

ATTACHMENT 1

MEMORANDUM

TO: BRAC Committee Members
FR: Sheila Henderson and Robin Schepper
RE: BRAC Communications and Community Engagement March Summary
DA: April 7, 2023
Cc: Mike Lane

As requested by the BRAC Committee members, the following memo summarizes our outreach activities in the month of March as well as recommendations to improve outreach in April and May.

A. BRAC Town Hall focused on Water and Public Transport, March 22nd

- *Summary of meeting:* Jon Synder, Jonathan Flint, and Jason Peasley each gave summaries based on the BRAC meeting presentation at previous meetings. Approximately 30 people in person and 30 people on Zoom attended. Public comment focused more on the desire for Brown Ranch or the fear of building Brown Ranch.
- *Public Comment:* (need to add Emily's notes)
- *Activities for promoting and managing Town Hall:*
 - Recording and paying for 30 second radio ads in English and Spanish on Steamboat Radio
 - Advertising in Steamboat Pilot
 - Media advisory on event
 - Social media posts and boosts
 - Outreach to other partners such as Routt County, Steamboat Springs School District, Steamboat Chamber, LatinX and Brown Ranch Community Partners.
 - Newsletter outreach to 1884 contacts with a 42% open rate
 - Arranged interpretation and babysitting.
 - Comment cards were input into Engagesteamboat.net/annex
- *Recommendations for May 4th Town Hall on open space and parks*
 - Continue the same amplification on Steamboat Radio and Pilot
 - Continue same outreach on social media, email and City platforms
 - Add more tailored outreach to youth groups, environmental groups, YVHA residents that are concerned about parks and recreation and open space.
 - Post posters in community areas (library, post office, coffee shops, schools)

- o Change format of meeting to focus presentation on what annexation agreement is considering on these issues – will need more input from BRAC committee and staff.
- o Will need to include an update on the Housing Bill and how it will affect Steamboat and the Brown Ranch.

B. Community Meetings – ongoing

- *OREC – Outdoor Recreation Businesses* – The group was most interested in how we can help them with their lack of staff, seven business representatives were in attendance.
- *Human Resource Coalition (HRC)* – 32 members of the HRC coalition were in attendance and their questions about the BRAC process focused on the process.
- *Routt County Economic Development Partnership* – 17 people were in attendance including Councilor Joella West. There were questions about data and the annexation process.
- *Upcoming Meetings:* The following meetings are expected in the month of April:
 - o Morning Rotary
 - o Colorado Mountain School Social Ethics class.
 - o Routt County Rifle Club - Community Partner
 - o Steamboat Sports Barn - Community Partner
 - o Young Professionals Network
 - o Steamboat Springs Chamber Board
- *Recommendation:* Continue meeting with community groups where they meet and add more informal meetings with engaged stakeholders.
 - o 1st Impressions
 - o Businesses (restaurants, lodging, retail, etc)
 - o Chamber Lodging group
 - o UCHHealth Board, Northwest Colorado Health Board
 - o Craig Scheckman Family Foundation Board
 - o Faith organizations (Methodist Church, Christian Center, Catholic Church, etc)
 - o Main Street Steamboat Board
 - o Montessori
 - o Old Town Hot Springs - staff and seniors
 - o Rex’s restaurants
 - o Senior groups (Council on Aging)
 - o Steamboat Mountain School
 - o Steamboat Springs Education Association (SSEA)
 - o United Way Board
 - o Yampa Valley Community Foundation Board
 - o YVHA residents
 - o Youth Services Coalition

C. BRAC Content Amplification – ongoing

- *Fact Sheets:*
 - YVHA created fact sheets about YVHA and the Brown Ranch to answer basic questions the public has asked.
 - The comms team is developing an Annexation 101 fact sheet to explain the process more clearly.
- *Newsletter:*
 - Information about the upcoming BRAC agenda as well as links to all the materials in the agenda packets is sent on Mondays prior to every BRAC meeting to subscribers to the newsletter. (1886 people so far)
- *Amplification with other groups:*
 - The Routt County PIO has included the Town Hall and BRAC information in her biweekly newsletter that goes to 5000 subscribers.
 - The Steamboat School District PIO has sent information to the school network.
 - The Steamboat Schools Education Association is also sharing BRAC and Town Hall information.
- *Social Media:*
 - BRAC meetings and the Town Hall are posted on YVHA and Brown Ranch social media accounts weekly, as well as any articles written about BRAC process.
- *Brown Ranch Website:*
 - BRAC meeting documents are posted and promoted on Brown Ranch website to make it easier to find:
<https://brownranchsteamboat.org/category/brown-ranch-annexation/>
- *City Assets:*
 - City PIO team continues to update content on BRAC page
<http://www.steamboatsprings.net/brac> and EngageSteamboat project
<http://www.EngageSteamboat.net/Annex>
 - Media advisories
 - Materials posted at city posting locations
 - Social media posts
 - All BRAC meetings hosted on YouTube and available for viewing
- *Recommendation:* Continue amplification and partner with more organizations that have their own communications networks.

D. Budget:

- For the month of March, Sheila and Robin spent a combined time of 70 hours, \$5,250.

E. Public Comment:

- a. Attached