

**Gateway SAS
Public Participation Strategy**

Citizen Participation Method	Purpose	Date Event was Conducted
Direct Mail	Direct mail-outs were used as awareness building tools that helped get a specific message to a targeted audience.	Nov. 11 th , 2008 (Kick-off meeting mailer) Jan. 21 st , 2009 (Visioning Workshop)
News Releases, Brochures, Email Notification, and the County Website	The use of news releases, brochures, email notification, and the County website were used to help provide public awareness and education to a larger audience.	News Release Dates: Nov. 26 th , 2009; Dec. 2 nd and 9 th , 2009; and Jan. 3 rd , 2009 (Lakeland Ledger). Email Notification: Sent prior to every meeting. Website: News releases and Project page
Public/Community Meetings	Public meetings were used to provide awareness, improve citizen's understanding of the SAS process, gather feed back as to their issues of concern, and provide updates to the study.	December 9 th , 2008 (Winter Haven) December 11 th , 2008 (Homeland) February 5 th , 2009 (Sundance Community) March 5 th , 2009 (Bartow Planning Commission) November 2009 (Anticipated Public Meeting)
Opinion Survey	An opinion survey was conducted as a means for collecting primary quantitative and qualitative data from or about citizens. This tool helps staff to identify and acknowledge citizen concerns.	The opinion survey was conducted on December 9 th and December 11 th during the SAS kick-off Public Meetings. Results of the survey were then presented at the Jan 6 th Focus Group Meeting. Results were also used in identifying key issues of concern.
Focus Group Meetings	A focus group was used as a means of providing additional citizen, stakeholder, and governmental agency input to the SAS technical staff in a smaller and more frequent meeting setting. The focus group members represented a number of varying interests. All focus group meetings were open to the public and advertized through the county website calendar and BoCC agenda announcements.	Focus Group Meetings were planned to occur every 1 st Tuesday of the month from Jan. 2009 till December 2009. To date, the following meetings have been conducted: January 6 th (Bob Crawford Ag. Center) February 3 rd (Cancelled) March 3 rd (Bartow Historic Museum) April 7 th (Bob Crawford Ag. Center) May 5 th and 19 th (County Admin Bld.) June 2 nd and 16 th (County Admin Bld.) July 7 th and 21 st (Cancelled) August 4 th (County Admin Bld.) September 1 st (County Admin Bld.) October 6 th (Pending TBA) November 3 rd (Pending TBA) December 1 st (Pending TBA)
Visioning Workshop	A visioning workshop was held to provide the public with a means of developing a preferred future vision or set of conditions for a community.	The ½ Day Visioning Workshop was held on January 29 th , 2009 at the Bartow Historical Museum. Approximately 50 citizens, residents, stakeholders, and other government officials participated in this event.