

## Elements of the Public Engagement Process:

### Purpose:

To solicit feedback regarding potential growth management strategies from a variety of impacted and engaged audiences and the public at large to inform the Board's discussion about this topic.

### Engagement Strategy:

- 1. Individual stakeholder interviews** with representatives from the following land development groups who are identified as being most impacted directly by the strategies under consideration – this feedback will be used to help shape the alternatives that go forward to the next step of the engagement process.
  - Residential developer
  - Residential builder
  - Large-scale property owner
  - Land use attorney
  - Northern Virginia Conservation Trust
  - Tri-County-City Conservation District

*Additional groups to consider:*

- *Commercial developer – Since this work will include a focus on how to make urban areas more attractive for developers to relieve pressure on the rural areas, a commercial developer might have some important perspectives*
- *Farm/agriculture industry - Could include farm wineries*

- 2. Round table discussions** with representatives from the following community stakeholder groups who are identified as having a significant interest in or retain specific expertise regarding the strategies under consideration – this feedback will be used to continue refining strategies that will go to the broader public for input.
  - Realtor
  - Residential loan officer
  - General contractor
  - Quantico Community liaison officer
  - Home Owners association representative
  - PTO representative
  - Friends of the Rappahannock (other advocacy groups)
  - Residential Developer
  - Residential Builder
  - Large-scale property owner

*Additional groups to consider:*

- *Commercial developer – as noted above*
- *Chamber of Commerce/economic development organization*
- *Major business/employer and any other institutional entities that might have standing in the community*

**3. Public meetings** with the public at-large invited – this feedback will be used as a final step in refining options that will be brought to the Board for review/direction in May.

**4. Online engagement opportunities** to supplement the public meetings – recognizing that public meetings may not be convenient for everyone who may want to provide input, the engagement process will include an online component for education and feedback - this feedback will also be used as a final step in refining options that will be brought to the Board for review/direction in May.