Committee Member Toolkit

BARREN RIVER AREA DEVELOPMENT DISTRICT

COMMUNITY STRATEGIC PLANNING COMMITTEE

HTTPS://PLANNING.BRADD.ORG/
PLANNING@BRADD.ORG

ABOUT

Thank you for your commitment and dedication to your community!

The Community Strategic Planning initiative provides a pathway, guidance, and action for your city and county to flourish and thrive.

You are a **vital piece** of your community and your participation in the Community Strategic Planning process will support the development and growth of your county.

This Committee Member Toolkit will help you develop a better understanding of the regional Community Strategic Planning initiative as well as help you create a lasting impression in your community.

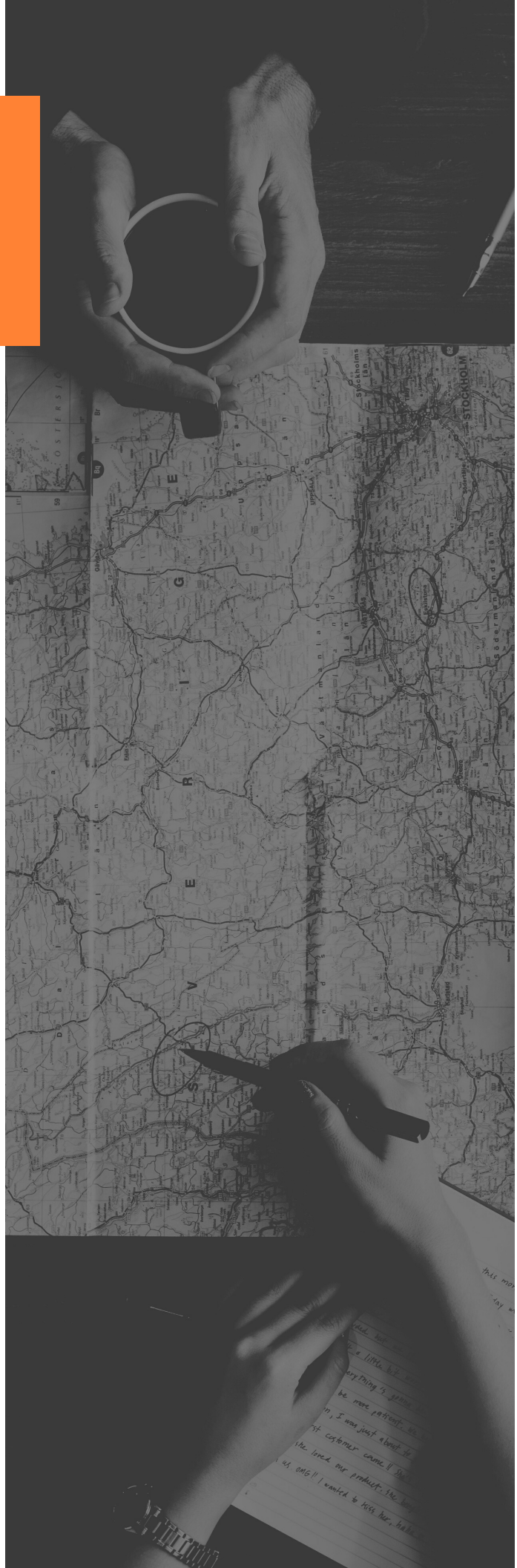
As you promote your local steering committee, this guide will show you how to:

Articulate the value of the local steering committee and explain how the strategic planning process helps your community.

Organize and Invite local business owners, nonprofit organizations, and other community stakeholders to join the local steering committee.

Show & Tell to Heighten awareness and emphasize the importance and impacts of community strategic planning.

Amplify and increase your local steering committee's exposure through stories and outreach through public meetings.



ABOUT THE BARREN RIVER AREA DEVELOPMENT DISTRICT

The Barren River Area Development District (BRADD) is one of fifteen Area Development Districts across the state.

Area Development Districts are a part of a statewide network of multi-county planning and development organizations. They serve as forums, clearinghouses, technical centers, conveners for the region, and provide continuity to projects during the transition of local elected officials.

