



Public Participation Plan

March 2023

1. INTRODUCTION

About the Project

Following adoption of an updated Comprehensive Plan in February 2022, Pueblo County is conducting a major update of the County’s land use and subdivision regulations—consolidating Title 16 (Subdivisions) and Title 17 (Zoning) into a Unified Development Code (UDC). Pueblo County first adopted land use regulations in 1963 and subdivision regulations in 1972. While those codes have been updated over time, this presents the first major update to over 500 pages of regulations that have become outdated and difficult to navigate. Key objectives for the process are to:

- Implement the Pueblo Regional Comprehensive Plan
- Overhaul and update the zoning and subdivision regulations into a user-friendly UDC
- Create clear, predictable standards that are easy to understand
- Simplify and streamline permitting processes
- Support the implementation of Pueblo Means Business and related initiatives

Pueblo County covers a vast land area and is home to a diverse set of communities and environments, each with a unique set of challenges and opportunities. Pueblo County and the unincorporated communities of Pueblo West, Avondale, Colorado City, and Beulah make up approximately one-third of all residents in Pueblo County, which would be subject to the changes proposed in the UDC.

Role of the Public Participation Plan

Stakeholder and community input is critical to the success of the UDC process. This Public Participation Plan (PPP) outlines a detailed strategy to:

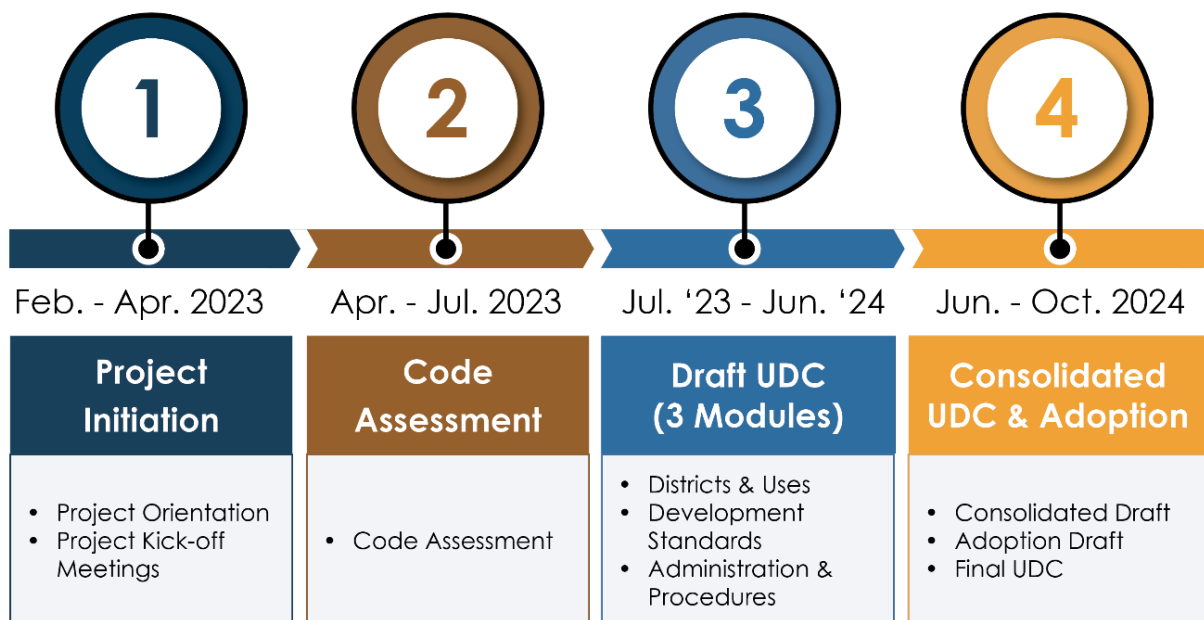
- Solicit input from those who regularly use the UDC regarding the strengths and weaknesses of its structure, format, and organization and how it might be improved.

- Ensure the public is kept informed, understands the purpose and scope of the UDC update, their role in the decision-making process and how their input influences the UDC project.
- Listen to and acknowledge concerns and aspirations expressed by participants and collaborate with the community on ways to address them.
- Solicit input from those who may be affected by potential modernization and streamlining of the UDC, including those who may be less familiar with how zoning works.
- Inform and educate stakeholders about emerging practices in zoning regulations and procedures that may improve the County’s ability to advance community priorities.
- Make UDC concepts accessible to all.
- Provide a variety of ways for the community to provide input.

