

Outreach Plan

Overview to Joint City Council CAG Working Session

January 11, 2017

Alina Carnahan

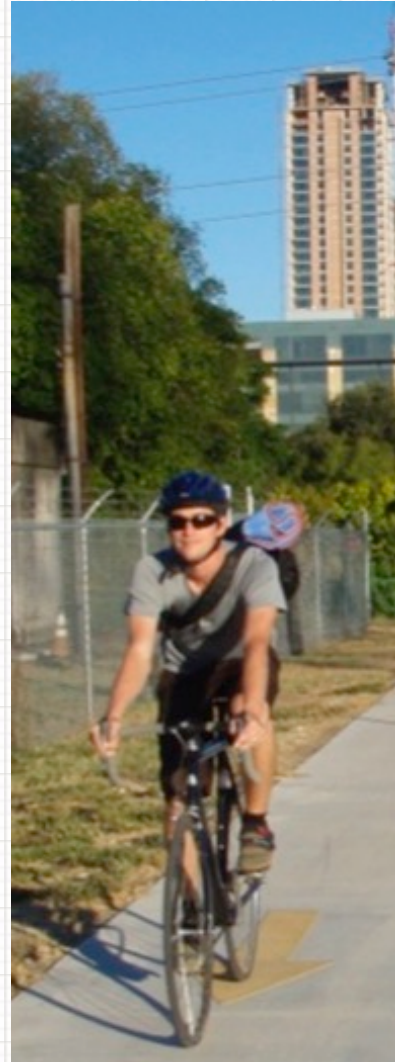
Public Information Specialist,
CodeNEXT

Peter Park

Principal, Peter Park Consulting

John Miki

Associate, Opticos Design, Inc.



Presentation Overview

- 1. Introduction and Overall Schedule**
- 2. Presentation of Outreach Tools**
- 3. Presentation of Public Meetings**

Introduction

Outreach Plan Goals

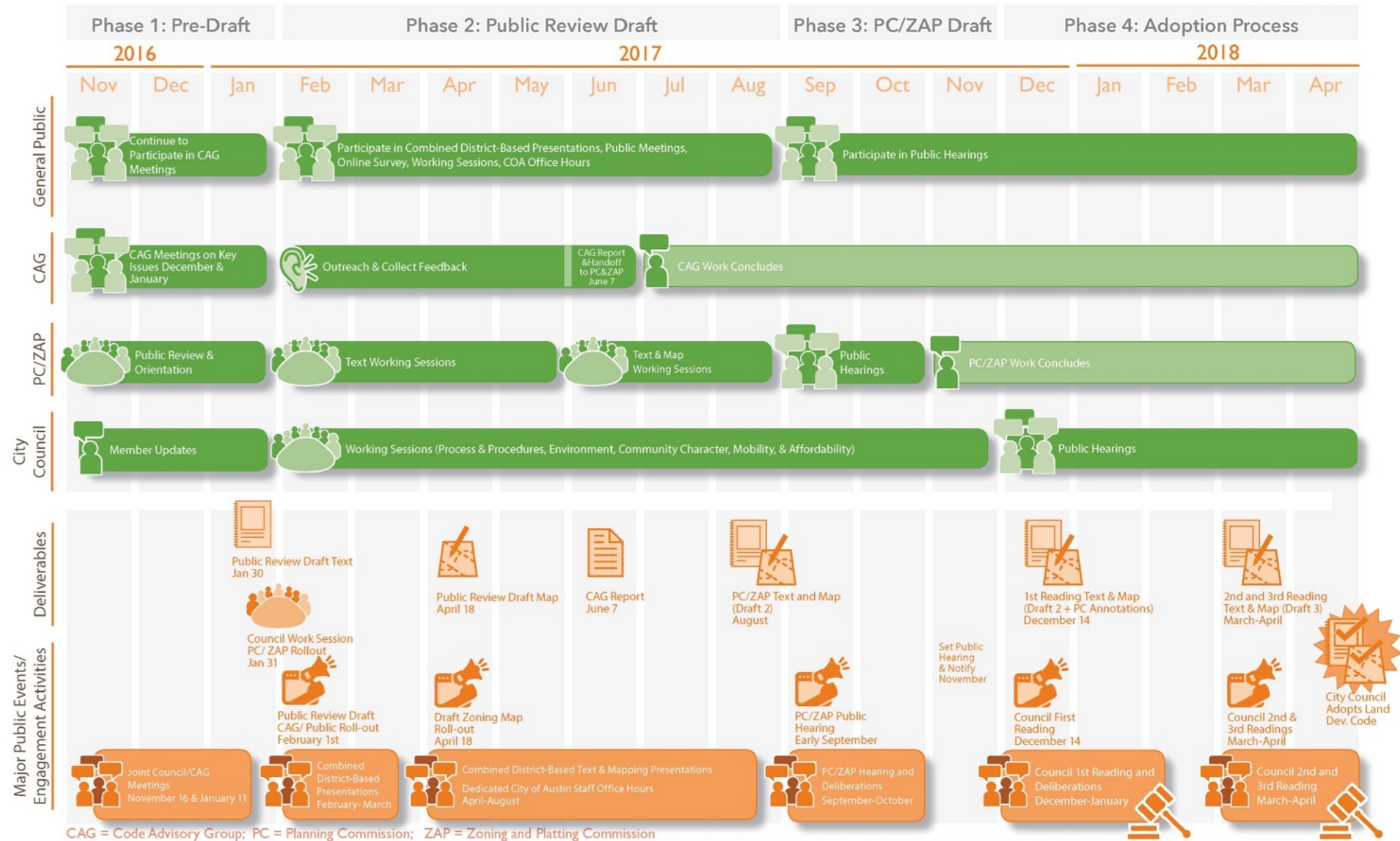
There are 3 major goals that inform the entire plan:

