



YAMPA VALLEY HOUSING AUTHORITY

**Brown Ranch Annexation Committee (BRAC) Community Engagement Plan**

**PURPOSE/GOALS:**

Both the City of Steamboat Springs and the Yampa Valley Housing Authority agree that a comprehensive community outreach effort needs to be implemented for the Brown Ranch annexation process. The Brown Ranch Annexation Committee outreach efforts will focus on the following goals:

- Educate the community about the Brown Ranch Annexation Committee (BRAC) process
- Inform the community on ways to provide input to the BRAC
- Educate the community about the Brown Ranch Community Development Plan (CDP) and the City's infrastructure plans
- Avoid duplication between City efforts and YVHA efforts

**CONSIDERATIONS:**

- The education effort is guided by the Brown Ranch Annexation Committee members
- Unlike other annexation processes, the Yampa Valley Housing Authority is a government institution governed by a board that includes one City Council member and one County Commissioner.
- The final annexation recommendations from the Brown Ranch Annexation Committee need to be approved by the City Council.
- To be transparent, open, and easily accessible to the community, the following outreach strategies and opportunities are being recommended by the city to share information and gather feedback throughout the process to reach a draft annexation agreement for city council review.
- Make materials, collateral, meetings, and public engagement including public comment seamless and available throughout all portions of the discussion.

**IMPLEMENTATION:**

The following plan includes strategies and tactics that will be implemented by both City and YVHA staff/consultants. When there are extra fees beyond staff time, a budget is indicated on the bottom of this document.

- I. Prepare/Brief BRAC members for bi-monthly meetings**
  - City staff prepares issue papers for BRAC members on different issues like water, utilities, open space that are included in the public agenda packets.
  - YVHA staff and consultants prepare issue papers on the same issues adding information from the Brown Ranch Community Development Plan (CDP) and recommendations from the Urban Land Institute.

- Both the City and YVHA state linkages to other existing plans that are relevant to the issues (i.e., West Steamboat Springs Area Plan, Routt County Master Plan, Climate Action Plan, Parks and Recreation Plan, etc.)
- City posts issue papers on City communications channels
- YVHA posts issue papers on Brown Ranch website
- City and YVHA post calendar of topics for each BRAC on communications assets

Feb 15: Water, Wastewater, Stormwater
March 1: Transit, streets, public safety, open space, buses, snow removal, fire/police/parks vehicles
March 15: Funding for City services, use of STR taxes,
March 29: Funding for City services, use of STR taxes, Exactions/dedication of land (indoor field house, fire station, etc
April 12: Exactions/dedication of land (indoor field house, fire station, utility easement, water rights, school district,etc
April 26: Public Transportation Infrastructure (traffic study)
May 10: Affordability/Attainability of Housing (ownership, deed restrictions, Conformance with West Steamboat Springs Area Plan); Sustainability Measures (Energy Efficiency, Climate Action Plan, EV infrastructure, etc.)
May 24: Post Annexation Land use Approval Process (zoning, subdivision applications, codes, vested rights
June 7: Contingencies: (Legal challenges, referendum/referred measure, 40 day period)

