

PLANNING & DEVELOPMENT DEPARTMENT MEMORANDUM
#55-2019

DATE: December 16, 2019

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager 

FROM: Brook Svoboda, Director of Planning and Development 
Becky Smith, Planning Manager
Sara Dusenberry, Senior Planner

SUBJECT: Public Engagement Plan for the Comprehensive Plan Update

PURPOSE

Staff is presenting the draft public engagement scope of work for the Comprehensive Plan and is seeking feedback from the Council on the approach contemplated in the scope.

BACKGROUND

In the 2019 Budget, City Council authorized the Planning Division to begin working towards an update to the Comprehensive Plan. The Comprehensive Plan expresses the community's values, goals, and preferences. The last time Northglenn updated the Comprehensive Plan in its entirety was in 2010. Since the 2010 update, there have been several amendments to the Comprehensive Plan in the form of sub-area master plans and planning studies.

The primary intent of the public engagement plan is to ensure that the Comprehensive Plan articulates the community's values and vision. The plan will provide community members with multiple ways to provide their input for their concerns, goals, and vision for the Northglenn community.

The draft engagement scope intends to reach residents, city staff, and regional partners in varied and effective ways. The engagement strategies are focused on providing a variety of opportunities for involvement. The various tools and techniques were selected to ensure, to the extent practicable, as much of the community spectrum (social, economic, and cultural) are reached and engaged in a meaningful way that will add value to the process.

Avenues for Engagement:

- Resident Taskforce – proposed for residents and other stakeholders to participate throughout the planning process.
- Focus groups – to be provided for residents that are particularly interested in one aspect or area of the plan, such as transportation or housing.
- Leadership Team & Department Staff – there will also be meetings that consist of leadership and department staff.
- Regional Partners – to meet at appropriate intervals during the process.
- Stakeholder Group(s) – comprised of staff, local leaders, City Planning Commission, and Council members.

Public engagement will occur during the entire planning process, which is expected to last 18 to 24 months. Depending on the amount of participation and information gathered from each meeting, the public engagement plan is subject to change throughout the process to ensure the information received is meaningful and useful to the comprehensive planning process.

STAFF RECOMMENDATION

Staff requests Council provide guidance on the following:

1. Does the Council have any concerns or recommendations regarding the proposed tools and techniques for engagement?
2. Would Council like to appoint the resident taskforce? If so, what type of appointment process would be appropriate?

BUDGET/TIME IMPLICATIONS

The Comprehensive Plan budget is \$225,000.00. Council's feedback to the proposed public engagement scope will further determine how the budget will be utilized. Staff will evaluate the feedback, which will assist with creating a finalized budget for the project.

STAFF REFERENCE

If City Council members have any comments or questions, they may contact Brook Svoboda, Director of Planning and Development, at 303.450.8937.

