

# PUBLIC OUTREACH PLAN

*Pender County, NC*  
2017



## Table of Contents

<b>Overview</b> .....	<b>3</b>
Purpose & Objectives of Outreach Plan .....	3
Guiding Principles.....	4
<b>Strategic Management &amp; Internal Engagement</b> .....	<b>5</b>
BOCC Briefing Session.....	5
BOCC Advisory Committee.....	5
Pender 2.0 Technical Advisory Committee .....	5
<b>Planning Area Outreach</b> .....	<b>7</b>
Planning Areas.....	7
Existing Organizations.....	8
<b>County Wide Outreach</b> .....	<b>9</b>
<b>Plan Adoption</b> .....	<b>10</b>
<b>Promotions and Public Relations</b> .....	<b>11</b>
Press & Media.....	11
Meeting Notifications & Contact List .....	11
Web & Social Media .....	11
<b>Leadership</b> .....	<b>12</b>
<b>Team Contact Information</b> .....	<b>12</b>
<b>Project Schedule</b> .....	<b>13</b>
<b>Appendix A: Committee Membership</b> .....	<b>14</b>
<b>Appendix B: Meeting in a Box</b> .....	<b>15</b>
Host Packets Contents.....	15

## OVERVIEW

### **PURPOSE & OBJECTIVES OF THE PUBLIC OUTREACH PLAN**

We recognize that community participation is a critical component of the planning process. Providing the opportunity for public input encourages citizens to be invested in the future of their community and helps ensure that recommendations developed as part of the Comprehensive Plan Update are implemented and sustained over time.

This Public Outreach Plan (POP) describes how community members, project partners and stakeholders will be engaged throughout the planning process. The POP serves as a guide for community involvement and is subject to change as opportunities for additional community participation arise.

Goals and objectives of the outreach process are:

- ✓ Engage community members in the comprehensive planning process;
- ✓ Generate feedback from community members that can be used to inform county-wide campaigns, goals, and objectives;
- ✓ Generate feedback that will guide goal-setting and prioritization within each of the six Planning Areas;
- ✓ Identify key project participants and groups to be engaged as part of the process;
- ✓ Establish the framework for public outreach to occur throughout the comprehensive planning process;
- ✓ Integrate early outreach to stakeholders to serve as the foundation for public engagement;
- ✓ Identify preliminary issues and opportunities within the community;
- ✓ Establish the goals and objectives of outreach, informed through stakeholder interviews;
- ✓ Identify appropriate levels and methods of public engagement;
- ✓ Articulate an outreach strategy according to the project schedule that is calibrated to Pender's dynamics.

## GUIDING PRINCIPLES

Staff will conduct a series of interviews with elected officials, staff, and community leaders to provide insight on the public engagement process, including the best times and locations to hold meetings, contact information for key stakeholder groups that should be involved in the process, and key issues that are likely to be important within the community.

Each stakeholder will be asked:

1. What are the County's strongest assets?
2. What are its current challenges?
3. When should we hold public meetings (time of day/day of week) to maximize involvement (recognizing this may be different in each planning area)?
4. Where should we hold public meetings (note: we will be conducting planning area meetings and countywide meetings)?
5. Do you maintain any email distribution lists?
6. Who are other key stakeholders we should be speaking to directly as part of this project?

## STRATEGIC MANAGEMENT & INTERNAL ENGAGEMENT

Strategic Management and Internal Engagement refers to management and outreach that will occur primarily among elected officials, county staff, and the Council of Governments. This component of the Public Outreach Plan is critical for establishing goals of the planning process, ensuring consistency in priorities and messaging, and tracking progress throughout the project.

### BOARD OF COMMISSIONERS – BRIEFING SESSION

A briefing session with Board of Commissioners will be conducted early on in the process to introduce the project to the Board, provide opportunities for questions, and incorporate feedback into the planning process. The Technical Advisory Committee will prepare presentation materials for this session.

