

PLATTE PROFILE PROCESS

Leadership

Citizen Planning Team (CPT)

The CPT consisted of three dozen volunteer members representing all of Platte County's regions, interests, and stakeholder groups. The CPT members provided citizen input to the Steering Committee, helped guide the work of the focus groups, developed recommendations for the final plan, and attended numerous meetings throughout the process to ensure adequate progress on the project. The CPT recommended the plan to the Commission before the adoption.

Steering Committee

The Steering Committee, which consisted of the three county commissioners and county staff, met multiple times throughout the process. Its purpose was to guide and oversee the consulting team, provide input to be used when making decisions, and help develop the topic areas for the focus groups.

Facilitation Team

The county engaged Olsson Associates to organize the process, design the public involvement program, and facilitate the goal-setting efforts of Platte Profile. Members of the consultant team with technical expertise assisted the focus groups, while two of the consultants guided the process from the beginning.

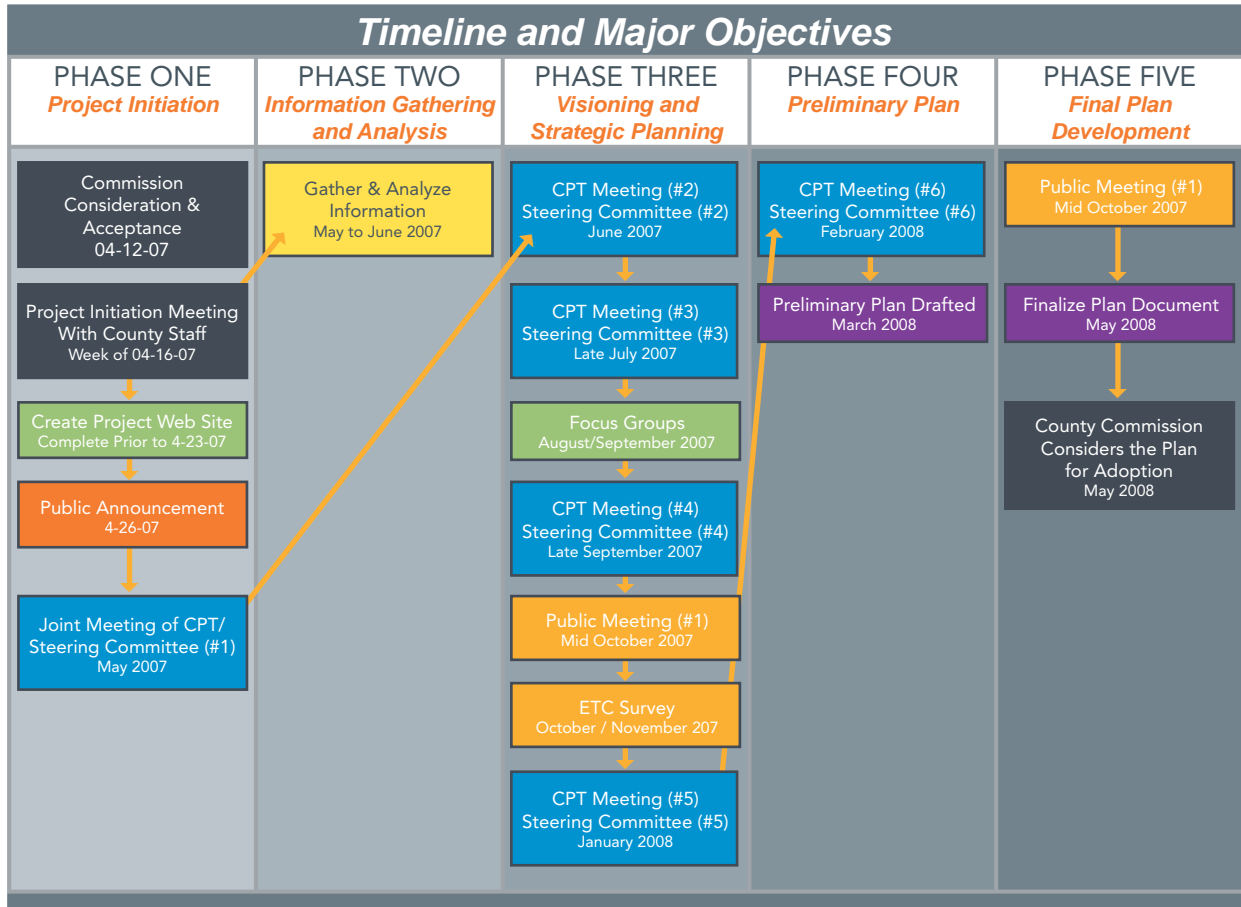
While the CPT shaped the public input into definable community goals, the Steering Committee ensured the timely completion of the project.