Education Opportunities: To educate as many Austinites as possible about the basics of a land development code;

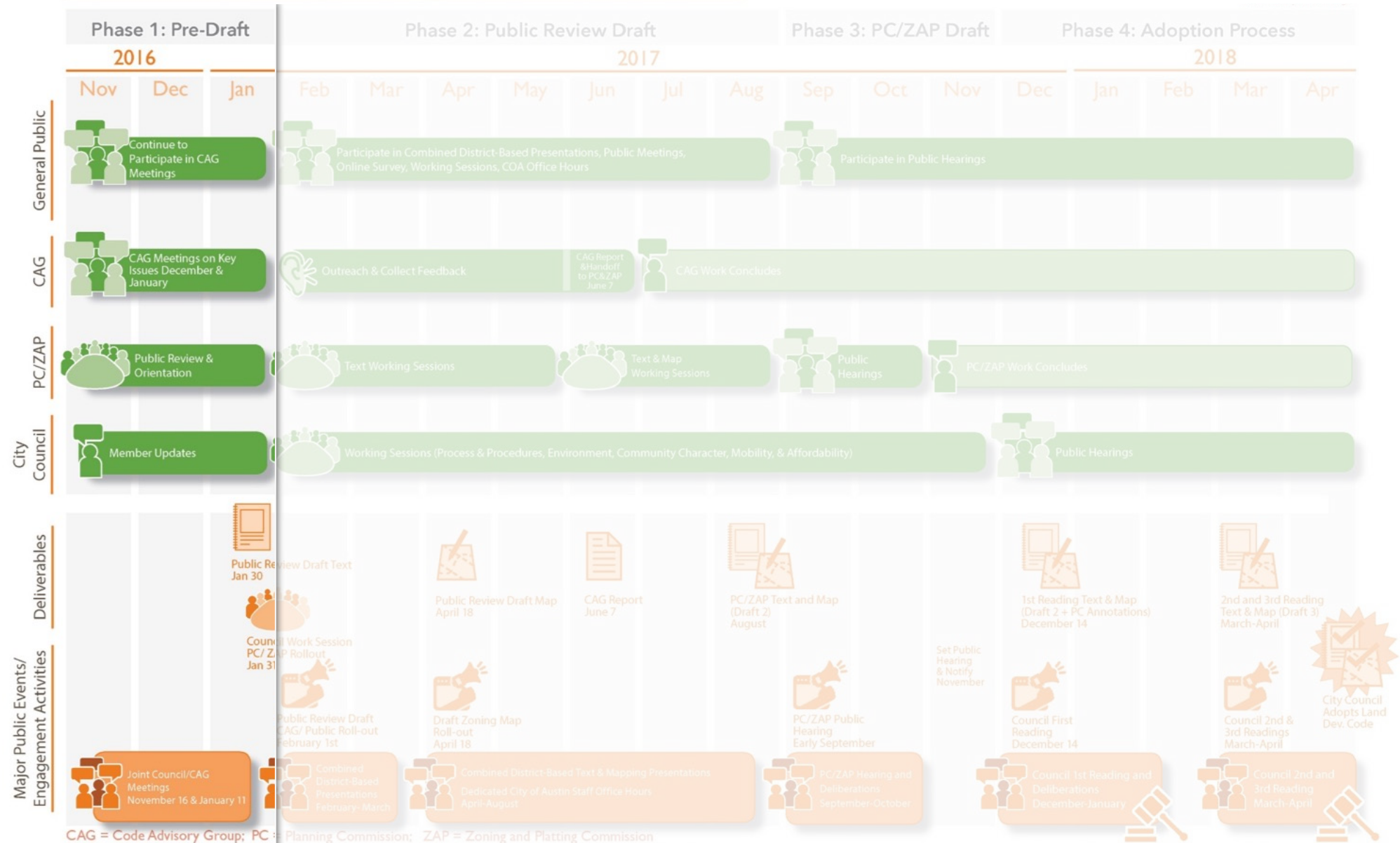
A Diversity of Feedback: To get feedback from a cross-section of Austinites across Council district, homeownership status, age, socioeconomic status, ethnicity, and gender; and

Engage in Dialogue: To engage that broad Austin community in a meaningful dialogue about whether the draft code reflects our community's values and shared vision of Austin.

