

# Public Engagement Plan for Regional Future Land Use Map Development

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## Background & Context

See the [Engagement Plan for New Regional Future Land Use Map](#) for context.

## Goals of Engagement

1. Ensure all 19 municipalities and the greater community are fully informed about the Act 181 (H.687) requirements.
2. Collect detailed input from each municipality to help inform the new Regional Future Land Use Map through multiple forms of engagement.
3. Foster a collaborative environment to attempt to build community consensus on the Regional Future Land Use Map.
4. Provide clear, accessible information and resources to all participants throughout the process.
5. Develop a draft Regional Future Land Use Map by June 2025.

## Guiding Principles for Public Engagement

CCRPC strives to uphold the principles from [Strengthening and Sustaining Public Engagement in Vermont: A Planning Guide for Communities](#), developed by Susan Clark for Public Agenda, to inform our engagement efforts, recognizing that unproductive engagement is damaging and often results in decreased trust in government and decision-makers.

### Engagement Works Best When It Is:

Principle	Description
Interactive	Ensure everyone has a chance to participate.
Timely	Engage at a point when people can have influence on important decisions.
Inclusive	Offer multiple forms of engagement to bring together a wide range of people, including people who may have been excluded or not engaged before.
Authentic	Value one another's input and ensure participants know the process will have meaningful results.
Transparent	Be clear about what can and cannot change so that community input focuses on the elements where it will hold influence. Share all relevant information.
Informed	Make sure everyone has access to the knowledge and data they need, and there is balanced information describing the pros and cons of different options.
Accessible	Address barriers to participation, including location, time, language and other factors that might deter people. Use understandable, simple, and visual terms whenever possible.
Responsive	Share all collected information back to participants to offer opportunities for corrections, additional comments, and accountability to build trust.
Network-Building	Prioritize building relationships and networks over the long term.
Evaluated	Track and measure how engagement is working.

## Community Context

- Richmond’s municipal plan will be updated for re-adoption in 2026, which provides an opportunity for complementary conversations about the town’s vision and goals for how village and rural lands are used.
- Richmond recently updated the zoning bylaws which include two new zoning districts, Village Residential Neighborhood North and Village Residential Neighborhood South.

*What other community context might influence engagement in the Future Land Use mapping process?*

***More than just the VRN’s recently. Updates since 2018 include the introduction of the Village Downtown District, Jolina Court District and section 4.13 Performance Standards. Districts that have been updated since 2018 are Gateway Res/Com, Industrial Commercial, Village Res/Com, MHP-Mobile Home Park.***

## Public Engagement Efforts and Themes

*What recent community engagement or conversations are important to note?*

***Outreach with concern to the VRN, Jolina Court, Gateway and Flood Hazard Overlay Districts introduction or revisions.***

*What areas of Richmond need additional engagement?*

***Focus on the Ag/Res District as well as the Riverview and Jonesville areas would be in order.***

Key populations for engagement were identified:

- In this process we’ll seek to engage people with lower incomes, people who have limited English ability, and people who are Black, Indigenous, and People of Color.

*What ideas do you have for reaching these residents?*

***The focus to engage with people with lower income has been on Riverview Commons, a Mobile Home Park within our boundaries. Engagement was forthcoming with our Emerald trails outreach earlier in 2023. As we have no to very limited BIPOC community here in Richmond as well as folks with limited spoken English capability, no focus has been contemplated.***

## Outreach & Engagement Plan

### Richmond’s Interested and Affected Parties

*Please note that this list is a starting point. The list needs to be fleshed out in greater detail in consultation with municipal planning staff and planning commissions. Please be sure to include outreach and engagement to Environmental Justice Focus Populations: Low-income households (less than 80% of the State median household income); Persons of Color and Indigenous Peoples; Households with limited English proficiency (a household does not have a member 14 years or older who speaks English “very well” as defined by the U.S. Census Bureau).*

*Do any of these groups represent populations who don't typically participate? Can any of these groups help reach people who don't usually participate? **Other than households with low income, the other households (BIPOC or English Language) do not exist in Richmond to any great extent.***

- Municipal Planning Staff
- Public Bodies
  - Planning Commissions
  - Selectboards (*as there is interest*)
  - Conservation Commission
  - Housing Committees
  - Libraries/Library board
  - Public Schools
  - Trails Committee
  - Recreation Committee
  - Transportation Committee
  - Energy Committee
- Municipal Community Members & Interest Groups
  - Richmond Racial Equity
  - Richmond Land Trust
  - Churches (Richmond Congregational Church? Our Lady of the Holy Rosary Church?)
  - Sterling Housing of Richmond
  - Richmond Terrance

