

Draft Planning/Outreach Approach

There are several main **objectives** of outreach to support the Winchester Walk-Bike Transportation Plan development, including:

- 1) Obtain focused input and direction from a knowledgeable and engaged Bicycle-Pedestrian Advisory Committee (BPAC);
- 2) Gather broad community perspectives through stakeholder and public outreach;
- 3) Inform and seek support from municipal leaders and potential implementation/funding partners; and
- 4) Spread the word about the Pedestrian/Bicycle Master Plan.

A variety of cross-cutting **outreach methods** are anticipated to support each of these objectives. The objectives and methods to be used to involve stakeholders in the planning process are preliminarily outlined in the following sections.

Bicycle-Pedestrian Advisory Committee

The BPAC will serve several key roles including:

- 1) Provide input into all aspects of the Pedestrian/Bicycle Master Plan,
- 2) Serve as a conduit to key stakeholders and the overall community, and
- 3) Act as champions of the Winchester Pedestrian/Bicycle Master Plan and help to carry out the action plan incorporated in the plan.

BPAC members will be encouraged to provide input to the Clark County staff at any time throughout the master planning process. There will be between 8-9 meetings where the project team shares progress and seeks specific input from the BPAC. The purpose and outcome of these meetings are described below. In addition, many of the outreach methods targeted to obtaining broad public input will also be applicable to the BPAC.

Bicycle-Pedestrian Advisory Committee Meetings			
Meeting	Purpose/Topic(s)	Outcome	Target Date
1	<ul style="list-style-type: none"> • Review Planning Process • Inform Context • Review Vision and Goals 	<ul style="list-style-type: none"> • Understanding of committee roles and responsibilities • Confirmation of planning and outreach schedule, and process objectives • Early committee input on bicycle and pedestrian conditions and relevant community resources 	December 17, 2015

		<ul style="list-style-type: none"> Review of plan vision, goals and objectives 	
	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	
2	<ul style="list-style-type: none"> Review Context Refine Vision and Goals Support Outreach 	<ul style="list-style-type: none"> Refinement of bicycle and pedestrian network existing conditions information Confirmation and clarification on plan vision, goals and objectives Support for community survey and notifications for February community meetings 	January 21, 2015
3	<ul style="list-style-type: none"> Identify Barriers and Opportunities Establish Criteria and Measures Develop Plan Options Prepare for Community Meetings 	<ul style="list-style-type: none"> Determination of bicycle and pedestrian network resources, gaps, barriers, and improvement opportunities based on existing conditions information and input (e.g. community survey) Measurable outcomes to support plan goals and objectives Key program areas and sets of projects Final week preparations and agenda review for community meetings 	February 18, 2016
3.1	<ul style="list-style-type: none"> Review and Consolidate Input from Public Meeting 	<ul style="list-style-type: none"> Create a working list of priority projects, policy changes, and programs 	
4	<ul style="list-style-type: none"> Preferred Plan Options Plan Priorities Implementation Plan 	<ul style="list-style-type: none"> Determination of programs, projects, etc. to be included in the plan Action plan identifying projects and actions by timeframe, goal supported, responsible party 	March 17, 2016
5	<ul style="list-style-type: none"> Plan Development Update Plan Dissemination and Promotion 	<ul style="list-style-type: none"> Status update on Master Plan development Specific BPAC input/feedback requests on plan sections, if needed Methods, roles, responsibilities 	April 21, 2016

		and timelines for maximizing promotion and awareness of the Final Master Plan to support implementation efforts	
6	<ul style="list-style-type: none"> Draft Master Plan Review 	<ul style="list-style-type: none"> Feedback from committee needed to finalize the Draft Master Plan Preparations for Public Open House 	May 19, 2016
7	<ul style="list-style-type: none"> Public Input Review 	<ul style="list-style-type: none"> Feedback from committee on public input and any needed plan revisions 	June 16, 2016
8	<ul style="list-style-type: none"> Master Plan Approval 	<ul style="list-style-type: none"> Approval of the (proof) final plan to be presented to local leaders Committee assignments and sharing of resources (handouts, presentations) to carry out plan promotion and dissemination strategies 	July 21, 2016

Stakeholder and public outreach

While the BPAC will provide knowledgeable and focused input to inform the development of the Master Plan, broader public outreach will be necessary to ensure a range of perspectives, thoughts, and ideas are captured, and to continue to develop community support and implementation partnerships for the plan. These activities will include public meetings, a project website, social media updates, and stakeholder briefings, and various notification strategies.