CodeNEXT: Land Development Code Timeline



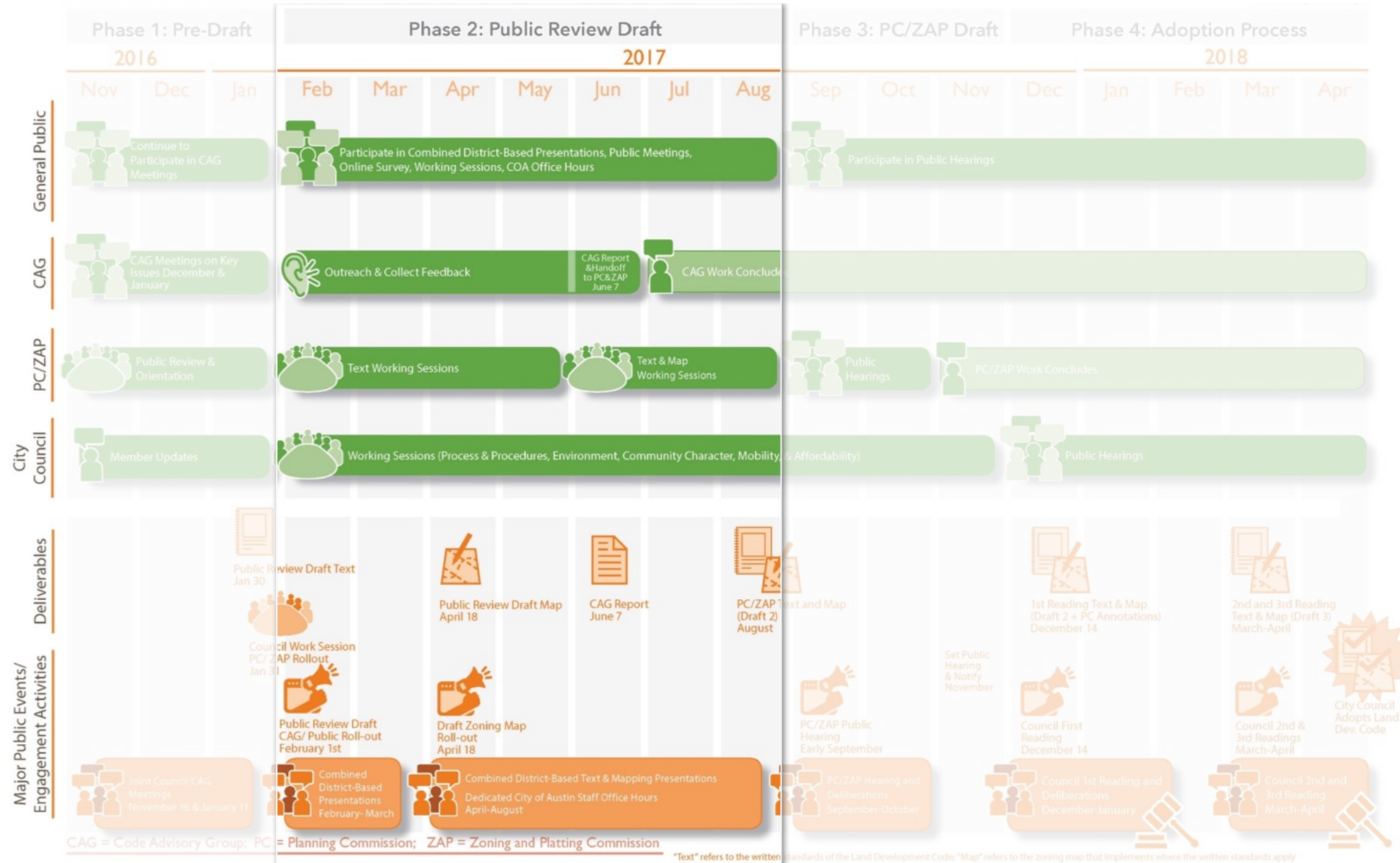
CodeNEXT: Land Development Code Timeline