ATTACHMENTS

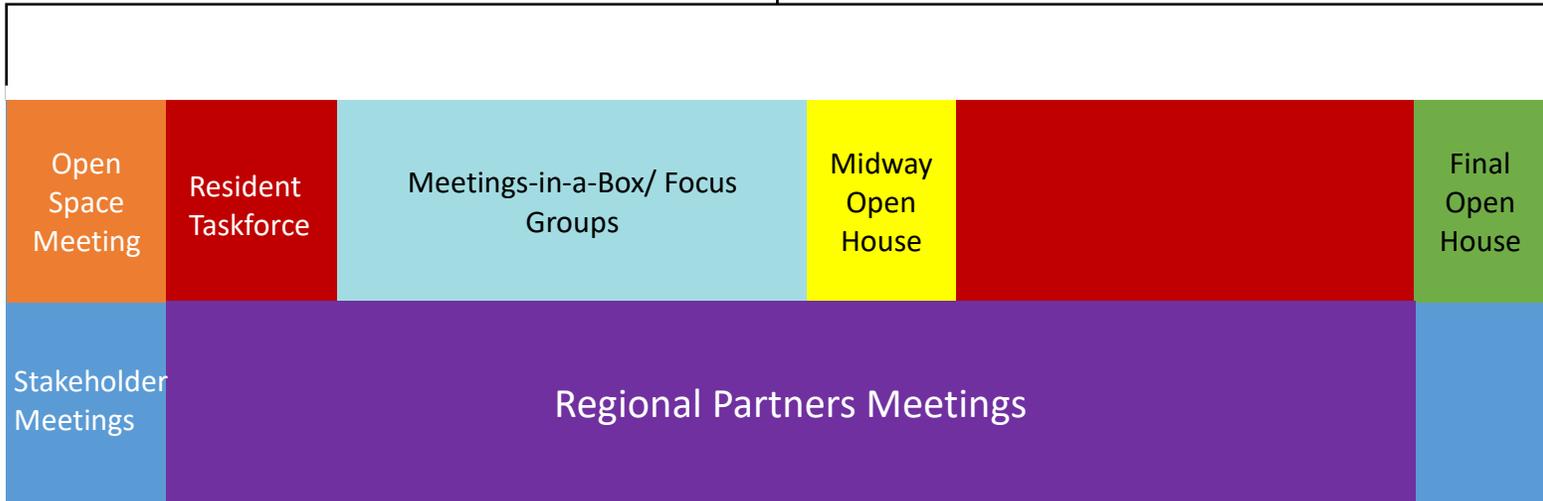
1. Preliminary Public Engagement Plan
2. Power Point Presentation

Preliminary Public Engagement Plan

The public engagement plan below provides information regarding the tools and meeting techniques that may be used to gain public feedback, those involved, and the frequency of when each group may be engaged. The proposed plan provides a variety of avenues to engage the public, staff and officials, and regional groups. By providing a variety of opportunities at different locations and times, we hope to reach a wide swath of the community to make sure the comprehensive planning process is resident-driven.

		Techniques and Tools						
		Open Space Meeting/Card Storming	World Cafes	Meetings in a Box	Topic Meetings	Social Media and Communications	Midway Open House	Final Open House
Party Involved	City-Wide	Multiple Times		Available 3 to 6 Months		Multiple Times	Once	Once
	Stakeholder Group		As Needed		Every 4 to 6 Weeks			
	Resident Taskforce		As Needed	Available 3 to 6 Months	Every 4 to 6 Weeks			
	Focus Groups		As Needed	Available 3 to 6 Months	Once Per Topic			
	Regional Partners				Every 6 to 8 Weeks			
	Departmental Groups				Every 4 to 6 Weeks			

18 to 24
Months



Timing

The estimated time for the completion of the Comprehensive Plan is 18 months to 2 years. Many of these meetings will run concurrently with each other, but some are dependent on information derived from others. The timing and frequency of meetings and events are subject to change depending on response and participation.

*Creating and inviting the stakeholder group and Resident taskforce will occur during the estimated timeframe.

Party Involved

City Wide – Any interested resident of Northglenn may participate in these meetings. Engagement with residents may occur through social media, local businesses, local organizations, neighborhood groups, churches, etc.

Stakeholder Group – Meets the most consistently and is comprised of city officials, staff, local leaders, city commission and board members, etc. This group meets the most frequently, and their input will help assist in the synthetization of data and broad community input. May be about 20 individuals.

Resident Taskforce – Meets semi-regularly and is comprised of highly interested and motivated residents. This group is meant to narrow down and discuss the needs of the community from a resident perspective – roughly 12 to 15 residents. The Planning team intends to find interested residents during the Open Space Meetings and from posting on social media.

Focus Groups – Meets a limited number of times to discuss a specific topic they are interested in. The Focus Groups will allow residents that are interested in specific components of the plan to voice their opinions without having to attend multiple meetings or more general meetings. Residents will be informed of focus groups through the kick-off meeting, social media, and other city communications.

Regional Partners – Meets periodically during the process. The role is to provide information for the plan and comment on the broader scope of the plan.