### PENDER 2.0 COMMISSIONER’S ADVISORY COMMITTEE

#### Role

The role of the Commissioner’s Advisory Committee (CAC) is to provide strategic direction for the Comprehensive Plan Update and offer periodic feedback to the Technical Advisory Committee (TAC) about the project as a whole. This includes the public engagement process as well as the goals and priorities of the Comprehensive Plan itself. Members of the TAC will organize and facilitate CAC meetings, providing necessary materials, facilitating discussion, and coordinating follow-up tasks.

#### CAC Membership

The committee should be made up of representatives with diverse expertise and backgrounds, including the following (a full list of appointees is included in Appendix A, Committee Membership). If Committee membership does not represent all backgrounds listed below, stakeholder interviews will be held to obtain information pertinent to development of goals and policies:

- Board of Commissioners
- Planning Board
- Neighborhood representatives
- Business associations
- Business owners
- Real estate developers
- Education
- Arts & culture
- Public safety
- Anti-poverty
- Environment
- Youth
- Health
- Sports & recreation

### Meetings Schedule

The CAC will meet at least three (3) times over the course of the project, aligning with key milestones in the process. Meetings will be timed to allow for CAC members to provide strategic feedback on plan direction and to receive updates on plan deliverables and community engagement outcomes.

## PENDER 2.0 TECHNICAL ADVISORY COMMITTEE

### Role

Pender County is responsible for the daily administration and project management of the Comprehensive Plan Update. The County has convened a Technical Advisory Committee (TAC), which will be responsible for day-to-day management of the project, including oversight of the project schedule, data collection, product delivery, and coordination of outreach activities described in this plan. It is the responsibility of the TAC to communicate project information to the CAC and facilitate County Commissioner briefings. The Cape Fear Council of Governments has been retained to assist the County with technical analysis and facilitation of public engagement activities.

Contact information for the TAC is located in Appendix A, Committee Membership.

### Committee Membership

Kyle Breuer	Pender County
Pat O'Mahony	Pender County
Allen Serkin	Cape Fear COG
Wes MacLeod	Cape Fear COG

