plan, and review how all community feedback was integrated into actionable strategies for future change.

Planned Activities

ACTIVITY	DESCRIPTION
Our Plan Traveling Exhibition	This exhibition is the opportunity to review and provide feedback on the Plan through celebrating and highlighting the community process and journey. Attendees and participants will have the opportunity to comment on the Draft Plan document in a venue and setting formatted similarly to a professional art exhibit.
Questionnaire #4	A short digital questionnaire will be available for the majority of respondents, but also allow the ability for more interested users to pull up the digital document and review word-for-word, with key questions associated on key pages and elements.
Draft Plan Review	City Staff, Boards and Commissions, the community, and other key partners will be able to review the Draft Plan and make comments through various opportunities.
SAT Meetings #6, #7	The sixth SAT meeting will focus on policy and strategy development, and the seventh SAT meeting will review Plan Metrics for further changes or feedback.

Line of Questioning

- Solicit feedback on Draft Plan during public testimony opportunities before final adoption.

Phase 6: The Screening: Draft Plan Metrics

Description

This final series will focus on celebrating the hard work that the community has put into this plan and go through the adoption hearing process. There will be final Boards and Commissions update presentations that the public are welcome to attend, as well as a final Pilot Project Celebratory Event.

Planned Activities

ACTIVITY	DESCRIPTION
Pilot Projects Celebratory Events	As part of the celebration of the final plan, the community will come together to complete a pilot project for the City and to begin the implementation portion of the new Comprehensive Plan.
SAT Meeting #8, #9	The final SAT meetings will review the Draft Plan, maps, and graphics and celebrate the SAT's commitment and work throughout the process, prior to adoption hearings.

Line of Questioning

- Solicit feedback on Draft Plan during public testimony opportunities before final adoption.