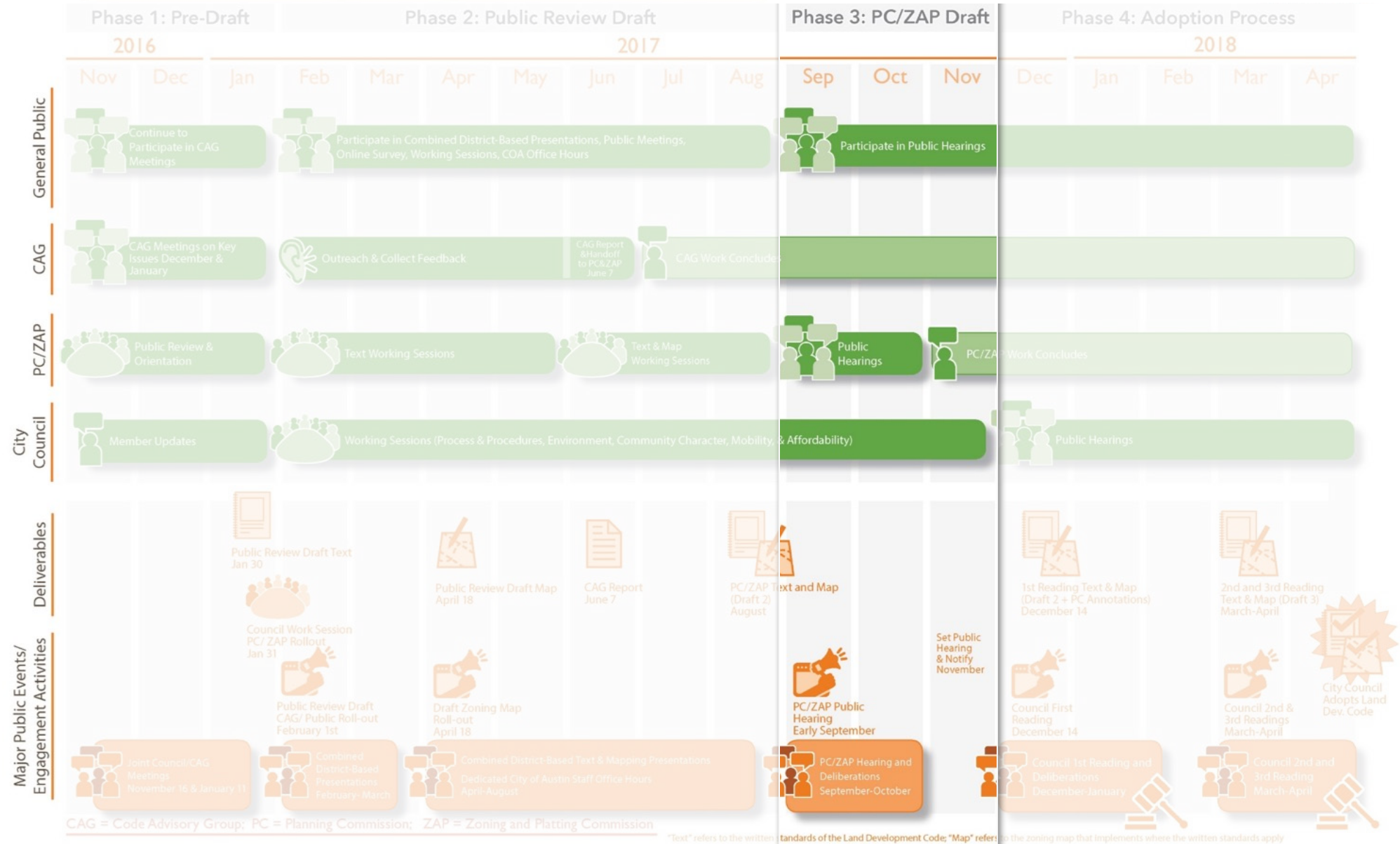
CAG = Code Advisory Group; PC = Planning Commission; ZAP = Zoning and Platting Commission

*"Text" refers to the written standards of the Land Development Code; "Map" refers to the zoning map that implements where the written standards apply

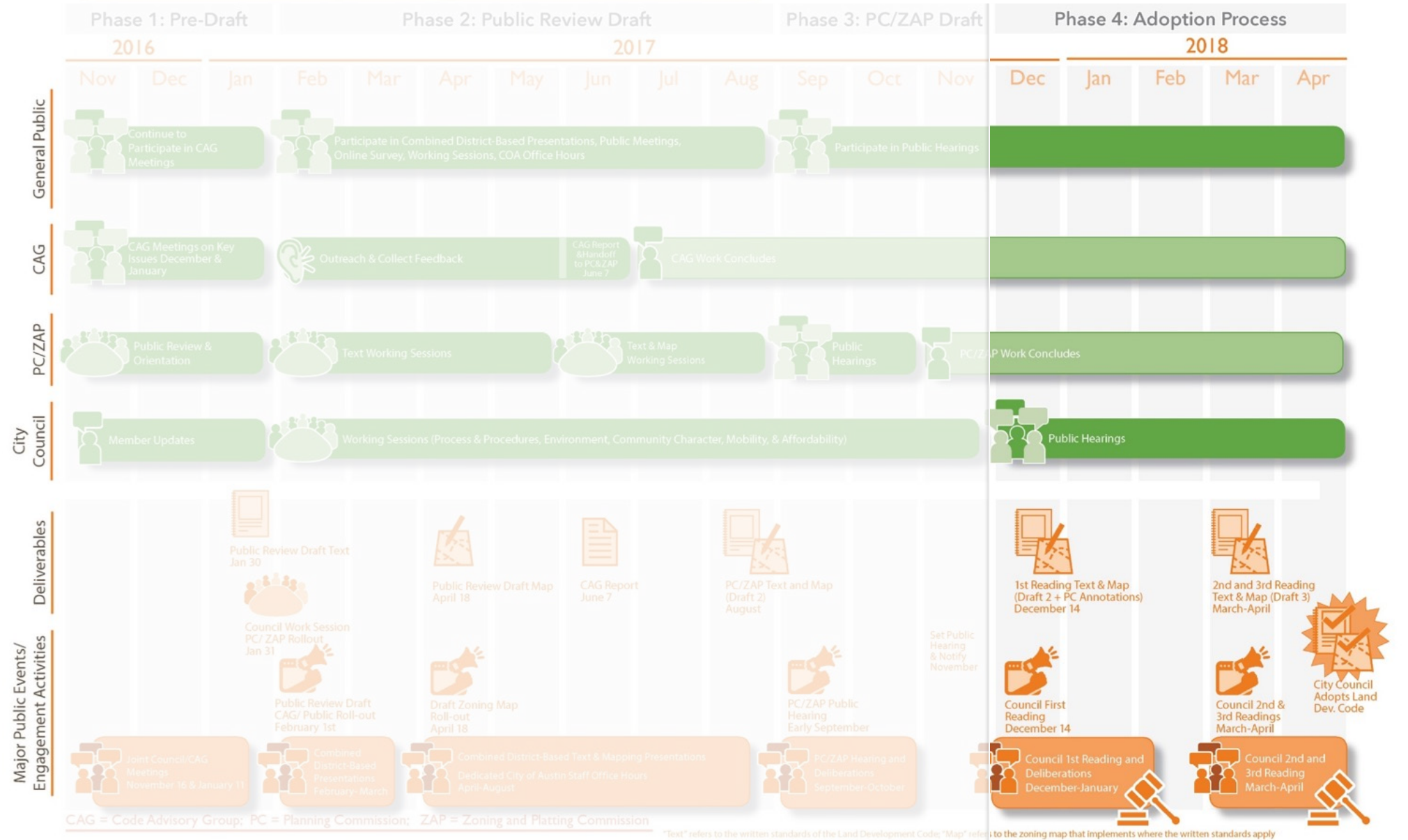
CodeNEXT: Land Development Code Timeline



