

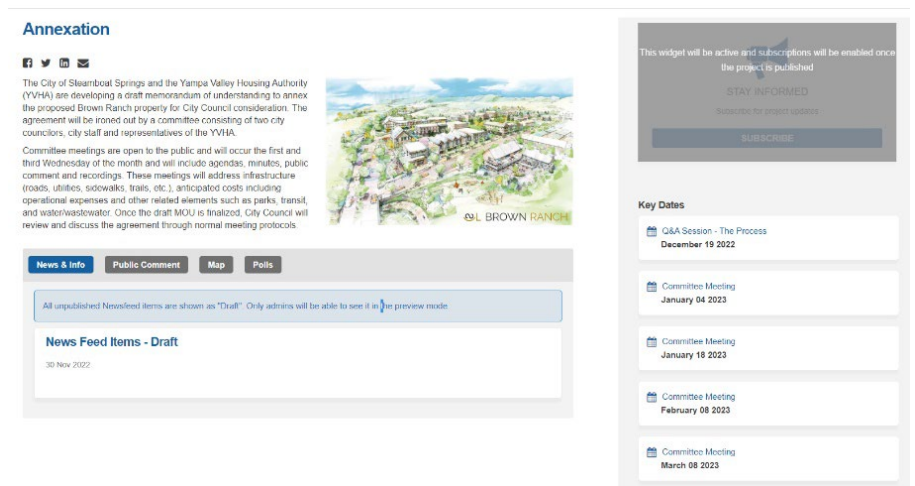
Annexation Outreach Plan

In an effort 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.

The primary goal is to make materials, collateral, meetings, and public engagement including public comment seamless and available throughout all portions of the discussion. The following is similar to outreach for other board & commission meetings and conversations.

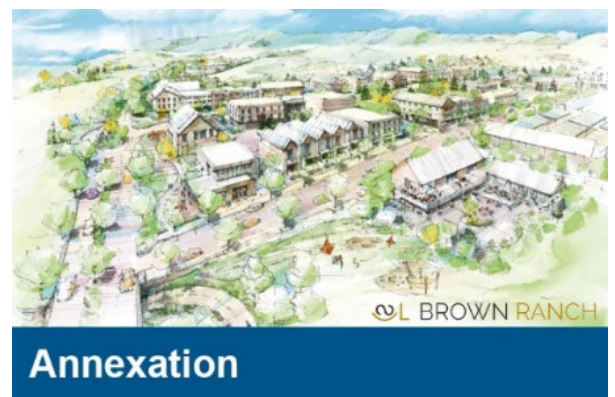
Engagesteamboat.net/Annex

- Home Base Repository
- Public Comment | Surveys | Opinion Portal
- Committee - Agendas, Schedule, Minutes & Materials
- Key Dates & Milestones
- Update Newsletter
- Permits Public to Subscribe to Project and remain aware/involved
- Leverage Previous Projects Subscribers to participate in project



Steamboatsprings.net

- Dedicated landing page steamboatspring.net/brac with information and link to Engage
- Committee meeting dates and other associated events listed on main city website calendar and other community locations (ie Happenings)
- Agendas, Synopsis and Videos available on this page
- Homepage spotlight linking to Engage



Media Relations

- Press Releases – Launch, Process, Key Milestones
- Editorial Coverage of Meetings/Progress (Print/Radio)
- Social Media Posts
- City Limits Radio Show
- Editorial Columns – About the process/public participation – no advocacy

Public & Council Awareness

- Monthly Update in City Manager Report
 - Same report used in e-newsletter
- Awareness Poster
 - public locations including the three City Clerk locations – City Hall, Parks & Recreation and Post Office.
- Partner Resources – Leverage community partners to share information on the process
- Multi-Lingual – sites already have translations options
 - Steamboatsprings.net
 - YVHA.org/brown-ranch

Q&A Sessions/Town Meeting

- Host public information Q&A sessions
 - (streamed/in-person)
- Live and Post on YouTube Channel

Additional Opportunities

Advertising/Marketing

(Estimates if interested in doing any aspects - \$8-10K)

- Local Advertising
 - Meeting schedule, topics, public input & town halls (~\$5,000)
 - Print, radio, digital are options
- Social – Boosted posts or advertising (~\$1,500)
- Collateral (\$2,500)
 - Posters
 - Door Hangers
 - Copy Translation
- Other?

NOTE:

- Advocacy for the overall annexation project (for or against) should be done by outside organizations separate from the city/committee outreach process.

ANNEXATION

OL 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
yvha.org/brown-ranch