More specifically, BRADD provides two main resource functions in South Central Kentucky; Aging & Independent Living Population Services and Community & Economic Development Services.

Although there are many services within these categories, the Aging & Independent Living Services provides: the Aging & Disability Resource Center; Homecare Service; Community-Based Services; Family Caregiver Support Services; Social, Nutritional, & Health Promotion Services; and Case Management Services.

The Community & Economic Development services include: Water/Wastewater Planning; Comprehensive & Strategic Planning; GIS Services; Transportation Planning; Government Services; Business Development Services; Grant Writing/Administration; and Hazard & Resiliency Planning.

ABOUT COMMUNITY STRATEGIC PLANNING

In response to COVID-19, BRADD has taken a more holistic approach to strategic planning in our 10-county region. BRADD's goal is to take existing plans (comprehensive plans, strategic plans, etc) off of their shelves and use them to outline actionable next steps for communities to take to reach their self-identified goals.

The "Community Strategic Planning Process" works at the grassroots level, partnering with local steering committees to identify strategies and solutions that comprehensively tackle a community's vulnerabilities and leverage its strengths; while also preparing the community to withstand any "shocks" that may occur.

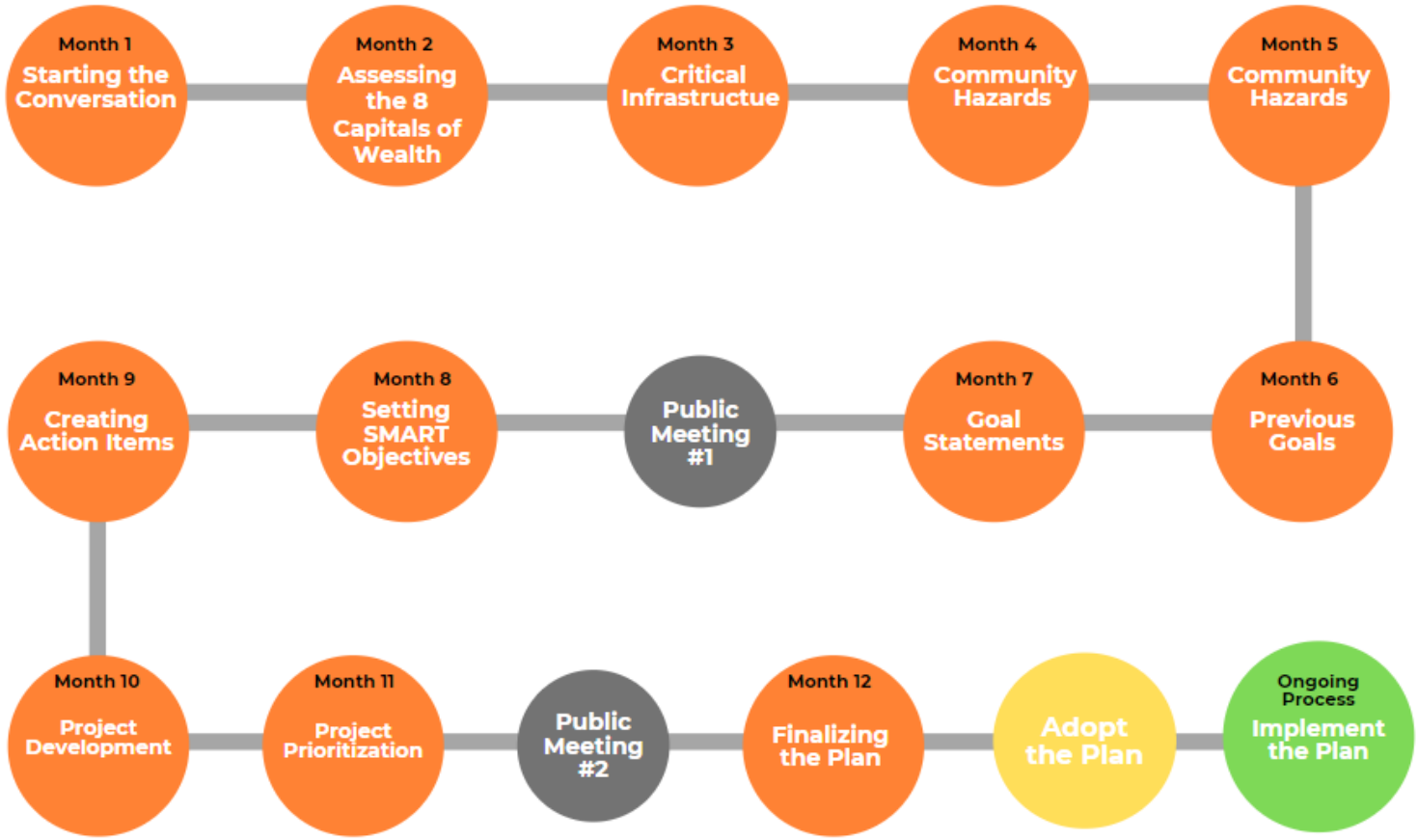
Our goal is **not** for each county to restart its planning process, but rather to ensure those listed goals within current plans have actionable steps and are still relevant to the community.

