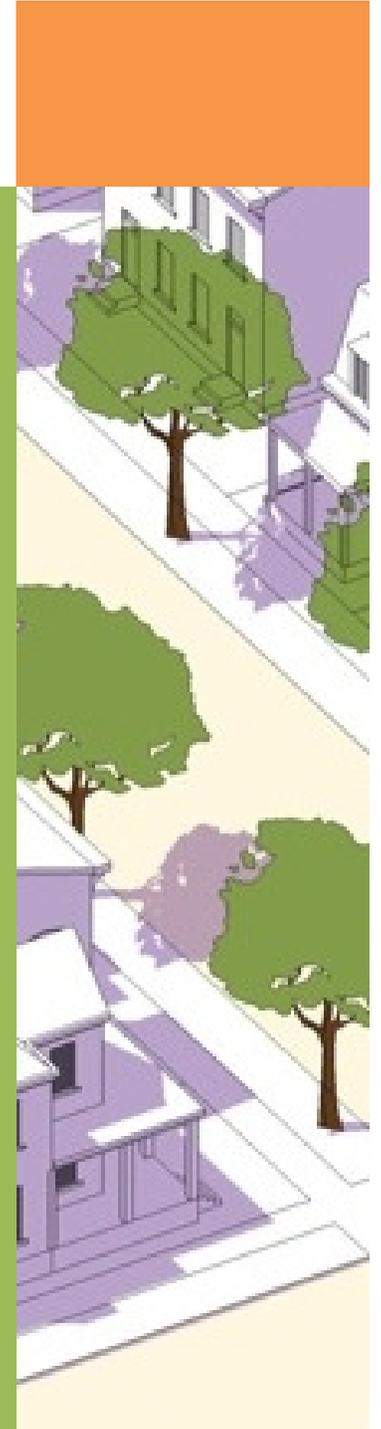


Land Development Code Opticos Design Outreach Team

- Public Engagement Framework
- Listening Session Design
- Working Together

Code Advisory Group
City of Austin
One Texas Center
505 Barton Springs
August 19, 2013
4:00 – 6:00 pm



Land Development Code

Outreach Team

Sebastian Puente

Cultural Strategies
Expertise: Community Engagement &
Strategic Communications

Project Involvement

- Airport Boulevard Form-Based Code
- Central Health – Dove Springs
- Austin Independent School District

Diane Miller

Civic Collaboration
Expertise: Civic Engagement & Community
Planning Management

Project Involvement

- Imagine Austin
- Envision Central Texas
- IAP2 Practitioner
- Congress for New Urbanism

Mark Yznaga

Expertise: Public Policy Development &
Community Decision Making

Project Involvement

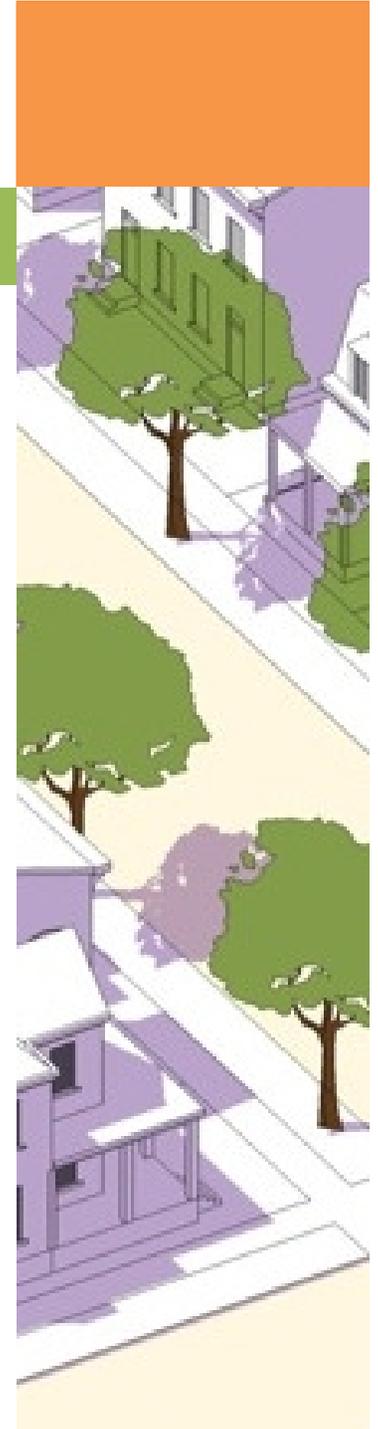
- Imagine Austin
- Create Austin
- Affordable Housing