### Outreach Plan:

Develop an outreach and communication plan to reach the above IAPs. Consider the following questions: *How are these communities best reached? What partnerships might be helpful in connecting with these groups? Is any language support needed? If so, which languages? Are there any other resources that might be helpful in your outreach?*

- Front Porch Forum
- Municipal websites and newsletters
- Municipal social media accounts
- Local papers
- Community leaders

### Possible Activities (aiming for 2-3):

- Workshops | Organize a larger community workshop with an interactive activity. *CCRPC could host 1-2 informational sessions about the mapping process where people can comment and also participate in a hands-on mapping activity. One could be at the library to engage parents of young children, who often don't attend meetings; one could be at a more typical evening meeting time. Sounds like a plan.*
- Surveys – *Could a survey be useful, and might it include questions to inform the town plan update? Could send a postcard with a link. Yes, that has been contemplated but not necessarily in your timeframe when it comes to the Town Plan.*

- Key informant interviews | For folks who would rather talk one-on-one, offer up in person or virtual interviews. *CCRPC could talk with 2-3 individuals who are part of or have connections to the environmental justice populations listed above. **Have at it!***
- Attending events | What events are already happening? How can the event be enhanced by CCRPC attending? Can refreshments be provided? Reach out and see if you can attend and table or just to build relationships with community members. *First Fridays? Wednesday Library Coffee hour? Solicit feedback via interactive map at the food shelf? **The best local event is the Farmers Market in late Spring through early Fall. The P.C. may focus on this as well as a 2-day (Thursday and Saturday) Charrette some point in early Fall. Your idea for a table at the Library is great. Maybe consideration of attending a Selectboard meeting as those are well attended based on agenda items.***
- Focus Groups | Organize focus groups of between 8-12 community members at locations convenient and inclusive to the community (RSVPs are encouraged). Plan to provide refreshments and stipends.

**Proposed Engagement Plan – TBD based on discussion with Planning Commission**

*As you build out an engagement plan, be mindful of when you will need to circle back to a community after the contact, either for another conversation to ask additional engagement questions and/or to share back an updated version of the map. For some communities, it may take more than one event to build an understanding of the project and get meaningful feedback.*

Date	Activity	Needed Resources	Location	Notes
	<b>Table at the Richmond Library</b>		<b>Richmond Library</b>	
	<b>Attend/present at Housing Committee</b>			
	<b>Attend/present at Conservation Commission</b>			

## General Timeline for reference

### Phase 4 | Engagement to Review Draft Map (Winter 2025)

1. **Municipal Engagement to Review Municipal FLU Maps**
  - Municipal or Planning Commission Engagement Meetings to review and amend the draft FLU map. (CCRPC Staff Liaisons)
  - Other Municipal Engagement Activities (Community Meetings) as outlined in municipal-specific engagement plans (Staff Liaisons)
  - Attend Municipal Events
2. **Regional & Statewide Engagement to Review Regional FLU Map (Staff Liaisons)**
  - a. Host a series of virtual discussion groups.
3. **General Engagement (Staff Liaisons)**
  - Distribute Interactive Map to collect input on local priorities, concerns, and specific land use issues.
4. **Develop Updated Draft Future Land Use Map (Melanie, Darren)**

### Phase 5 | Review Final Map Draft & Discuss Housing Targets (Spring 2025)

Conduct final review meetings with all interested and affected parties to ensure their input has been accurately reflected in the map. Arrange discussions to address any disagreements or concerns with each interest group and work towards final consensus. Introduce housing targets, explain the methodology, and the implications of what these targets mean on the updated map.

1. **Planning Commission and/or Selectboard Meeting to Review Final Draft and introduce housing targets (CCRPC Staff Town Liaisons).**
2. **Municipal interest group meetings to review final draft and introduce housing targets.**
3. **Regional & Statewide interest group meetings to review final draft and introduce housing targets.**
4. **Tier 1B Request:** Per 181, the municipal legislative body can request that the specific areas of the municipality be considered Tier 1(B) areas on the Regional FLU. At this point in the process, CCRPC will ask the municipality to make this request, if desired.

### Phase 6 | Finalize Map & Housing Targets and Prepare for Formal Approval Process (Summer 2025)

1. **Staff Recommendation (CCRPC Staff Town Liaisons):** Staff will issue a formal recommendation to LRPC. The formal recommendation will likely come in the form of individual municipal reports. These municipal reports will include the following:
  - a. A summary of the engagement process in each municipality
  - b. A summary of the remaining points of conflict or discussion, regarding FLU Map boundaries.
  - c. The proposed FLU Map
  - d. An evaluation of environmental benefits and burdens specific to proposed FLU Map changes.