

DRIPPING SPRINGS COMPREHENSIVE PLAN

P&Z AND CPAC KICKOFF MEETING

MAY 10TH, 2022, 6:00 – 7:30 PM



1. Introductions
 - a. City Staff
 - b. Consultant Team
 - c. P&Z Members
 - d. Committee Members
 - i. As you introduce yourself, in one sentence, describe your quintessential “Dripping Springs” moment/place?
2. What is a Comprehensive Plan?
3. Planning Process
4. Persona-based mural kickoff

The persona worksheet helps the planning team identify individuals and organizations within various demographics and interest groups. This is important for public engagement for two reasons.

 - a. First, as we develop initial lists of invites for focus groups and interviews, it gives us a source to pull from.
 - b. Second, and most importantly, we want to take a truly equitable approach to engagement which means we are putting extra effort where needed to reach certain harder to reach groups.

As we go through the engagement process we will identify who we have and who we have not heard from. When we find groups that we have not heard enough from we can turn to the engagement personas sheet to find key individuals and organizations within that group that we can connect with and utilize to reach that audience that we have not heard from as yet. That may be by asking them to forward the survey to their contacts, or conducting an additional focus group with members of that organization. All of this helps the planning team ensure they are reaching the entire community and not just the most visible and vocal.
5. Recap of Founders Day Engagement
6. Engagement Exercise