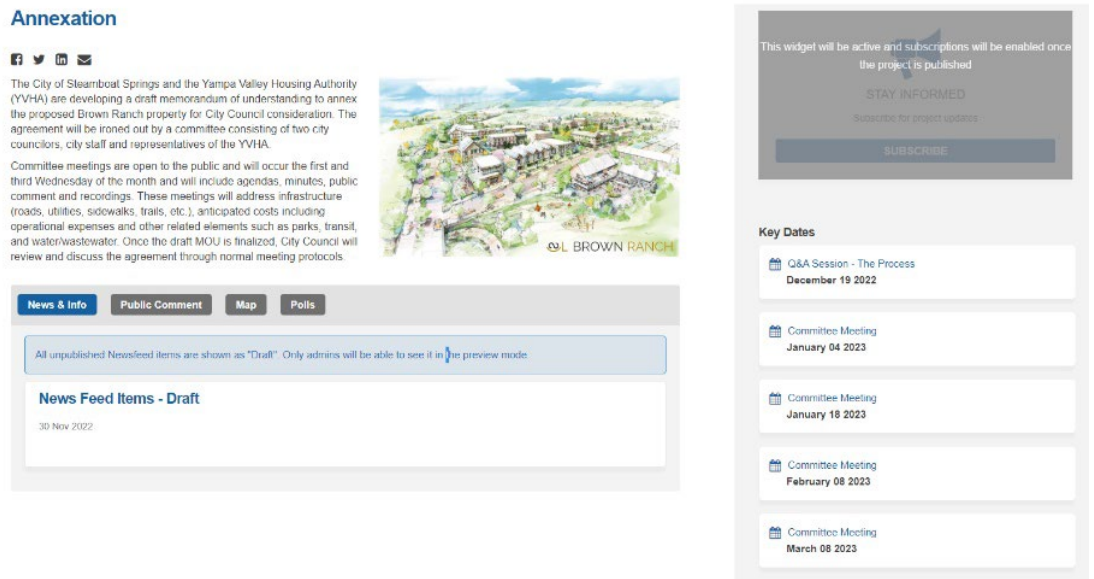
## II. **Host monthly community presentations**

- BRAC hosts monthly community presentations at Citizens Hall with the expectation of a meeting in March, April, May, June, and July, if needed.
- City to post meetings live and post on YouTube Channel
- Topics will cover the issues discussed in the previous BRAC meetings leading up to the community meeting date
- City and YVHA staff serve as experts on issues
- YVHA coordinates interpretation/translation services
- YVHA drafts power point presentation for each community meeting reviewed by City Staff
- Community meetings are recorded and placed on City and Brown Ranch websites for viewing afterward
- City uses their communications mechanisms to generate participation

- YVHA uses their communications assets (newsletter, social media) to generate participation.
- YVHA and City gather input from community to share with the BRAC members
- YVHA and City draft summaries after the meetings for distribution on communications assets for each agency.

### III. Utilize City asset called Engage Steamboat to generate more public input

- Publicizes key dates and milestones
- Shares agendas, schedules, minutes, and materials
- Allows public to subscribe to BRAC and remain aware/involved
- Uses platform to conduct polls/surveys after community meetings and share results with public and BRAC members.
- Updates newsletter
- url: Engagesteamboat.net/Annex



### IV. Reach different target audiences by updating City and YVHA Brown Ranch websites

- **City:**
  - City created landing page steamboatspring.net/brac with information and link to Engage
  - Added Committee meeting dates and other associated events listed on main city website calendar and other community locations (ie Happenings)
  - Post Agendas, Synopsis and Videos available on this page
  - Homepage spotlight linking to Engage
- **YVHA:**
  - Created annexation process section on Brown Ranch website
  - Continue to add key dates, milestones, issue papers on Brown Ranch website
  - Promote Engage platform on Brown Ranch website to drive to public comment section.

### V. City to continue media relations/community engagement and YVHA will amplify to their target audiences

- City to draft press releases when appropriate
- City continues editorial coverage of meetings/progress
- YVHA to amplify BRAC press releases/editorial coverage on YVHA platforms (newsletter, social media)
- YVHA to work with Integrated Community to ensure press release information is translated and distributed to immigrant community in print and video form on Integrated Community/LatinX communications assets
- City posts BRAC information on City social media assets
- YVHA leverages City posts on YVHA/Brown Ranch communications assets
- City uses City Limits Radio Show to promote BRAC process
- City and YVHA assist BRAC members to write editorial columns about facts in the annexation process
- Utilize other regular radio opportunities like Harvey's Huddle on Steamboat Radio and Gary Suiter's regular radio shows.



## Annexation

# ANNEXATION

## L BROWN RANCH



### STEAMBOATSPRINGS.NET/BRAC

The City of Steamboat Springs and the Yampa Valley Housing Authority are developing a draft agreement to annex 420-acres of the Brown Ranch into the city.

The Brown Ranch Annexation Committee is charged with negotiating the agreement terms governing the proposed annexation for City Council review and approval. All BRAC meetings are streamed live and open to public.

