

East Naples Community Development Plan: Public Involvement Plan

September 28, 2020

Introduction

Public and stakeholder involvement is integral to the development of the East Naples Community Development Plan. Involvement is understood in this process as comprised of two key parts: outreach and engagement. Outreach refers to the efforts made primarily to spread awareness about and promote the project; community members and stakeholders cannot be involved with a project if they are not aware that it is happening and what the opportunities for involvement are. Engagement as used in this process refers to the activities undertaken to exchange ideas and information once community members and stakeholders are made aware of the project and are participating.

The East Naples Community Development Plan is being developed under unique circumstances given the coronavirus pandemic occurring across the country as of early 2020. This plan has been tailored to provide effective public outreach and involvement while also ensuring the health and safety of the public with regards to the virus.

The following Public Involvement Plan (PIP) lays out the approach for outreach and engagement activities that will be used during the planning process, with a focus on general community members, department and agency staff, and elected officials. The final section of this plan provides a tentative schedule for these activities.

Outreach

Raising awareness about a project is important for getting robust participation in workshops, meetings, and online engagement tools. This effort is particularly important for to reach community members, especially those who may not be in formal social networks that may facilitate the communication of information. The following details outreach methods that will be used during the project.

Email Notifications

The consultant team will develop and maintain an email list for project promotion and information sharing based on community contacts from previous outreach efforts, additional contacts identified by the consultant team in coordination with County staff, and contact information gathered as part of outreach and engagement efforts undertaken during the project. The consultant team will prepare County-branded email blasts with a project-specific email to send to the project email contact list to announce the public workshops and postings of major new project information and/or engagement tools to the project webpage (described later in this plan). The consultant team will contact various organizations in the community (e.g., churches, community service organizations, service providers, non-profits, bike/ped clubs. Car clubs, etc.) via phone and/or email to raise awareness about the project and encourage organization members to join the project mailing list.

Digital Web and Social Media Outreach

The consultant team will post a still advertisement for the project to the local group on the NextDoor application prior to the first public workshop; County staff will also be provided this advertisement for use on the County's social media platforms.

The consultant team will run digital ads on select websites and Facebook and Instagram social media platforms to advertise the project and second public workshop (see below) to people visiting those websites within the East Naples study area. This outreach is intended to help reach community members who may not already be connected to the project via existing organization email networks, all while observing social distancing measures.

Other Outreach

The consultant team will prepare an article to raise awareness about the project for distribution to local media outlets.

Engagement

Collective Public Engagement Events and Surveys

The following public workshops will be held during the project; these workshops include a virtual platform for participants to join remotely and observe social distancing measures in relation to the coronavirus pandemic.

- Hybrid Virtual/In-Person Public Workshop 1 (June 2020): the consultant team will plan and facilitate this workshop to present via PowerPoint presentation draft baseline information and findings from Task 2. The workshop will be held on the GoToWebinar digital platform to observe social distancing rules; attendees will also be able to view and participate at the Collier County Commission Chambers. The team will provide the opportunity for the attendees to discuss information with the project team and provide comments during the workshop; the team will also solicit feedback through a digital survey and the project email address (see below) on the preliminary findings, project aims, and project approach identified and summarized from the review of recent planning efforts already undertaken for the area in conjunction with Task 2 analysis findings. This effort will also solicit additional information needed for use as a basis to draft land use scenarios and other recommendations that will be developed in Task 3 of the project. A pre-recording of the presentation, static presentation materials, and the online survey will be made available on the project website (and for broadcasting on the County YouTube account/Collier TV in the case of the recording) in advance of the meeting to gather feedback, especially for those who cannot attend the live workshop. The project email will also be available for additional questions/comments.
- Hybrid Virtual/In-Person Public Workshop 2 (September 2020): the consultant team will plan and facilitate this workshop to present via PowerPoint the preliminary goals, recommendations, and land use concepts for the plan based on content from Task 3. The workshop will be held on the GoToWebinar digital platform to observe social distancing rules; attendees will also be able to view and participate at the Collier County Commission Chambers. The event will allow attendees to discuss options with and pose questions to project team members; the project team will solicit feedback from attendees with polling, verbal questions and comments posed during the workshop, written questions/comments submitted through the webinar platform,

and the project email address. Feedback will inform revisions to goals, recommendations, and land use concepts. Presentation materials will be provided in advance of the workshop on the project website to gather feedback, especially for those who cannot attend the live workshop. The project email will also be available for additional questions/comments.

Project Webpage and Email Address

The County will develop, host, and keep up to date a webpage on its website to share project information, updates, host the online survey, and solicit contact information to develop the project email list. The County will develop a project-specific email address to provide on the project webpage for community members to send general messages.