CodeNEXT: Land Development Code Timeline



CodeNEXT: Land Development Code Timeline



Feedback Tools

Tools

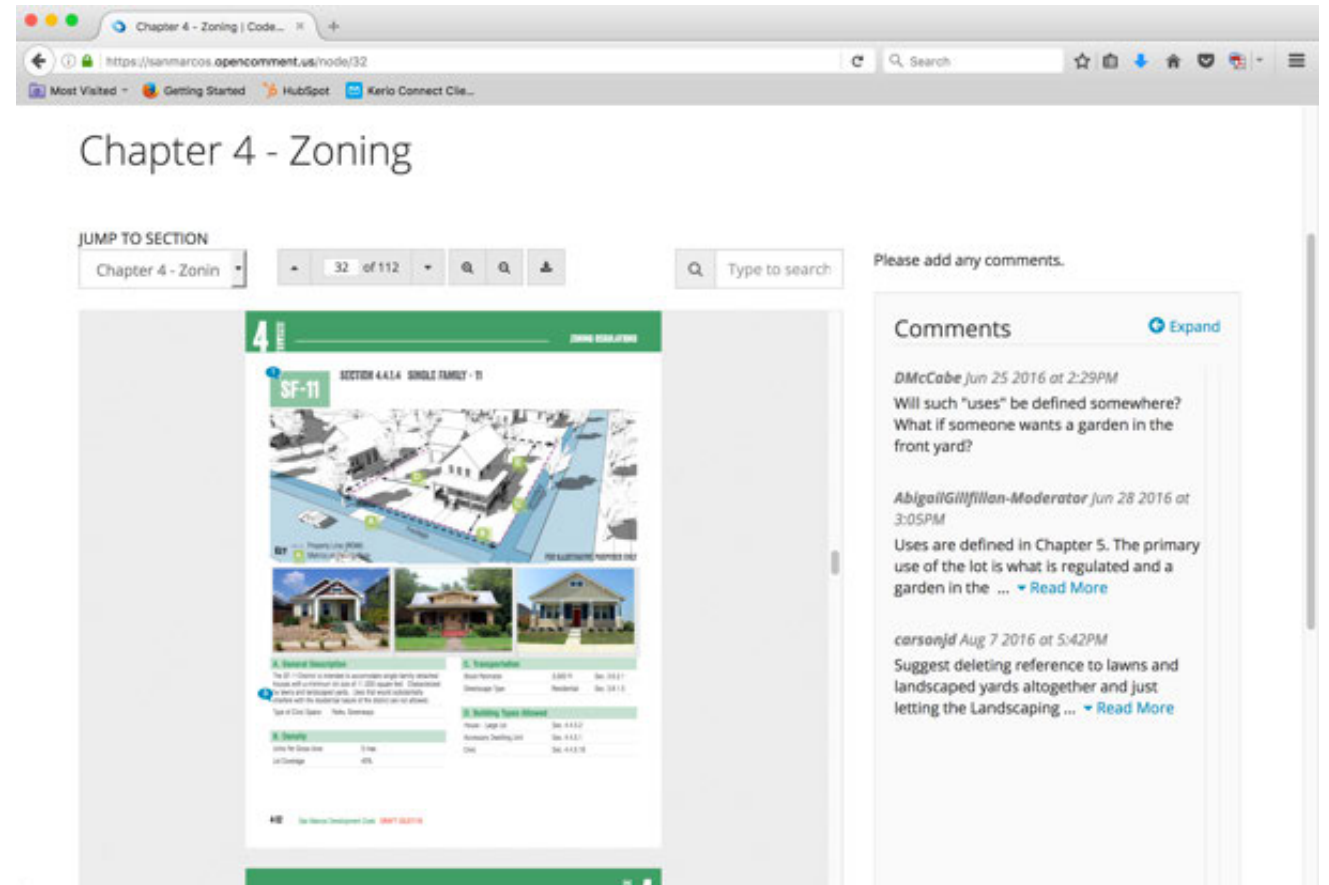
- Survey Tool
- Code Comment Tool
- Mapping Tool
- Group Position Paper
- Outreach Toolkit
- Introductory Video
- Website

Survey Tool

The survey is focused on how the draft code implements the Imagine Austin Priority Programs and alleviates the 10 major issues identified in the Land Development Code Diagnosis.