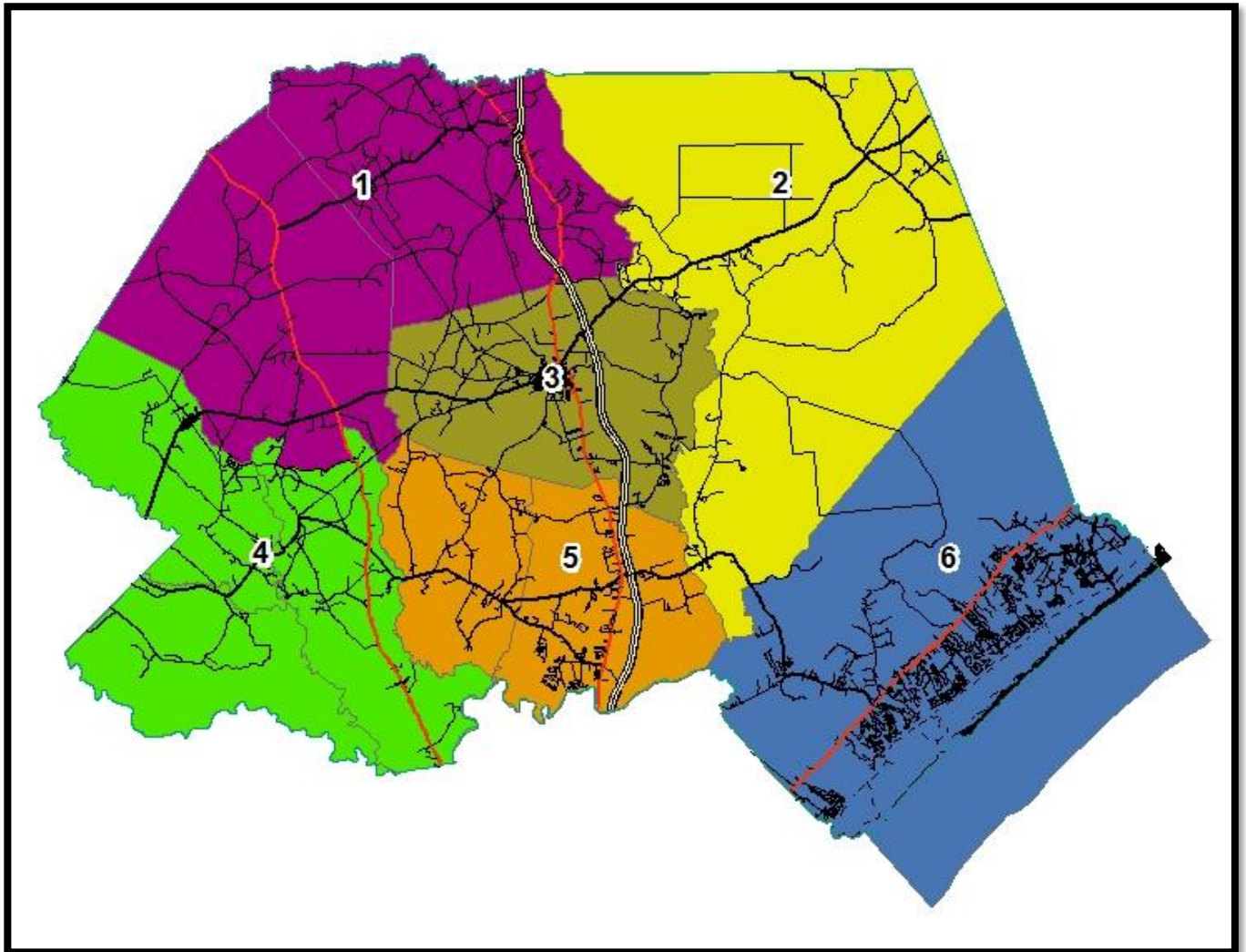
### Meeting Schedule

The TAC will meet as needed over the course of the planning process to discuss status, upcoming milestones and next steps.

# PLANNING AREA & NEIGHBORHOOD OUTREACH

## PENDER 2.0 PLANNING AREAS

Six distinct Planning Areas have been identified within Pender County, as illustrated below. Planning Areas are roughly coterminous with the County's established Townships. Later sections of this plan describe specific outreach efforts focused on each of the six Planning Areas.



## PENDER 2.0 PLANNING AREAS

### Role

The Pender 2.0 Planning Areas will be established for the purpose of guiding the Comprehensive Plan planning process, identifying goals and objectives, and prioritizing implementation actions at a smaller geographic level. The geographic boundaries of the six Planning Areas are roughly coterminous with the already established Townships.

### Planning Area Outreach

The members of the TAC will be responsible for identifying community contacts in coordination with CAC members in each of the six (6) Planning Areas. Community contacts will be identified to assist in meeting preparation and outreach.

**NOTE TO READER:** the County is currently working to develop Planning Area contacts.

### Planning Area Meetings

The TAC will organize and facilitate meetings within each of the six (6) Planning Areas. The discussion topics will be designed to coincide with the scope of the project. Additional topics and discussion items will be refined, as necessary. Meetings will be interactive and will strive to seek public input to the maximum extent possible.

## EXISTING ORGANIZATIONS

### Meetings-in-A Box: Neighborhood & Community Organizations

There are numerous existing neighborhood organizational meetings and events that are already scheduled and/or will occur throughout the course of the project. These may include civic club meetings, neighborhood associations, and special events. While it is not feasible for the Technical Advisory Committee to attend/participate in every existing event or organizational meeting in every Planning Area, it is important to capture additional viewpoints and feedback to the extent possible. The “meeting in a box” concept (described below) is designed for community groups and neighborhood associations to gather at a convenient time and share thoughts about the future of Pender County.

The TAC will provide Meeting-in-a-Box materials in the form of a pre-made kit, to representatives of community organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit will contain everything needed for organizations to host their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials will be designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants.

The Meeting-in-a-Box format is intended for established organizations and neighborhood groups and is not appropriate for individuals (there will be numerous opportunities for individuals to provide feedback). The TAC will work with CAC to identify key contacts within interested community and neighborhood organizations. Members of the TAC will provide Meeting-in-a-Box materials to identified contacts. It will be the responsibility of each individual organization or group to return feedback information to the TAC for incorporation into the Planning Area Reports.

A sample outline of host packets can be found in Appendix B.



