



# COUNTY OF LOUISA

## MEMORANDUM

TO: Board of Supervisors

FROM: Chris Coon, Deputy County Administrator

DATE: November 24, 2025

RE: Comprehensive Plan Outreach Mailer & Public Engagement Strategy

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### **Purpose:**

The purpose of this memorandum is to outline the County's comprehensive outreach strategy for the ongoing Comprehensive Plan update, including a countywide postcard mailer containing a QR code to the public survey and promoting four upcoming open house events across Louisa County. The goal is to ensure broad awareness, maximize resident participation, and address concerns related to public engagement.

### **Background:**

The Comprehensive Plan is the County's long-range policy document guiding land use, growth management, transportation planning, infrastructure needs, economic development, and overall community vision. It establishes priorities for the next 15–20 years and serves as the foundation for zoning, capital investment, and future planning decisions.

A strong and defensible Comprehensive Plan depends on broad public participation. Surveys allow residents to express priorities, concerns, and preferences that help shape policy direction. High-quality public input provides a clearer understanding of community values, helps identify emerging challenges, and improves the legitimacy and transparency of the final plan.

In addition to surveys, open house events offer residents an accessible forum to ask questions, speak directly with staff, and better understand the planning process. These sessions help ensure that residents who may not follow meetings at the County Office Building still have meaningful opportunities to participate.

To support this public engagement effort, staff prepared a countywide postcard mailer that includes a QR code linking to the survey and advertises four open houses across the County. This mailer complements online outreach, school

communications, targeted stakeholder notifications, and coverage from local media outlets

**Outreach Plan:**

Countywide Mailer with QR Code:

- Staff received three competitive quotes for approximately 18,500 postcards:
  - Vistaprint – \$13,000
  - Printing for Less – \$9,834
  - Next Day Flyers – \$9,400
- Mail postcard to all USPS-served households in Louisa County.
- Include a QR code that links directly to the Comprehensive Plan Survey.
- Clearly list the four open house dates, times, and locations

County Social Media & Website:

- Post regular updates on all County social media platforms.
- Maintain prominent, easy-to-access survey links and open house details on the County website.

Targeted Stakeholder Engagement:

- Coordinate outreach with community organizations such as Farm Bureau, 4H, FFA, the Council on Aging, and others.

Media Support

- Continue active collaboration with Engage Louisa, The Central Virginian, and other outlets to promote survey participation and open house attendance.

**Recommendation:**

Staff are prepared to move forward with the outreach plan if the Board wishes to proceed. If the Board prefers an alternative approach or modified scope, staff will adjust accordingly based on Board direction.