Departmental Groups – Meets semi-regularly and is comprised of the departments most directly affected by the Comprehensive Plan. Input primarily directed towards areas of focus to determine the feasibility of goals and action items. Meetings will occur with individual departments.

Tools and Meeting Techniques

These tools and techniques are subject to change or shift focus based on the response received from the various parties involved.

Open Space Meeting/Card Storming – Multi-day, multi-location meeting to receive open input from the public. Card storming will kick-off meeting to determine areas of focus. The discussion will occur in breakout sessions. All information gathered will help guide the main areas of interest in the plan. Functions as a kick-off to the plan and should build momentum. Meetings may occur twice a day for five days in a row to accommodate a variety of schedules. Go to the community to make it easier for them to engage.

Video Explanation: https://www.youtube.com/watch?v=M_jhcvCYBbg

World Cafes – Could be utilized in the discussion of more contentious components of the plan. The tool allows for a diverse group of individuals to meet in a more open and relaxed setting to discuss and collaboratively solve problems. This tool allows for open discussion to occur with a diverse group of individuals that may have conflicting viewpoints. This tool may be utilized on an as-needed basis with either those groups that meet regularly (stakeholder group and resident taskforce) or could be open to the public.

Video Explanation: https://youtu.be/YG_6iBcyP7w?t=43

Meetings in a Box – Way to empower community members to hold their own meetings. This may allow for interested community members that are either uncomfortable with public meetings or are unable to attend meetings to provide input on the Comprehensive Plan. This may occur through dinner parties, local organization meetings, businesses, church groups, school meetings, etc. The boxes may be returned to city hall, other public spaces, or can be picked up by the planning team – the goal is to make this as easy on community members as possible. Boxes may be available for the first 3 to 6 months of the planning process. Boxes need to include:

- Topics
- Questions
- Instructions
- Ways to record comments
- Tips for guiding discussions

Video Explanation: <https://youtu.be/WD0TyjT2lio?t=191>

Topic Meetings – Meetings focused on specific components of the plan. Held regularly and primarily with the resident taskforce, stakeholder groups, and departmental groups. Used to discuss the various components of the plan in a clear and cohesive manner. Meetings are structured and meant to answer specific questions regarding the plan.

Midway Open House – May be held at different locations and times to allow for a broad spectrum of individuals to attend. Open format to provide residents with an understanding of where we are at with the plan. This meeting type will allow for comment using visual aids that residents can comment on through the use of rankings, comment cards, dot democracy, visual preference surveys, etc. Residents may also directly ask questions of planning staff and possibly stakeholders.

Final Open House/Informational Meeting – May be held at different locations and times to allow for a broad spectrum of individuals to attend. Open format that will provide residents with a broad understanding of the plan and the various components. Some feedback is welcome and may be sourced in similar ways as the Midway Open House. The goal of the meeting is more informational and looking at confirmation of ideas as opposed to seeking new ideas.



CITY OF
Northglenn

COMPREHENSIVE PLAN Public Engagement

IMPACT ON DECISION

Inform

- Participation Goal: Provide the public with clear and objective information regarding the plan.
- Commitment: Residents will be kept informed.

Consult

- Participation Goal: Gather public feedback on the direction and components of the plan.
- Commitment: Residents will be informed, acknowledged, and provided with feedback on how their input played a role in the plan.

Involve

- Participation Goal: Direct and regular interaction with residents to ensure consistent and meaningful consideration of concerns and ideas.
- Commitment: Residents' concerns and ideas are reflected in the plan and strategies for implementation.