## COUNTY-WIDE OUTREACH

As a complement to Planning Area-specific outreach efforts, we will offer opportunities for the community to discuss issues that affect the entire county. Community members will have a chance to share information, gather feedback and have a meaningful role in shaping the future vision for Pender County. Feedback and input received as part of a county-wide outreach effort will be incorporated into the Comprehensive Plan, as appropriate.

### WEB-BASED SURVEY

The TAC will develop and administer a web-based survey designed to solicit feedback on the Comprehensive Plan as well as identify community priorities. The survey will allow for more in-depth responses, while still offering a quick and convenient method for those who may not be available to participate in meetings.

### COUNTY-WIDE PUBLIC MEETINGS

Public meetings intended to address county-wide topics will be held in convenient and accessible locations. The list below describes each of the possible county-wide public meeting locations in more detail.

Penderlea School  
82 Penderlea School Road  
Willard, NC 28478  
Planning Area 1

Poplar Grove Plantation  
10200 US HWY 17  
Wilmington, NC 28411  
Planning Area 6

Maple Hill Community Center  
4840 NC HWY 50  
Maple Hill, NC 28454  
Planning Area 2

Pender County Tourism Office  
106 East Wilmington Street  
Burgaw, NC 28425  
Planning Area 3

Pender County Administrative Building  
805 S. Walker Street  
Burgaw, NC 28425  
Planning Area 3

Moores Creek National Battlefield  
40 Patriot's Hall Drive  
Currie, NC 28435  
Planning Area 4

Holly Shelter Shooting Range  
8718 Shaw HWY  
Holly, NC 28457  
Planning Area 2

Atkinson Volunteer Fire Department  
110 N. First Avenue  
Atkinson, NC 28421  
Planning Area 4

Heide Trask High School  
14328 NC HWY 210  
Rocky Point, NC 28457  
Planning Area 5

Johnson's Corner Store  
9031 US HWY 421  
Currie, NC 28435  
Planning Area 4

Pender County Government Annex  
15060 HWY 17  
Hampstead, NC 28443  
Planning Area 6

*\*Locations presented are subject to change*

Please refer to the project website for more information.

[www.planpender.org/](http://www.planpender.org/)

## PLAN ADOPTION

Plan Adoption will require at least one public hearing before the Planning Board and Board of County Commissioners. The TAC will be responsible for preparing presentation materials for both hearings. Updates will be provided periodically throughout the process.

## PROMOTION AND PUBLIC RELATIONS

The Planning and Community Development Department will handle all public relations. The primary point of contact is:

### **Kyle M. Breuer, AICP**

Pender County

Director, Planning and Community Development

[kbreuer@pendercountync.gov](mailto:kbreuer@pendercountync.gov)

Phone: (910) 259-1202

### **PRESS INQUIRIES AND MEDIA REQUESTS**

All press inquiries and media requests will be directed through the Planning and Community Development Department.

### **MEETING NOTIFICATION AND CONTACTS LISTS**

The Planning and Community Development Department will be responsible for promoting public meetings.

### **WEB AND SOCIAL MEDIA**

Information about the Comprehensive Plan update process, upcoming meetings, and technical information, will be available on the project website. The Technical Advisory Committee will provide project-specific content for the page. Web address:

<http://www.PlanPender.org/>

In addition, the County will be responsible for promoting the project via Facebook and Twitter:

<https://www.facebook.com/PenderCounty>

[https://twitter.com/PenderCounty\\_NC](https://twitter.com/PenderCounty_NC)



## LEADERSHIP

### BOARD OF COMMISSIONERS

**Commissioner David Piepmeyer**

District 2 Representative

[dpiepmeyer@pendercountync.gov](mailto:dpiepmeyer@pendercountync.gov)

Phone: 910-270-8519

### PLANNING BOARD

**Hiram Williams**

Planning Board Chairman

[hiramwac@aol.com](mailto:hiramwac@aol.com)

## TEAM CONTACT INFORMATION

### PENDER COUNTY

**Kyle M. Breuer, AICP, CZO**

Pender County

Director, Planning and Community Development

[kbreuer@pendercountync.gov](mailto:kbreuer@pendercountync.gov)