#### 2023 Meeting Schedule

February 1 & 15  
 March 1, 15 & 29  
 April 12 & 26  
 May 10 & 24  
 June 7 & 21

Public Comment @ 11:30am-12pm or the end of earlier agenda items, whichever comes first.

### EngageSteamboat.net/Annex

The EngageSteamboat site will host all annexation materials and documents as well as provide a convenient and easy way for citizens to stay up-to-date on the process and provide public comment.

- Annexation Documents
- Committee Agendas/Minutes
- Key Dates
- Lifecycle of Project
- Maps/Graphics
- News & Information
- Newsletter Updates
- Photos/Videos
- Polls/Surveys
- Public Comment
- Streaming Options
- Subscribe to Project



[steamboatsprings.net](http://steamboatsprings.net)  
[yvha.org/brown-ranch](http://yvha.org/brown-ranch)

## VI. Increase Public & Council Awareness (YVHA and City)

- Write Monthly Update in City Manager Report (City)
  - Same report used in e-newsletter
  - Add community input when appropriate
- Create Awareness Posters (City)
  - Post at public locations including the three City Clerk locations – City Hall, Parks & Recreation and Post Office.
  - YVHA posts at YVHA housing developments and other locations frequented by target populations (current and potential Brown Ranch residents)
- Work with other organizations to share information on BRAC process (city and YVHA)
  - Ask County PIO to share BRAC information on County assets including community newsletter (5K subscribers), social media, website
  - Leverage communications assets of other partners organizations to share BRAC information including:
    - Chamber of Commerce
    - Human Resources Coalition
    - Yampa Valley Community Foundation
    - Integrated Community
    - United Way
    - First Impressions
    - Other non-profits
- YVHA continues outreach to community groups about process
  - Share updates and how to get involved with process
  - Groups include Rotary, Young Professional Network, Economic Development Council, school groups, youth groups (40 meetings)
- YVHA ensures that materials are multi-lingual and provide both translation and interpretation:
  - Websites already have translations options: Steamboatsprings.net and YVHA.org/brown-ranch
  - Create materials in print and video format

## VI. Use Advertising and Marketing to expand reach to community (City)

- Work with Steamboat Pilot and Steamboat Radio on advertising
  - Print
  - Radio
  - Social media boosts on City and YVHA assets
- Create collateral materials in English and Spanish
  - Posters
  - Door hangers
  - Translation

**VII. Budget Estimate:** The following budget is an estimation of time/services spent during the BRAC process (January – end of July.) Work past August 1<sup>st</sup> will need an additional budget.

- *Advertising/Marketing*

- Social media
- Print/radio
- Collateral materials
- Subtotal: \$10,000
- City to pay costs directly
  
- *Translation/Interpretation*
  - Translation of materials: \$4,000.
  - Interpretation at meetings: \$2,500.
  - Subtotal: \$6,500
  - Integrated Community to bill YVHA
  
- *YVHA Community outreach and engagement:* Due to the capacity limitations of YVHA, two consultants will be hired to work on the following tasks.
  - Interagency coordination
    - Meetings between City and YVHA, BRAC meetings. Etc.
    - \$9,000
  - Community/partner outreach & small meetings
    - Outreach to 40 groups
    - \$8,000
  - YVHA amplification of city content
    - Twice a month after BRAC meetings
    - Before and after community presentations
    - \$8,000
  - BRAC community presentations outreach and prep
    - Build audience for monthly meetings
    - \$4,000
  - BRAC materials drafted
    - Presentations for community meetings
    - External fact sheets on BRAC
    - \$4,000
  - Subtotal: \$33,000
  - Outreach consultants to bill YVHA
  
- **TOTAL:**
  - Advertising/Marketing (City) \$10,000
  - Translation/Interpretation (YVHA) \$ 6,500
  - Community outreach and engagement (YVHA) \$33,000.
  - **TOTAL** **\$49,500**
  
- Please note that YVHA will contract with translation/interpretation and community outreach consultants directly and reconcile billing at the end of the BRAC process with the City of Steamboat Springs.

Updated February 9, 2023