Our Vision.
Our Goals.



Timeline



Our Vision.
 Our Goals.



Phases

Project Initiation

The project's first phase ran from April 2007 through May 2007 and included the startup of the Platte Profile process. The Steering Committee met with the consultant team to define the overall goals for the project. The Web site (www.platteprofile.com) was created in time for a public announcement of the start of Platte Profile.

During County Government Week on April 26, 2007, the county's elected officials unveiled the project with a presentation about how interested parties could be included in this citizen-driven process.

The CPT convened for the first time in late May to initiate the project. CPT members met one another, participated in a goal-setting exercise, and began to brainstorm focus area issues. This meeting set the stage for the rest of the process by providing the consultant team with an idea of residents' goals for Platte Profile and highlighting important issues that the plan needed to address.

Information Gathering & Analysis

The second phase of the project was solely focused on reviewing existing plans and analyzing the community's demographics. This step provided the CPT with an understanding of the existing conditions of the county.

It was important to incorporate the concepts in existing plans so that the process did not replicate work that had already been completed and to ensure that the new Platte Profile was compatible with existing plans. Summaries for 20 existing plans were provided; several of these plans were developed by Platte County, while others were created by external organizations but still affect portions of the county. Existing plan summaries can be found on page 190 of the Appendix section.

Community demographics were also analyzed. Data from the U.S. Census Bureau was gathered to present a profile of the community to CPT members. Additionally, data from other jurisdictions was compared with Platte County to demonstrate the community's position in the Kansas City metropolitan area. Platte County's demographics are included in Demographics Analysis on pages 21 through 36 of this document.

Visioning & Strategic Planning

This new Platte Profile plan was based on the results of this visioning and strategic planning phase. This component of the planning process occurred after current plans were reviewed and the CPT had been briefed on the county's existing conditions. Several steps were included in this phase, which took the bulk of the project's time, including the focus groups, the first public meeting, the community survey, and multiple CPT meetings. These steps were organized into two components – one that developed preliminary goals and visions and another that sought wider citizen input on those goals and visions.

Creating preliminary goals and visions was the first primary component of the visioning and strategic planning phase. The CPT developed eight focus areas and crafted lists of discussion questions to use in the focus group meetings. Eight focus groups were formed to address the eight policy areas identified by the CPT. The focus groups each met twice and developed the preliminary vision statements and goals for each policy area.

Following the focus group work, the CPT met to review the draft visions and goals and to further define them in time for the first public meeting. CPT members broke into focus area subgroups, shaped the goals and visions, and readied that information to unveil to the public.

The second primary component focused on engaging a broader segment of the community through a public meeting and a community survey. A public open house was held in late October 2007 to gather citizen feedback about the goals and visions. Around 100 people participated in the meeting, and dozens submitted input about the project. In November and December, a community survey was conducted to gather information about residents' perspectives on focus area issues. (The survey's executive summary can be found on pages 83 through 86.)

Preliminary Plan

CPT members reconvened after the community survey was completed to review the results of the varied community engagement mechanisms. After six meetings, the CPT finalized a set of visions and goals, guiding future policy decisions in the seven focus areas.

The Steering Committee, with important input from Olsson, created action steps for achieving the goals set forth by the community. The county's elected officials and staff drove the formation of the action steps because of their expertise about county services.

Once the action steps were created, the first draft of the new Platte Profile was completed; it included goals and visions developed by residents and a set of action steps for achieving them. That information was provided at a final public meeting, when participants provided one last set of comments for consideration before the plan was adopted.

Final Plan

Taking comments from the public meeting, the county provided one final set of revisions. The CPT also formally recommended the final plan to the County Commission for adoption. Platte Profile was then set for adoption by the Commission in May 2008 and was subsequently ready for implementation.