Public meetings

Two sets of public meetings will be held to obtain input and feedback on the plan at key points in the process. The first meeting series will be coordinated with a other BPAC and stakeholder meetings to address a number of planning objectives within the timeframe of the compressed planning process for the project.

Public Meetings		
Meeting Series	Purpose	Date
1 – Community Meetings	Seek input on existing conditions, resources, barriers and opportunities, plan priorities, and potential projects	February 25, 2016
2 – Public Open House	Present draft Master Plan	June 6-9, 2016

Clark County staff will work with BPAC members to identify appropriate locations for the public meetings and notification strategies.

Local Officials Meetings

Project staff will participate in set, monthly meetings with City Manager and County Judge Executive to review progress of planning efforts. Project staff provide an informal presentation to the Winchester-Clark County Planning Commission in January, 2015.

Stakeholder Contacts/Informational Meetings

The following key stakeholders may be targeted for one-on-one or small group meetings, interviews, briefing updates, or other outreach. The project team will also distribute project updates and announcements to these and other stakeholders for redistributing and/or posting on agency and organizational web and social media sites.

Key Stakeholders	
Clark County Fiscal Court	City of Winchester
Clark County Parks and Recreation	Clark County Public Schools
Winchester-Clark County Tourism	Clark County Health Department
Winchester-Clark County Chamber of Commerce	Clark Regional Medical Center
Main Street Winchester	Bluegrass Trails and Greenways
Winchester-Clark County Industrial Authority	Bluegrass Cycling Club
Rocky Mountain Horse Association	The Greater Clark Foundation

Planned Stakeholder Meetings

The following stakeholder meetings have been held or scheduled for the project. Additional meetings may be identified as the planning process moves forward.

Stakeholder Meetings		
Organization	Meeting Objective(s)	Date
Winchester-Clark County Council of Churches	<ul style="list-style-type: none"> Introduce project Discuss potential role for churches and congregations Request outreach assistance 	December 8, 2015
Clark County School Board	<ul style="list-style-type: none"> Present project information Request participation to support youth and family engagement 	December 15, 2015
Southwest Clark Neighborhood Association	<ul style="list-style-type: none"> Present project information Engage community members in Western Clark County 	TBD
Thomson Subdivision	<ul style="list-style-type: none"> Present project information 	TBD

Neighborhood Association	<ul style="list-style-type: none"> Engage community members in the City and Downtown 	
Goff's Corner Market Community Meeting	<ul style="list-style-type: none"> Present project information Engage community members in the City and Downtown 	TBD
Winchester-Clark County Tourism	<ul style="list-style-type: none"> Present project information Obtain feedback on multimodal needs for supporting tourism Identify opportunities for collaboration on initiatives and projects 	January, 2015
Winchester-Clark County Industrial Authority	<ul style="list-style-type: none"> Present project information Obtain feedback on compatibility of routes with multimodal travel Identify multimodal accessibility needs of industrial workforce 	January, 2015
The Greater Clark Foundation Board	<ul style="list-style-type: none"> Present project information Identify opportunities to collaborate on initiatives and projects 	TBD
Winchester-Clark County Chamber of Commerce	<ul style="list-style-type: none"> Present project information Obtain feedback on multimodal needs for supporting economic development and quality of life factors Identify opportunities for collaboration on initiatives and projects 	TBD

User Groups

The BPAC has identified six user groups to target for walk-bike planning. Each BPAC member has selected one of these user groups to represent in plan discussions. Identified stakeholders may be categorized to determine how user groups are represented.

User Groups	
Pedestrian Transportation/Safe Routes to School	Wellness
Recreational Walk-Bike	Sports Cyclists
Equestrian	Waterways

Website and social media

- The website and social media feeds will be used for sharing information about the planning process, public meetings, and project updates.

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- The site will provide a link to the community survey and may also be used to post additional polls and public input questions related to the Master Plan development.
- The site could be used to show online mapping illustrating existing conditions (resources, networks, gaps) and even providing the opportunity for public to identify and describe locations of concern/safety issues, opportunities for projects or enhancements, and valued resources that should be connected through an enhanced bicycle and pedestrian network.
- Leverage partner Facebook and Twitter accounts to promote project announcements and public meetings.

Stakeholder list

- Expand existing electronic mailing list using Constant Contact. The mailing list will include the names and emails of BPAC members, local officials, key stakeholders and organizations, and any emails received at public meetings and through the project website.

A physical mailing list can be created for notifying residents and businesses if desired.