The chart below will give you a basic overview of the Community Strategic Planning Process.

As of June 2021, the majority of the region has completed meeting five and quickly moving to meeting six.

We anticipate all counties will complete this process in the Spring of 2022.

Community Strategic Planning Timeline



JOINING YOUR LOCAL STEERING COMMITTEE

Your participation in your county's strategic planning initiative is imperative to the success of the plan.

This planning process works best when each and every community member/stakeholder to take part in each phase of the planning process.

Although the goal of this planning process is to ensure your community is a resilient one, there is also the goal of inclusivity and the ability to work across cultures, backgrounds, and opinions.

The biggest asset your community has is its people!

By being involved in your local steering committee, you directly benefit by:

- Having a direct impact on the future of your county.
- Bringing the perspective of your community's views to enhance the value of the final plans made for your county.
- Bringing new information and ideas to community projects that may have not been considered before.
- Building your connections within your community, creating energy to continue to change in positive directions.
- Informing your local policymakers about changes in circumstances that demand changes in policy over time.

COMMUNITY STRATEGIC PLANNING AND YOU

HOW TO TAKE PART IN THE PLANNING OF YOUR COMMUNITY.

HERE ARE SOME WAYS YOU CAN CONTRIBUTE TO YOUR COMMUNITY'S STRATEGIC PLANNING EFFORT:

THE COMMITTMENT

The planning process will take approximately thirteen months to complete. However, committee members usually dedicate one to two and a half hours a month to the planning process.

GOOGLE CLASSROOM

Each of the ten counties has its own Google Classroom. We encourage all those interested in participating in the planning effort to join their county's Google Classroom.

MONTHLY MEETINGS

Each county steering committee meets once a month via Zoom. However, the BRADD is making plans to begin to meet in person by June 2021.

COMMUNITY OUTREACH

To encourage other community stakeholders to join the local steering committee, we ask committee members to assist in the community outreach process and invite others to the two public meetings.

THE ONLINE TOOLKIT

PUBLIC OUTREACH

The way you encourage other community members to participate in this planning effort is up to you!

To help you with the public outreach, we created a Google Drive Folder that includes outreach and social media templates, so you can have easy access to these materials.

Here are a few ideas to get you started.

Email Your Colleagues
This is a perfect opportunity to encourage your colleagues or those you think may be interested to join the steering committee in a snap! Feel free to edit the template provided to make it sound more like you.

Call a Local Business Leader
If you prefer to call potential committee members, there is a call script just for you! Make sure you introduce yourself and why you think that person would be a great committee member.

Send a Letter to a Senior Citizen
Although sending letters may seem "old-fashioned," it's still a great way to personalize your message. Feel free to add your personal testimonial, graphics, or other news articles that may be beneficial to your reader!

We understand not all community members will have the time to commit to the planning initiative. However, they should still be informed of the planning process in your community.

We have also created similar templates for you to contact those who may be interested in attending one of two public meetings.

Feel free to edit these templates to create the best message for your audience!

Click this box to access the online toolkit

THE ONLINE TOOLKIT

SOCIAL MEDIA STRATEGY

Another great way to encourage community stakeholders to engage in the strategic planning process is to promote the process on social media. Encourage the sharing or "liking" photos, videos, and even hashtags.

