Imagine Austin Comprehensive Plan
Public Outreach Matrix / Public Participation Plan
Draft 1.25.10

Task	Citizens Advisory Task Force	City Planning and Development Review Dept	City Public Information Office	Group Solutions	Estilo	WRT Team
Develop Approach to Community Forum #2	Review and provide comment	Review and approve outreach approach	Review and provide comment	Take lead in drafting approach	Review and comment; provide suggestions for EJ approach	Review and comment
Develop public messaging		Review and approve outreach messaging	Take lead in drafting outreach messaging	Review and provide comment	Review messaging; develop target Spanish language messaging	Review and provide comment on draft messaging
Outreach for CFS #2						
- Invitation to community organizations and interested others	Distribute to contacts and networks	Provide electronic notice to comp plan interest list	Distribute to targeted lists	Provide electronic notice to community organizations, groups, leaders, etc.	Provide electronic notice to targeted Spanish language and other EJ[1] communities	

[1] EJ includes African-American, Asian, Hispanic & LGBT communities

| Task	Citizens Advisory Task Force	City Planning and Development Review Dept	City Public Information Office	Group Solutions	Estilo	WRT Team
Website						
- Updates, meeting notices		Maintain website, post online surveys, release information		Provide electronic notice of surveys and links to community orgs, groups, leaders, etc.	Provide electronic notice of surveys and links to community orgs, groups, leaders, etc.	
Media Relations and Outreach						
- Editorial Board Briefings		Provide information; participate in briefings	Schedule editorial briefings; participate in briefings		Identify minority media for briefings	
- Media Outreach		Approve schedule and story ideas; assist PIO with story ideas;	Periodically provide new story ideas to media	Identify human interest stories, provide contacts and story ideas to PIO	Identify human interest stories, provide contacts and story ideas to PIO	Review and comment; assist PIO/PDR with story ideas
Austin Public Library		Provide copies of drafts products; organize informal conversation (e.g., talk to a planner day)				
- Reading lists, book clubs, summer reading list for kids		Coordinate with Library (e.g., book lists) and post online		Promote reading lists, book clubs, or events (email contacts)	Promote reading lists, book clubs, or events (email contacts)	

Task	Citizens Advisory Task Force	City Planning and Development Review Dept	City Public Information Office	Group Solutions	Estilo	WRT Team
Focus Groups		Determine if additional fees for participation should be used for Focus Groups		Held first focus groups		
Key Stakeholder Interviews		Continue to arrange and schedule interviews				Continue through Phase 2.1 and 2.2 (COA Depts, Orgs, City Council, etc.)
Meeting-in-a-Box (MiaB)		With assistance from UT, prepare "boxes", post online, tally results; Post on website			Outreach for MiaB to EJ communities, (e.g., Asian Cultural Center meeting)	Outreach for Hispanic Group involvement

Draft CPTF January Outreach Plan

January	Week 1							Week 2							Week 3							Week 4							
	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
I. Planning Phase		◆	◆	◆	◆	◆	◆	◆	◆																				
Message Development		◆	◆	◆	◆																								
Do Meetings in a Box		◆	◆	◆	◆	◆	◆	◆	◆																				
Targeting				◆	◆	◆	◆	◆	◆																				
a. develop contact list				◆	◆	◆	◆	◆	◆																				
b. org. meeting dates					◆	◆	◆	◆	◆																				
c. letter to target orgs						◆	◆	◆	◆																				
Design		◆	◆	◆	◆	◆	◆	◆	◆																				
a. leaflet			◆	◆	◆	◆	◆	◆	◆																				
b. poster					◆	◆	◆	◆	◆																				
c. card				◆	◆	◆	◆	◆	◆																				
d. button				◆	◆	◆	◆	◆	◆																				
e. spanish translation						◆	◆	◆	◆																				
f. survey self mailer							◆	◆	◆																				
g. revise survey doc						◆	◆																						
Speakers				◆	◆			◆																					
a. review presentation					◆	◆	◆	◆	◆																				
Publication Deadlines				◆	◆	◆	◆	◆	◆																				
Research				◆	◆	◆	◆	◆	◆																				
Prepare Emails				◆	◆	◆	◆	◆	◆																				
a. personal				◆	◆	◆	◆	◆	◆																				
b. organizational				◆	◆	◆	◆	◆	◆																				
Social Media Plan					◆		◆	◆	◆																				
Task Force Meeting											◆																		
II. Pre-Launch											◆	◆	◆	◆	◆														
Update website											◆	◆																	
Letters to Target Orgs													◆	◆															
Print											◆	◆	◆	◆	◆														
a.leaflet/cards/etc.											◆	◆	◆	◆	◆														
b. poster											◆	◆	◆	◆	◆														
Library Drop Boxes											◆	◆				◆													

Go ahead. Imagine.