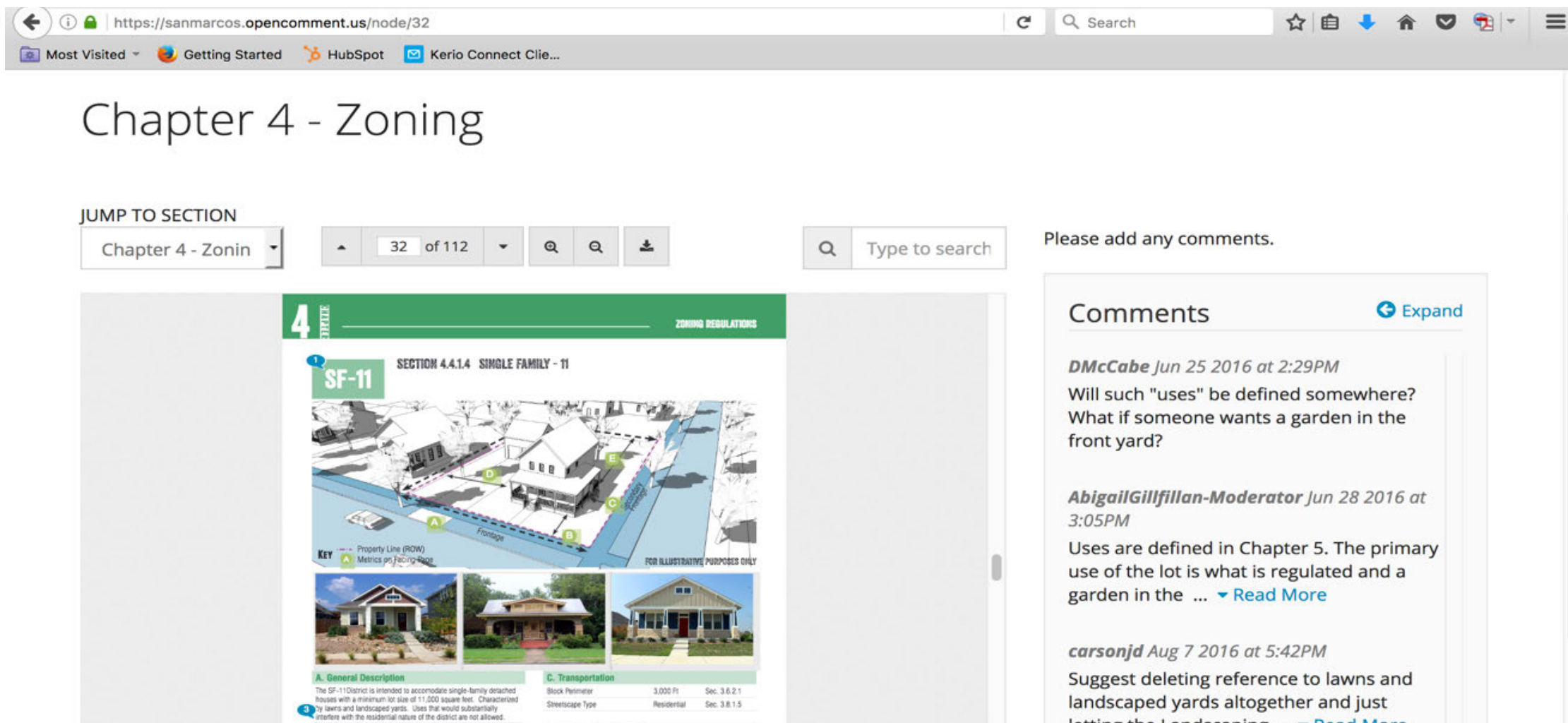
Code Comment Tool

Using a tool (CiviComment) that has been implemented in code rewrites across the country, staff will receive comments on the actual code document from Austinites.