We have provided several social media posts in the online toolkit, including Facebook, Instagram, Twitter, and LinkedIn.

BRADD's social media accounts also host several posts related to the Community Strategic Planning process. This way, you can "share" those posts instead of using the templates.

You can click on the icons below to follow all BRADD's social media accounts.

Don't forget to click on the lower right-hand box to access the online toolkit for all outreach and social media templates!

By being actively encouraging participation through social media, your local steering committee will benefit by:

- Increasing the awareness of your Local Steering Committee and the Community Strategic Planning Process
- Creating an additional opportunity to participate in the process from those who cannot commit to joining the committee.
- Retaining an interest in the process and your Local Steering Committee.
- Building community within your county to establish creditability and goodwill.

Click this box to access the online toolkit

SAMPLE SOCIAL MEDIA POSTS

LinkedIn & Facebook:

POST 1:
Want to play a role in shaping the direction of our community? Join the next Community Strategic Planning Committee Meeting on [date & time] at [location]. #CommunityPlanning

POST 2:
We need your input! Join the next Community Strategic Planning Committee Meeting on [date & time] at [location]. #BRADDCED

POST 3:
The [X County] Community Strategic Planning Committee Meeting is happening today! Join us at [time and location].

Twitter & Instagram:

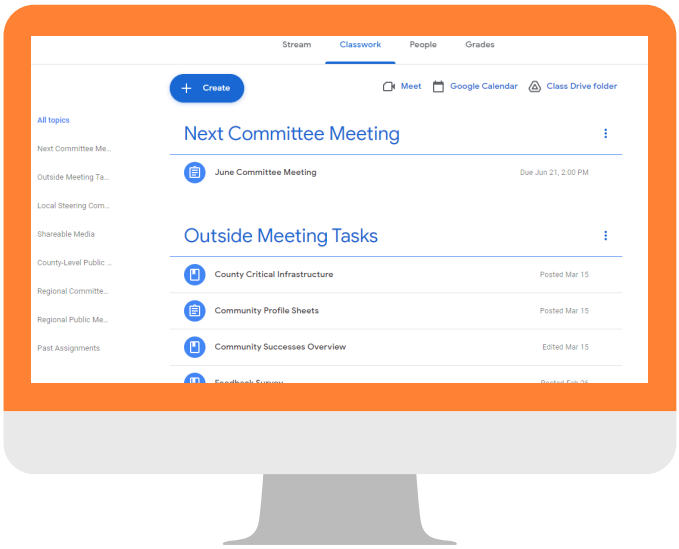
POST 1:
The [X County] Strategic Planning Committee is working hard to plan for the future of our community. Learn more about what we're doing by participating in our next meeting! Join us at [time and location].

POST 2:
We are looking towards the future! Find out how to be a part of the [X County] Strategic Planning Committee! #BRADDCED
ADD URL to BRADD Planning Website

POST 3:
Let's #celebrate our community! Join the [X County] Strategic Planning Committee at [time and location]. #CommunityPlanning

KEY TOOLS & RESOURCES

The Community Strategic Planning process is an ideal time to hone in on the "successes" of your community and bring them into focus. As you and the local steering committee are devising the county plan, the following resources are to help you stay engaged in the process as well as help other community members become involved in the process.