Austin is a community of ideas, people and imagination.
What do you like about Austin? What would you change?
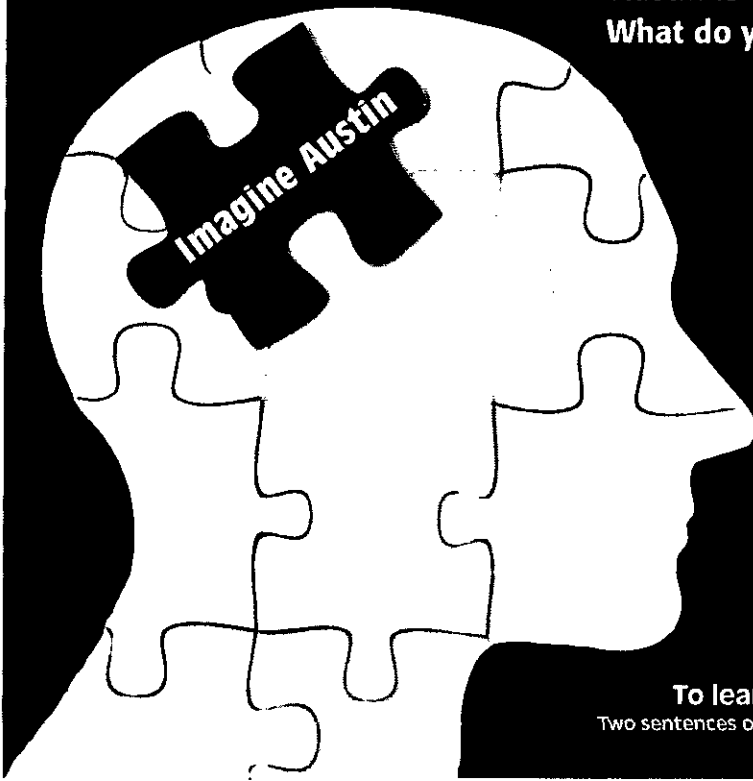
You are Austin.
Be a part of the plan.

Our community of ideas needs yours today!

Fill out the quick survey online at
www.ci.austin.tx.us/compplan/survey.htm

The Austin picture won't be complete
without your piece of the puzzle!

To learn more, see www.imagineAustin.net
Two sentences of explanation of the Comprehensive Plan to be included here.

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to
come

MEMORANDUM

TO: Mayor and Council

FROM: Sue Edwards, Assistant City Manager

DATE: January 20, 2010

RE: Imagine Austin Outreach Strategy Update

As you are aware, the process for creating a new Comprehensive Plan is underway. We had a successful first series of Community Forums in November, with six meetings across the city attended by more than 300 participants. Our online and paper survey, launched in mid-October, has had more than 1,000 responses. Our newest tool, the Meeting-in-a-Box, is also gaining in popularity with more than 125 Boxes checked out to date. Both the survey and Meeting-in-a-Box will continue through February.

Going forward, we plan to enhance our media outreach and public involvement strategy. Enhancements will include:

- An outreach campaign, using "faces you know"—celebrities, talking about the importance of the plan to Austin. This will include talking about specific issues of concern to the community. The campaign will build to a week of intense outreach and input opportunities.

- Creation of a new outreach and participation tool—"traveling teams." These are teams of staff, Task Force members, and Imagine Austin volunteers that travel to different iconic or high-traffic areas of Austin. Each team provides information and takes input. These "places you go" include Zilker Park, the UT Mall, Huston-Tillotson University, ACC, and Sixth Street, as well as other places that Austinites congregate, like movie theaters, bus stops, shopping malls, Caritas, Salvation Army, and farmers markets.

- Redesign of Community Forum Series #2—with increased emphasis on taking input through the traveling teams and Meetings-in-a-Box, the large public meetings will be scaled back in number from six to two. To accommodate this shift, the meetings will become more free-form and open-ended, like the Kick-Off Open House in October, but will also include scheduled break-out sessions for group discussion. The content of the meeting will shift to accommodate a greater range of issues Austinites have raised through the input we have received.