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## MEMORANDUM

TO: Metropolitan Planning Organization Committee Members

FROM: Kelly Brennan, Long Range Planner III

DATE: March 5, 2024

RE: **23TP015 – Rapid City Comprehensive Plan Update Community Engagement Plan**

Public input is vital to the development of the Comprehensive Plan Update. It is important to identify the most effective means of soliciting ideas and opinions from the general public, stakeholders, and member agencies as they relate to the comprehensive planning process.

The Community Engagement Plan outlines the specific public input strategies that will be implemented as the project progresses. These strategies include a project website/information hub, media/press releases, surveys, direct mailings, one on one and small group interviews, and public open houses, all of which are intended to actively solicit comments and engage the interests of the public throughout the participation process.

In order to further enhance accessibility and inclusivity of the engagement activities, the consultant will also be working with the Study Advisory Team to develop an Arts-Based approach. This approach acknowledges the vibrant and culturally rich arts community in Rapid City and opens up additional channels of dialogue with the community about the vision for Rapid City. These initiatives will supplement the traditional public outreach methods noted above.

**STAFF RECOMMENDATION: Staff recommends approval of the Rapid City Comprehensive Plan Update Community Engagement Plan.**