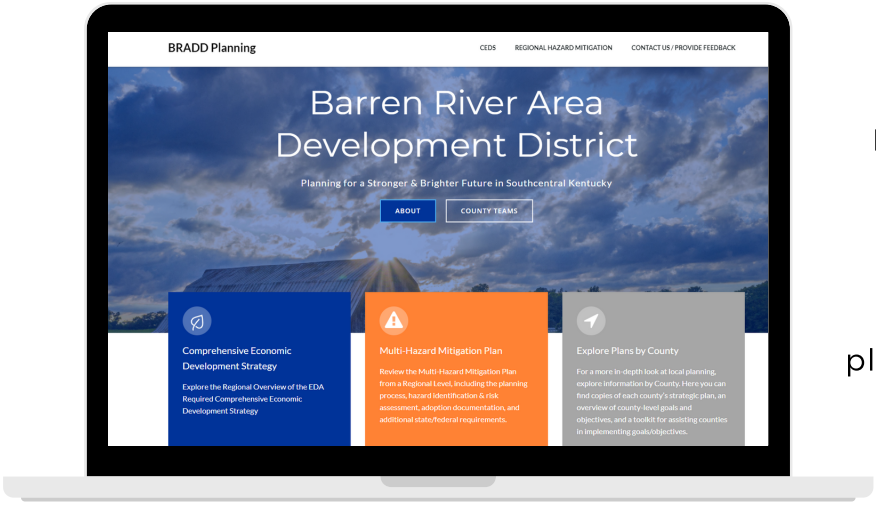


GOOGLE CLASSROOM

Each county has its own Google Classroom. We encourage all those interested in participating in the planning effort to join their county's Google Classroom.

COMMUNITY SURVEYS

We encourage all committee members to fill out community surveys. This allows your community to collect relevant data to support future goals and projects.
Open the camera on your mobile phone and scan the QR code on the right to access the community surveys!



BRADD PLANNING WEBSITE

If you get lost on dates and times of the local steering committee meetings, don't worry!

All information regarding the planning initiative can be found here: https://planning.bradd.org/

GOOGLE CLASSROOM LINKS

To access your County's Local Steering Committee communication platform, click the link below to your county's Google Classroom. Please note that Google Classroom is not compatible with Google Enterprise and Google Business accounts.

If you need additional assistance, please contact planning@bradd.org

ALLEN COUNTY
https://classroom.google.com/c/MjY2MTkxNDc4MjA0?cjc=lp4ma3b

BARREN COUNTY
https://classroom.google.com/c/MjYwNzI2MzgxODQ0?cjc=pgyt762

BUTLER COUNTY
https://classroom.google.com/c/MjYwMjc2ODA2NjM2?cjc=xef6hvf

EDMONSON COUNTY
https://classroom.google.com/c/MjMyOTYyOTg3NTUy?cjc=p5yfz5k

HART COUNTY
https://classroom.google.com/c/MjU4ODA4NTgzNjA4?cjc=d5ll52h

LOGAN COUNTY
https://classroom.google.com/c/MjY2MjQyNjgwODMy?cjc=s6gdeg4

METCALFE COUNTY
https://classroom.google.com/c/MjY2MjQyNjgwNjkz?cjc=pnupn2g

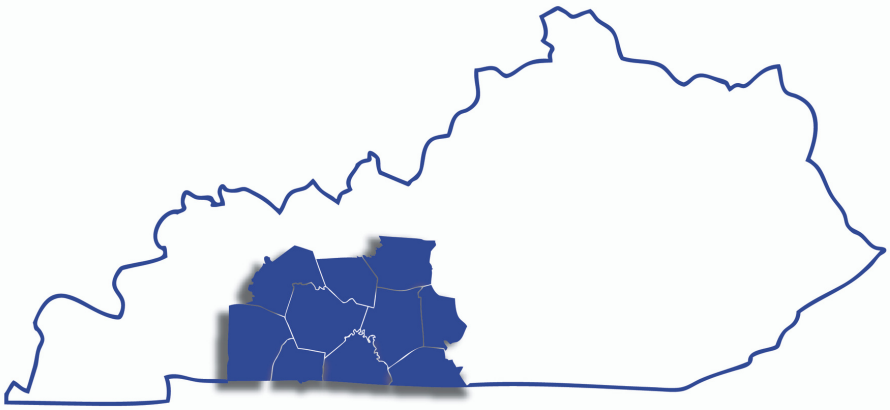
MONROE COUNTY
https://classroom.google.com/c/MjY2MjQ4ODA1NTgx?cjc=bxcahki

SIMPSON COUNTY
https://classroom.google.com/c/MjUyMjM1MDMxNDU3?cjc=5ztr2no

WARREN COUNTY
https://classroom.google.com/c/MjY2Mjk2MzA3MDky?cjc=6levxbc

Committee Member Toolkit

BARREN RIVER



AREA DEVELOPMENT DISTRICT

COMMUNITY STRATEGIC PLANNING

HTTPS://PLANNING.BRADD.ORG/

PLANNING@BRADD.ORG