

# 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**

Create materials for an online event

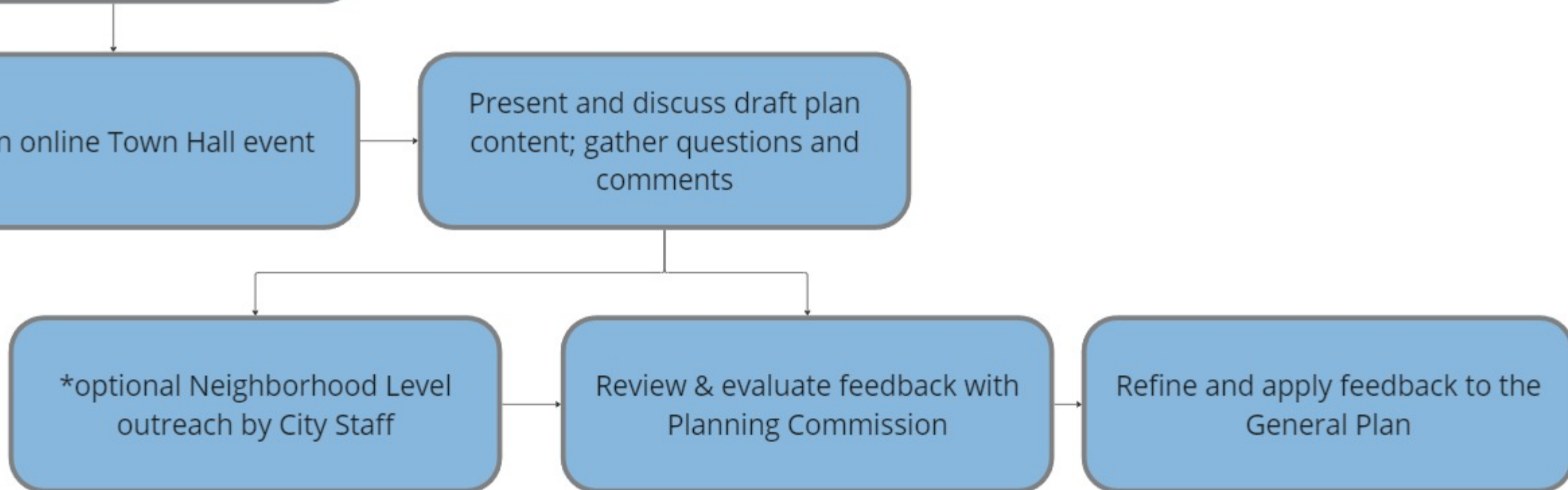
Host an online Town Hall event

Present and discuss draft plan  
content; gather questions and  
comments

\*optional Neighborhood Level  
outreach by City Staff

Review & evaluate feedback with  
Planning Commission

Refine and apply feedback to the  
General Plan






**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.