Information contained in this PPP will be used as a reference during the course of the process and may evolve. Meeting dates and times will be finalized at least one month in advance of each round of community and stakeholder engagement.

Process Overview

An overview of the UDC process and the expected timelines for each project phase are provided below. Community engagement strategies will be tailored to fit these objectives and will therefore vary by project phase. Additional detail is provided in the sections that follow.



2. GROUPS IN THE PROCESS

The entire community will be invited to participate in the UDC update at key points during the process, as outlined in Section 4. This section outlines the groups that will be tasked with providing more day-to-day guidance for the UDC update. Representation in these groups includes individuals that are familiar with and use the County's land use and subdivision regulations regularly and those that may be less familiar, but may have an interest in the implementation of the Regional Comprehensive Plan and growth and development issues generally. An overview of each group's composition and role in the UDC process is provided below.

Stakeholders

In addition to the community-at-large, the UDC process relies on the input and feedback of a diverse array of stakeholders and community groups, especially those who use the County's land use and subdivision standards regularly. Engagement will occur both formally and informally, as outlined in this PPP.

- Developers, builders, surveyors, engineers, and architects
- Pueblo County Public Works Department
- Pueblo Economic Development Corporation (PEDCO)
- Pueblo Means Business (PMB)
- Pueblo Regional Building Department (PRBD)
- Pueblo West Metro District (PWMD)
- Others as identified through the UDC process

Additionally, community groups engaged in the Pueblo Regional Comprehensive Plan process may be further engaged during the process, potentially including:

- Agriculture and ranching community
- Business owners
- Environmental advocates
- Housing organizations
- Infrastructure and service providers
- Transportation agencies and advocates

Core Team

The project management team will work closely with a core team of planning staff from Pueblo County to assist with overall project coordination and scheduling, review and input on interim drafts, and identification of issues and solutions raised throughout the process. The core project management team

will meet bi-weekly, or as needed, throughout the process. On a monthly basis, the project team (once drafting gets underway) will meet with the full Planning and Development Department team to seek input on interim drafts and the UDC process.

Elected and Appointed Officials

The project team will provide regular updates to the Board of County Commissioners (BOCC) and Pueblo County Planning Commission (PCPC) to keep elected and appointed officials informed about overall progress on the UDC, share input received, and seek direction on potential directions for the UDC as it takes shape. Updates are anticipated to occur every other month. Work sessions with the PCPC may be scheduled at key points in the process to allow time for more in-depth discussion and input on individual modules of the UDC.

Pueblo West Officials

Recognizing the unique needs of Pueblo West—and the need for common set of development regulations—the project team will meet periodically with Pueblo West Metro District (PWMD) officials and staff to identify opportunities for improvements to land use and subdivision regulations, gather feedback on interim drafts, and facilitate information sharing to residents and businesses in Pueblo West.

Technical Advisory Committee (TAC)

A Technical Advisory Committee (TAC) will be assembled to provide input and guidance to the project team, PCPC, and BOCC throughout the process. The TAC will include developers, private land use consultants, neighborhood organization representatives, business owners, and other stakeholders with experience using the code. The TAC will include two representatives from the 18-person Pueblo Means Business committee. TAC meetings will generally correlate to the review of interim drafts and major project milestones (e.g., the code assessment and each UDC module draft) to ensure that updates to the UDC will work in practice. We anticipate the TAC may need to meet eight to ten times over the course of the project. Throughout the project, the TAC role will be advisory in nature and the committee will not have veto power over proposed UDC revisions.