Example of Similar Code Comment Tool
<https://sanmarcos.opencomment.us/>

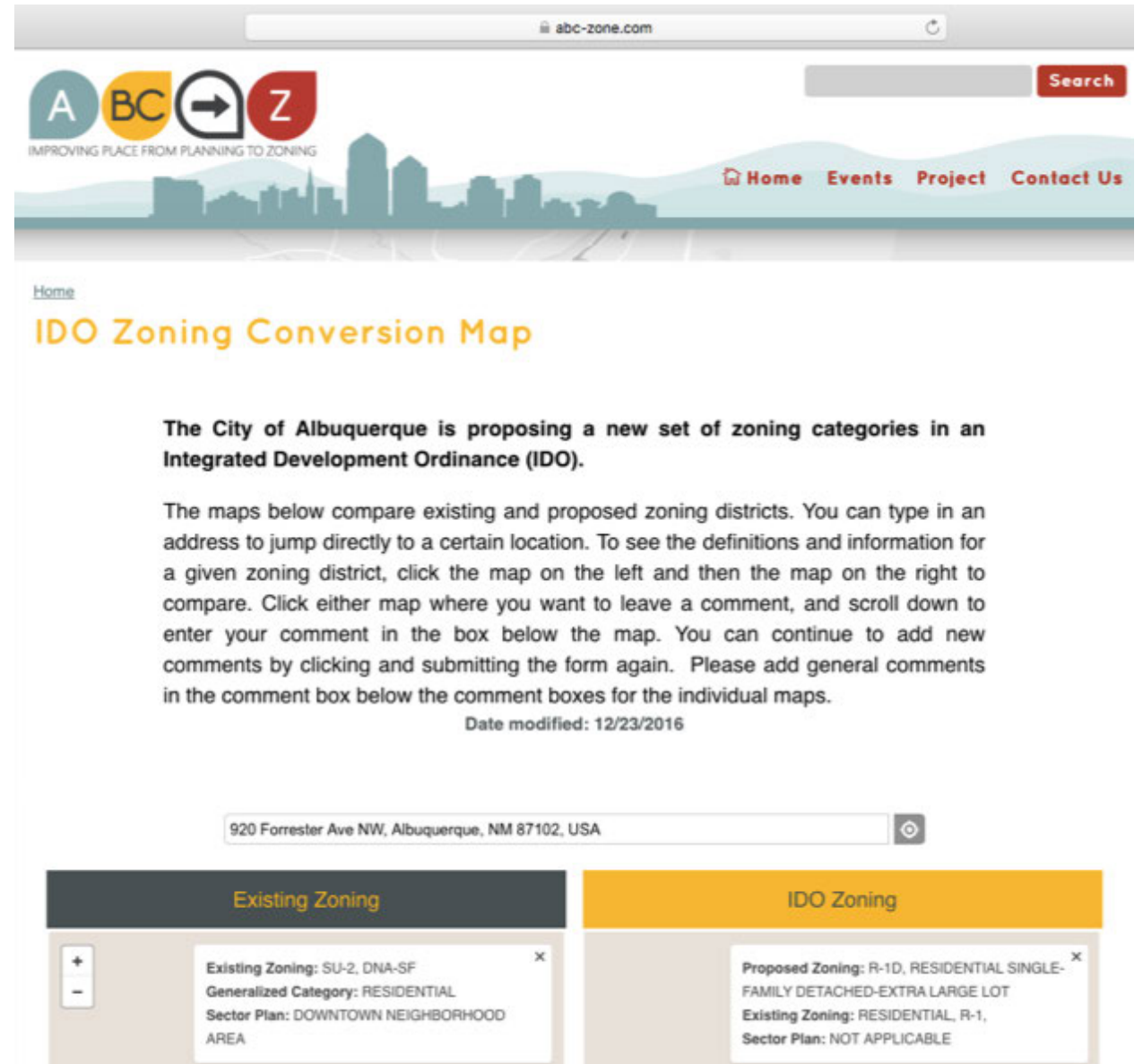
Code Comment Tool



Example of Similar Code Comment Tool <https://sanmarcos.opencomment.us/>

Mapping Tool

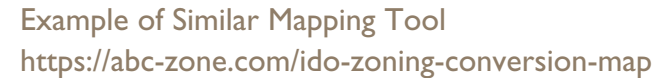
This tool is designed to reduce the barrier to entry for Austinites who are curious about what will happen to a specific property. Comments can be provided on a specific property or on the map as a whole.



Example of Similar Mapping Tool

<https://abc-zone.com/ido-zoning-conversion-map>

This tool is designed to reduce the barrier to entry for Austinites who are curious about what will happen to a specific property. Comments can be provided on a specific property or on the map as a whole.



Mapping Tool

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abc-zone.com

Please enter comments about EXISTING zoning on a specific parcel or zoning district below.

(Please be sure to make your selection on the map above.)

Please enter any general comments on the IDO zoning:

To learn more about uses allowed under your EXISTING zoning:

- **Straight zones** (e.g. R-1, C-2, M-1, etc.): Consult the [Comprehensive Zoning Code](#)
- **SU-1** (i.e. site-plan controlled parcels): Visit the file room in the Planning Department on the 3rd floor, Plaza del Sol, 600 2nd Street, M-F 8:30 am – 12 pm and 1-4:30 pm.
- **SU-2** (i.e. sector development plan zones): Consult the relevant sector plan available online [here](#).

Please enter comments about the IDO zoning on a specific parcel or zoning district below.

(Please be sure to make your selection on the map above.)

Your contact information (optional):

Name

Email Address

Submit

To learn about uses allowed under the IDO zoning districts:

- **Straight zones** (e.g. R-1, C-2, M-1, etc.): See columns for each proposed zone in the Permitted Use Table 3-2-1 of the [IDO](#).
- **SU-2** (i.e. Sector Development Plan zones): Proposed conversions from SU-2 zones to IDO zones are listed by sector plan in [this table](#).
- **SU-1** (i.e. site plan controlled parcels): Approved site plans keep their zoning and uses. For uses approved on each site, please consult the adopted site plan. If a new site plan is needed, the proposed IDO zoning and processes apply.

Example of Similar Mapping Tool

<https://abc-zone.com/ido-zoning-conversion-map>

Group Position Papers

In the interest of transparency, all group position papers and suggestions will be posted on the CodeNEXT document-hosting site.

Previous Group Position Papers can be found here:
<http://www.austintexas.gov/departments/issue-papers>



Outreach Toolkit

This toolkit has slide decks, scripts, and handouts. While these materials alone do not equip Austinites to become code experts, they provide a simple, consistent way for interested residents to share basic information about CodeNEXT and initiate a dialogue with their communities.



Mock-up of materials that will be included in the Outreach Toolkit

Introductory Video

In order to ensure that all interested Austinites are able to understand the basics of CodeNEXT and how they can get involved, the outreach team is creating a short introductory video which will be available online.



Example of Video from Denver, CO

Website

The CodeNEXT website will be revamped to ensure a better user experience. Important documents, programs, and links will be featured clearly on the front page, and the rest of the website will also been edited to ensure that the most up-to-date information is available to the public.