Jackie Nirenberg

Group Solutions
Expertise: Public Involvement &
Communications

Project Involvement

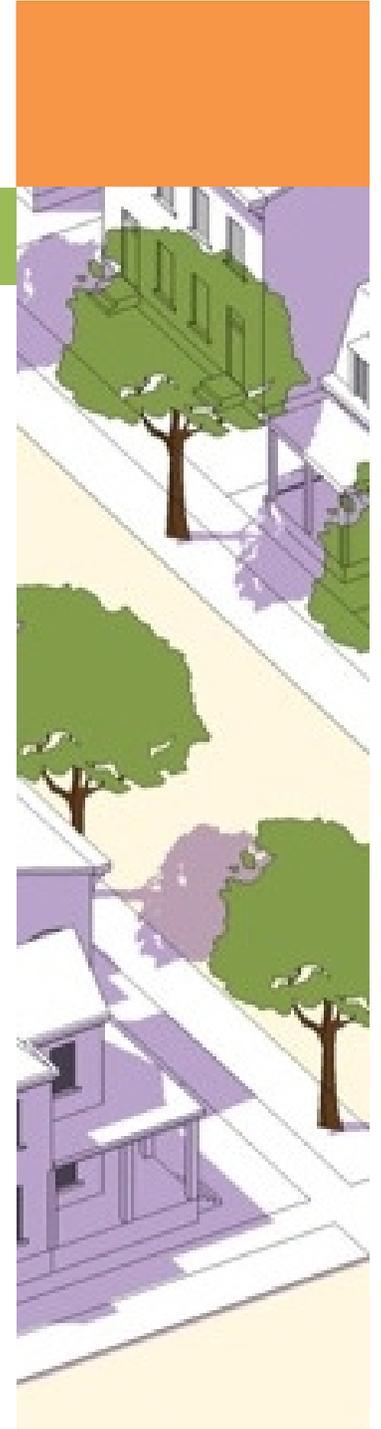
- Imagine Austin
- CAMPO
- Central Texas Regional Mobility Authority
- Austin Water Utility



Land Development Code

Public Engagement Framework

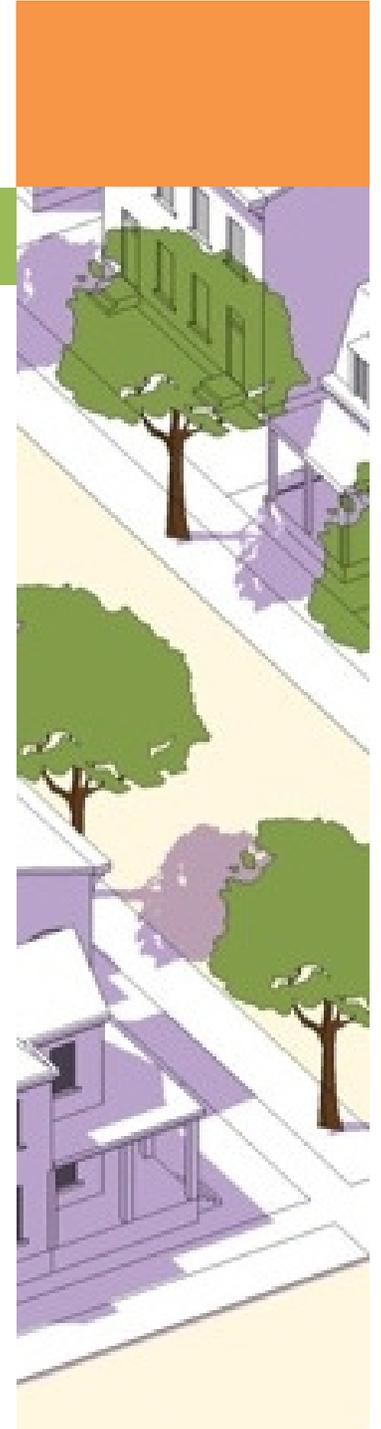
- It's a working document.
- Provides an overview of the elements of the Public Engagement Plan for the Land Development Code rewrite process.
- Over the next two months, the Consultant Outreach Team will work closely with the Code Advisory Group and City Staff to develop the Preliminary Public Engagement Plan.
- The Outreach Team will present the Preliminary Public Engagement Plan to the public for comment and refinement during the initial Listening Sessions.
- After the Listening Sessions, the Outreach Team will present proposed changes to the Code Advisory Group, City Staff, and the community before completing the Final Public Engagement Plan.