3. COMMUNICATIONS STRATEGY

Objectives

Establishing and maintaining open lines of communication about the UDC drafting process is a central component of this PPP. Generally, each time a major deliverable is made available for public review, and/or approximately two weeks in advance of public meetings, events, or input opportunities. Where possible, communications will rely on established connections to various social media networks, newsletters/blogs, local news outlets, and distribution lists that Pueblo County has access to. Tapping into these established networks is one of the most efficient and effective ways to get the word out about the UDC process. Information will also be shared with PWMD to allow for further distribution through the metro district’s communications team. Primary methods of communicating with the public about UDC update are anticipated to include, but not be limited to:

Primary Communication Channels

TOOL	OBJECTIVES	RESPONSIBILITY	TIMING
Web/Video			
<ul style="list-style-type: none"> • Dedicated project website • County website 	<ul style="list-style-type: none"> • Provide general project information • Advertise upcoming meetings and events • Provide access to online input opportunities • Provide access to work products and other project-related materials 	<ul style="list-style-type: none"> • Clarion will be responsible for managing materials and information posted to the project website • Staff will be responsible for providing a link/feature on each agency’s website that directs people to the project website: https://www.pueblocountyudc.org/ • Staff may periodically produce video messages in collaboration with PIOs to help get the word out about the process 	<ul style="list-style-type: none"> • Launch project website in early April 2023 and update as needed throughout the process • Major updates will generally coincide with the completion of a project phase or publication of a major deliverable (e.g., each interim draft)
Social Media			
<ul style="list-style-type: none"> • Facebook • Twitter • Instagram • LinkedIn • NextDoor 	<ul style="list-style-type: none"> • Expand awareness of public meetings and events 	<ul style="list-style-type: none"> • Clarion will prepare a series of suggested posts for distribution • PIO for County will incorporate as part of 	<ul style="list-style-type: none"> • Post periodically throughout the process • Begin advertising for community meetings

TOOL	OBJECTIVES	RESPONSIBILITY	TIMING
	<ul style="list-style-type: none"> • Direct community to online engagement activities • Highlight participation in community events and activities 	scheduled posts on respective sites, as applicable	and events two weeks in advance <ul style="list-style-type: none"> • Periodic updates to announce and drive participation to online input opportunities
E-mail Blasts			
<ul style="list-style-type: none"> • Multiple listservs 	<ul style="list-style-type: none"> • Provide brief updates on the project • Advertise upcoming meetings and engagement activities 	<ul style="list-style-type: none"> • Clarion will draft content for staff review • Clarion will send email blast from project listserv and staff may distribute through other existing listservs as appropriate 	<ul style="list-style-type: none"> • Approximately two weeks prior to each community meeting, or to announce the release of interim drafts for review
Print/Online Media			
<ul style="list-style-type: none"> • <i>The Pueblo Chieftain</i> • <i>CSU Pueblo Today</i> • <i>Thrifty Nickel</i> • <i>Pueblo West View</i> • <i>PULP News Magazine</i> 	<ul style="list-style-type: none"> • Build awareness of UDC process • Expand reach of advertising for community meetings and online input opportunities 	<ul style="list-style-type: none"> • Clarion will prepare draft press releases for review and distribution • PIO for County will distribute to news outlets as appropriate 	<ul style="list-style-type: none"> • Press releases will be issued at least one week prior to a community meetings and public adoption hearings
Radio			
<ul style="list-style-type: none"> • KCSJ (590 AM) • KWRP (690 AM) • KKPC (1230 AM) (Public) • KAVA (1480 AM) (Spanish) • KTSC (89.5 AM) (CSU-Pueblo) • KRYE (94.7 FM) (Spanish) • KPHT (95.5 FM) 	<ul style="list-style-type: none"> • Expand reach of advertising for community meetings and online input opportunities 	<ul style="list-style-type: none"> • PIO County will distribute press releases to radio outlets as appropriate 	<ul style="list-style-type: none"> • Press releases will be issued at least one week prior to a community meetings and public adoption hearings

TOOL	OBJECTIVES	RESPONSIBILITY	TIMING
Television			
<ul style="list-style-type: none"> • Government access Channel 17 (City of Pueblo) • KOAA (NBC) • KTSC (PBS) • KGBH-CD (UniMas) • KVSU-DT (Univision) 	<ul style="list-style-type: none"> • Expand reach of advertising for community meetings and online input opportunities 	<ul style="list-style-type: none"> • PIO for County will distribute press releases to radio outlets as appropriate 	<ul style="list-style-type: none"> • Press releases will be issued at least one week prior to a community meetings and public adoption hearings
Flyers			
<ul style="list-style-type: none"> • Community message boards • County and PWD buildings, as well as schools, libraries, community centers, and other buildings with message boards 	<ul style="list-style-type: none"> • Build awareness of UDC process, community meetings, and online input opportunities 	<ul style="list-style-type: none"> • Clarion will develop flyers in English and Spanish for distribution • County staff will print and distribute flyers as appropriate 	<ul style="list-style-type: none"> • Approximately two weeks prior to community meetings and public adoption hearings