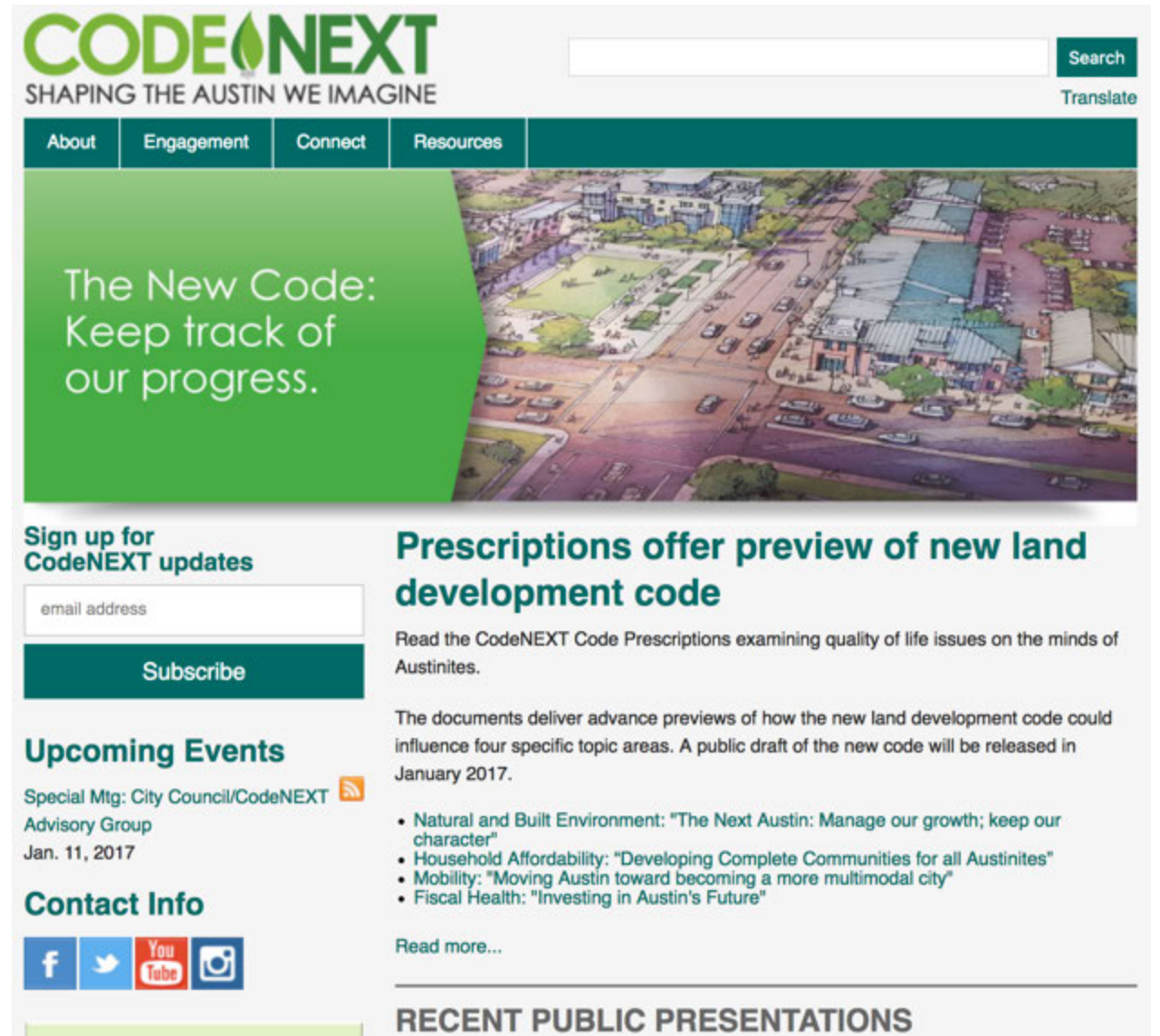


Image of Existing CodeNEXT website

Public Meetings

Tools

- Major Events
- Open Houses
- CodeNEXT Topic Talks
- Map Open Houses
- Conversation Corps
- Office Hours

Major Events

- Code Text Release Public Open House February 1st
- Code Maps Release April 18th

Open Houses

Purpose:

Inform the public, answer questions, address misinformation, and promote the CodeNEXT outreach and feedback mechanisms.

The primary focus of these events is code education and answering the public's questions.



Open House Dates

Saturdays

- February 11th
- February 18th
- February 25th
- March 4th
- March 25th

Locations and Times TBD



CodeNEXT Topic Talks

Purpose:

Allow for a more focused conversation on some of the major points of interest in the new code, and to answer the public's questions, both general and specific, on these topics.



CodeNEXT Topic Talks Dates

- 5 Presentations
- Between Late February and Early May



Map Open Houses

Purpose:

Allow the public to view the draft zoning maps, learn more about what each zone means for them, and provide input on the new map and code text.



Map Open House Dates

- 10 meetings: One in each Council District
- April – June
- Location and Dates TBD



Conversation Corps

Trained facilitators able to host conversations about issues raised by the draft Code in a more convenient and comfortable setting than a large open house event.



Office Hours

CodeNEXT staff will be hosting weekly office hours in order to answer individuals' questions and discuss concerns about the draft map and code text in a more private setting.



Question & Answer