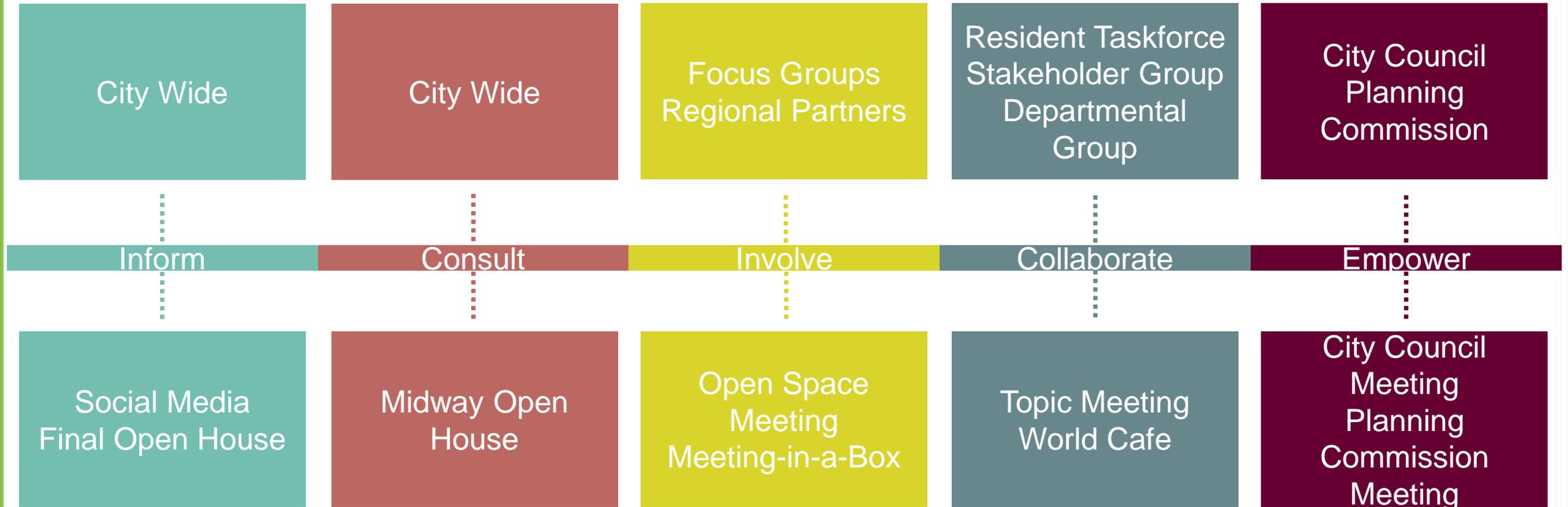
Collaborate

- Participation Goal: Partner with residents on determining areas of need and development of strategies or alternatives.
- Commitment: Residents' feedback will be utilized in creating solutions and strategies to the maximum extent possible.

Empower

- Participation Goal: Final decision making power.
- Commitment: We will undertake what you decide.

IMPACT ON DECISION



NEW TECHNIQUES AND TOOLS



Open Space Meetings



Meeting-in-a-Box

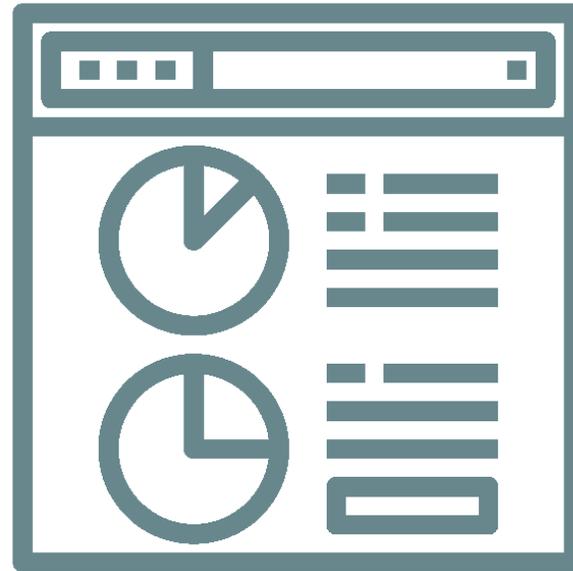


World Cafes

COMMON TECHNIQUES AND TOOLS



Open House Meetings



Topic Meetings



Social Media



PUBLIC ENGAGEMENT PLAN

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