Commissioner Briefing

One briefing with Commissioner Fiala will be held via teleconference to provide a status update on the project and solicit feedback.

Stakeholder Interviews

Five stakeholder interviews will be conducted during Tasks 2 and 3 to gather information on existing conditions, community needs, and considerations for the development of goals, recommendations, and concepts in Task 3. Stakeholders may include but are not limited to County department staff and other public agencies, such as the County's transportation staff and representatives of the Florida Department of Transportation. These interviews may also be conducted as meetings and used to meet with other project stakeholders, including representatives of the local developer community, the East Naples Civic Association, and local non-profits.

Plan Approval Meeting

The County Commission approval meeting for the final plan provides a final opportunity for public and elected official consideration and comment on the plan. This meeting will include a PowerPoint presentation summarizing the final plan for comment to be considered and addressed in plan revisions.

Project Coordination Calls and Milestone Meetings

Throughout the project planning process, the consultant team will coordinate with the lead staff from the County overseeing the project. These efforts will include coordination calls at a rate of up to one every two weeks to provide a project status update and discuss next steps; there will also be a project kick-off meeting and two additional meetings (which may be GoToMeetings) to discuss considerations and needs for the Technical Memorandums.

Schedule

| | |
|--------------------------------------------------|-------------------------|
| Project Kick-Off Meeting | February 12, 2020 |
| Coordination Calls | Throughout project |
| Stakeholder Interviews | February through August |
| Post Involvement Materials Related to Workshop 1 | Late April/early May |
| Workshop 1 | June 29, 2020 |
| Complete engagement related to Workshop 1 | Early July |
| Draft Technical Memorandum 1 Submittal | Mid-July |
| Project Milestone Meeting 1 | July 17, 2020 |
| Final Draft Technical Memorandum 1 Submittal | Mid-August |
| Post Involvement Materials Related to Workshop 2 | Early September |
| Workshop 2 | September 10, 2020 |
| Commissioner Briefing | September 16, 2020 |
| Draft Technical Memorandum 2 Submittal | Mid-September |
| Project Milestone Meeting 2 | September 23, 2020 |
| Final Draft Technical Memorandum 2 Submittal | September 29, 2020 |
| Draft Final Development Plan Submittal | September 29, 2020 |
| County Commission Approval Meeting | October 27, 2020 |

Addendum: Outreach and Involvement Outcomes

The following graphic included in the final plan summarizes the engagement activities undertaken and the number of participants. A summary of findings from these activities is included in the appendices of supporting documents Technical Memorandums 1 and 2.

Analysis & Research

| Data and Mapping Analysis |
|--------------------------------------|
| Demographics |
| Land Use and Development |
| Community Asset Inventory |
| Additional Research |
| Existing Document and Program Review |

Public Engagement

| SURVEYS | PEOPLE ENGAGED |
|--------------------------------------------|----------------|
| Survey: Workshop 1 Material | 600+ |
| WORKSHOPS | |
| Workshop 1 | 91 |
| Workshop 2 | 166 |
| STAKEHOLDER MEETINGS | |
| East Naples Civic Association (2 Meetings) | 10+ |
| Local Non-Profits | 3 |
| Developers (2 Meetings) | 4 |
| County and FDOT Transportation Staff | 4 |

Key Takeaways, Vision & Recommendations

The following summarizes outcomes from outreach activities:

- Project email list: total of 637 subscribers by September 25, 2020 with more than 60 community organization contacts included (e.g., faith-based organizations, civic and business associations, issue-based organizations operating in the area, etc.)
- Digital web and social media advertisements:
 - Date range: August 24, 2020 to September 6, 2020
 - Total opportunities to view ads (impressions): 306,218
 - Total clicks on ads: 608 (click rate of 0.2%)
 - Specific statistics by advertisement platform:
 - Social media (Facebook and Instagram) post: 102,583 impressions, 139 clicks, 0.14% click rate
 - Website banner ads: 203,635 impressions, 469 clicks, 0.23% click rate
- Media coverage: while the news article developed by the project team was not picked up by any local media outlets, the project was featured in two different media pieces:
 - Donna Fiala (September 14, 2020) Good to be back!, *Coastal Breeze News*, <https://www.coastalbreezenews.com/articles/good-to-be-back/>
 - Patrick Riley (August 24, 2020) Collier to hold public workshop seeking input for East Naples Community Development Plan, *Naples Daily News*, <https://www.naplesnews.com/story/news/government/2020/08/24/collier-county-public-workshop-seeking-input-east-naples-plan/3099882001/> [This article was also advertised as a link in other articles featured on the *Naples Daily News* site.]