4. OPPORTUNITIES FOR INPUT

Overview

Unless it impacts them directly, zoning is not a topic most residents get excited about. Helping the community understand how topics they care about—housing affordability, protecting agricultural lands, and others—will be addressed as part of the UDC process (and why their input matters) will be essential. Each round of public engagement will be tailored to fit the types of input needed at each stage in the process and will include a variety of opportunities for input. Regardless of whether meetings are conducted virtually or in-person, information presented at the meetings will be made available on the project website.

This section outlines specific opportunities for community and stakeholder input as part of the UDC process. An initial list of opportunities for input are listed below by phase. Details for each event will be refined based on discussions with staff, elected and appointed officials, and other stakeholders as the process moves forward.

DATE	OPPORTUNITIES FOR INPUT	ENGAGEMENT OBJECTIVES
1. Project Initiation/Issue Identification (Feb. – Apr. 2023)		
Feb. 23 – Mar. 3, 2023	Stakeholder interviews	<ul style="list-style-type: none"> • Develop awareness in the community about the UDC process • Identify strengths and weaknesses of the format, structure, and organization of the current codes, as well as issues related to the implementation of Regional Comprehensive Plan
Mar. 7 – 31, 2023	Initial survey (online)	
Apr. 2023	TAC kick-off meeting	
2. Code Assessment (Apr. – Jul. 2023)		
May 2023 Jul. 2023	PCPC and BOCC update	<ul style="list-style-type: none"> • Present and confirm key themes that will be used to inform next steps in the UDC process
Jun. 2023	TAC meeting	
Jun. 2023	Community and stakeholder meetings	
Jul. 2023	Code Assessment online survey	
3. Draft UDC (Jul. 2023 – Jun. 2024)		
Module 1: Zone Districts & Uses	<ul style="list-style-type: none"> • PCPC and BOCC update (every other month) • TAC meeting (every other month) • Community and stakeholder meetings (Oct. 2023) 	<ul style="list-style-type: none"> • Engage key stakeholders in an in-depth review of each draft module of the UDC, potentially including: <ul style="list-style-type: none"> ○ Public meetings/presentations

DATE	OPPORTUNITIES FOR INPUT	ENGAGEMENT OBJECTIVES
	<ul style="list-style-type: none"> • Konveio online document review (Oct. – Nov. 2023) 	<ul style="list-style-type: none"> ○ Open houses/“ask a planner” meet-ups
Module 2: Development Standards	<ul style="list-style-type: none"> • PCPC and BOCC update (every other month) • TAC meeting (every other month) • Community and stakeholder meetings (Jan. 2024) • Konveio online document review (Jan. – Feb. 2024) 	<ul style="list-style-type: none"> ○ Focus groups • Update the public on project status, opportunities to participate, information on notable changes from the current regulations • Engage the community on a targeted set of issues/questions to help inform the drafting of each module of the UDC
Module 3: Administration & Procedures	<ul style="list-style-type: none"> • PCPC and BOCC update (every other month) • TAC meeting (every other month) • Community and stakeholder meetings (May 2024) • Konveio online document review (May – Jun. 2024) 	
4. Consolidated UDC & Adoption (Jun. – Oct. 2024)		
Jun. 2024 Aug. 2024	PCPC and BOCC update(s) and workshops	<ul style="list-style-type: none"> • Seek input on the consolidated draft UDC (highlighting notable changes based on public input received) before the draft is finalized for consideration by the PCPC and BOCC
Jun. 2024 Aug. 2024	TAC meeting	
Aug. 2024	Konveio online document review and/or online survey	<ul style="list-style-type: none"> • Provide an opportunity for public comment on the adoption draft of the UDC
Sep. – Oct. 2024	Public hearings	