Phone: (910) 259-1202

**Pat O'Mahony, CZO**

Pender County

Long Range Planner II

[pomahony@pendercountync.gov](mailto:pomahony@pendercountync.gov)

Phone: (910) 259-1202

### CAPE FEAR COUNCIL OF GOVERNMENTS

**Allen Serkin, AICP, CZO**

Cape Fear Council of Governments

Director of Local Government Services

[aserkin@capefearcog.org](mailto:aserkin@capefearcog.org)

Phone: (910) 395-4553 ext. 206

**Wes MacLeod, AICP, ASLA**

Cape Fear Council of Governments

Senior Regional Planner

[wmacleod@capefearcog.org](mailto:wmacleod@capefearcog.org)

Phone: (910) 395-4553 ext. 223

## PROJECT SCHEDULE

Project Task	Schedule
Formalize CFCOG Partnership and Select CAC Members	August 2016 – January 2017
Project Initiation & Kick-off Meeting	February 2017
Community Profile & Natural Systems Analysis	February to April 2017
Community Facilities, Land Use and Growth Management, & Tools for Managing Development	May to August 2017
Draft Plan Recommended to Board of Commissioners/Division of Coastal Management for Review	September 2017
Board of Commissioner Review & Adoption	September 2017 to January 2018
Coastal Resources Commission Certification	January – March 2018

*\*Schedule presented is subject to change and is only provided as an estimate*

## APPENDIX A: COMMITTEE MEMBERSHIP

### PENDER 2.0 COMMISSIONER'S ADVISORY COMMITTEE

<b>District 1</b>				
Joyce Owens	107 Dolphin Circle	Hampstead	<a href="mailto:jejlo2004@yahoo.com">jejlo2004@yahoo.com</a>	910-319-0360
Allie Sheffield	36 N. Oak Court	Surf City	<a href="mailto:allieshef@gmail.com">allieshef@gmail.com</a>	910-382-4677
<b>District 2</b>				
Suzann Rhodes	57 Rowan Road	Hampstead	<a href="mailto:suzannrhodes@gmail.com">suzannrhodes@gmail.com</a>	740-225-2705
Paul Godridge	113 Olde Point Road	Hampstead	<a href="mailto:kdlpeg@charter.net">kdlpeg@charter.net</a>	910-270-4100
<b>District 3</b>				
Mark Walton	780 Clarks Landing Road	Rocky Point	<a href="mailto:mark@waltonengineering.net">mark@waltonengineering.net</a>	910-470-4801
Charles (Ed) Shuford	100 Wayfarer Drive	Rocky Point	<a href="mailto:ceshuf@ec.rr.com">ceshuf@ec.rr.com</a>	919-210-3304
<b>District 4</b>				
Robert (Bob) Holm	413 Whig Way	Currie	<a href="mailto:raholm1@gmail.com">raholm1@gmail.com</a>	910-283-1309
Sylvia Hall	1059 Camp Kirkwood	Willard	<a href="mailto:shall3920@aol.com">shall3920@aol.com</a>	910-520-7101
<b>District 5</b>				
Ava Lane	1781 Webbtown Road	Maple Hill	<a href="mailto:avalane96@gmail.com">avalane96@gmail.com</a>	910-581-5322
George (Rick) Garrett	285 River Bend Drive	Burgaw	<a href="mailto:rick.garrett@catlinusa.com">rick.garrett@catlinusa.com</a>	910-452-5861

# APPENDIX B: MEETING IN-A-BOX HOST PACKET OUTLINE

## HOST PACKET CONTENTS

1. Welcome and thank you message to hosts
2. Host instructions sheet (how to prepare, facilitate meeting, and return materials)
3. Materials Needed List
  - Meeting Agenda
  - Sign-in Sheet
  - Participant handouts
  - Pens/pencils
  - Scrap paper or white board
  - Return envelope
4. Sample sign-in sheet
5. Sample agenda
6. Participant handouts
  - Pender 2.0 background information sheet
  - Short answer question worksheet
    - What makes your community a great place to live? (Strengths and assets)
    - Consider challenges and opportunities. What things are missing and need to be improved?
7. Group priorities worksheet