



# CLEARFIELD GENERAL PLAN UPDATE

*Community Outreach Options*

City Council Work Session

**04.29.2024**

# Overview

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1. Three Outreach Options
  - a. Baseline
  - b. Robust
  - c. Streamlined

Option 1:  
Baseline Engagement

**LIVE, ONLINE PLATFORM**

Option 2:  
Robust Engagement

**IN PERSON EVENTS WITH SOME  
ONLINE (ASYNCHRONOUS)  
INFORMATION**

Option 3:  
Streamlined Engagement

**DETAILED ONLINE (ASYNCHRONOUS)  
INFORMATION WITH ONE OR MORE  
IN-PERSON EVENTS**

**Option 1:  
Baseline Engagement**



**Option 2:  
Robust Engagement**

~\$17,500  
120 hours

Create an online information & education platform

Create materials for in-person events

Conduct a series of staffed pop-up events around Clearfield 

Engage in-person and/or provide QR Codes / Links to online information

Host a series of in-person meetings 

Use Clearfield community events as touch point opportunities

Gather questions/comments online and at pop-up events

Build on draft plan content at each meeting with refinements, answers to questions

**Option 3:  
Streamlined Engagement**

~\$11,000  
80 hours

Create a detailed online information & education platform

Place Boards with QR Codes / Links at various events & locations around Clearfield

People take the time to learn more about the General Plan on their own

After reading materials online, people can post any additional questions they have about the General Plan.

Information on a follow-up in person event is provided.

Answers to questions are provided at follow-up event.