Introduction

Public Engagement Framework

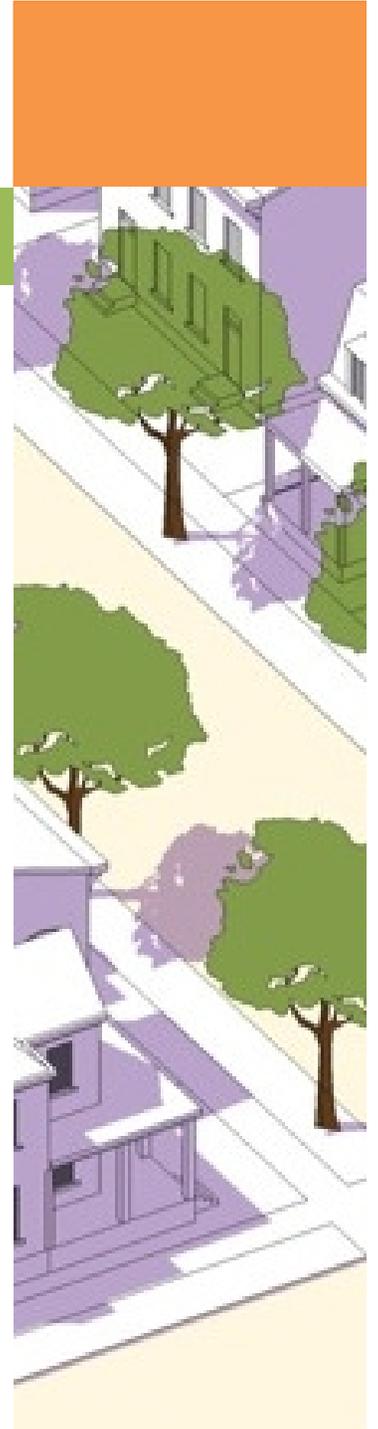
1. Introduces the existing land development code and its revision process to set the stage for meaningful engagement with:
 - Existing stakeholders from the Imagine Austin Comprehensive Plan process and other City code-related efforts
 - Austin residents
 - Other stakeholders who were not previously involved in the Imagine Austin
1. Conveys the importance of the code revision to the long-term health and viability of the community.
 - Will focus on the difficulty and cost of using the present code by businesses, residents, and City staff
 - Will identify some of the longstanding issues that are facing our community while beginning to set expectations of the types of problems the code revision can and cannot address



Approach: Principles

Public Engagement Framework

1. Outlines the City of Austin's public participation principles:
 - (accountability and transparency)
 - (fairness and respect)
 - (accessibility)
 - (predictability and consistency)
 - (creativity and community collaboration)
 - (responsible stewardship)
2. Outlines the philosophy and guiding principles that will inform the approach to public engagement.
3. Highlights key principles, such as:
 - Inclusion
 - Transparency
 - Openness to learning
 - Multiculturalism

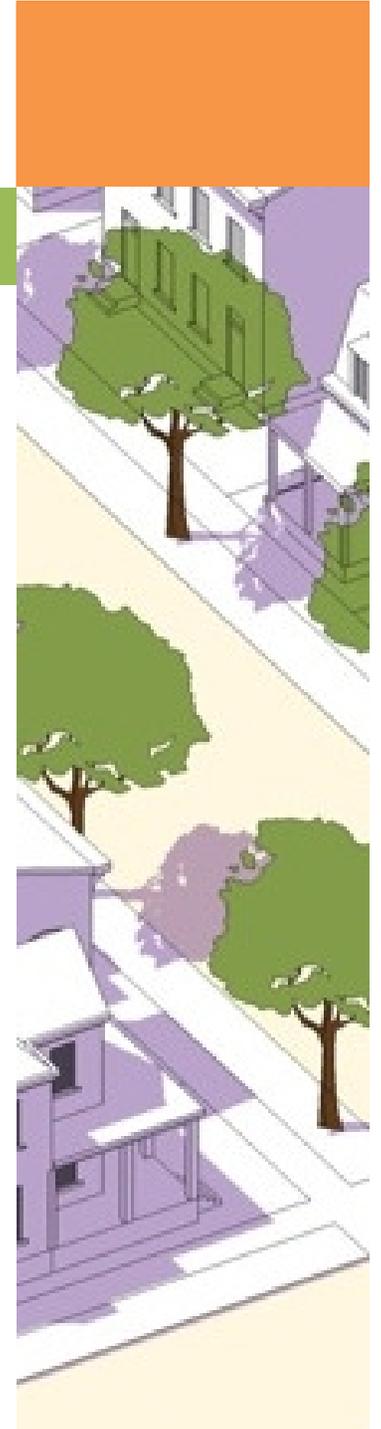


Approach: Goals

Public Engagement Framework

Lays out the overarching goals of the public engagement process, such as understanding:

- What people value about their community, and areas of concern
- Experiences people have had with the code, and areas of needed improvement
- How to accommodate growth, and the degree of change



Approach: Participants

Public Engagement Framework

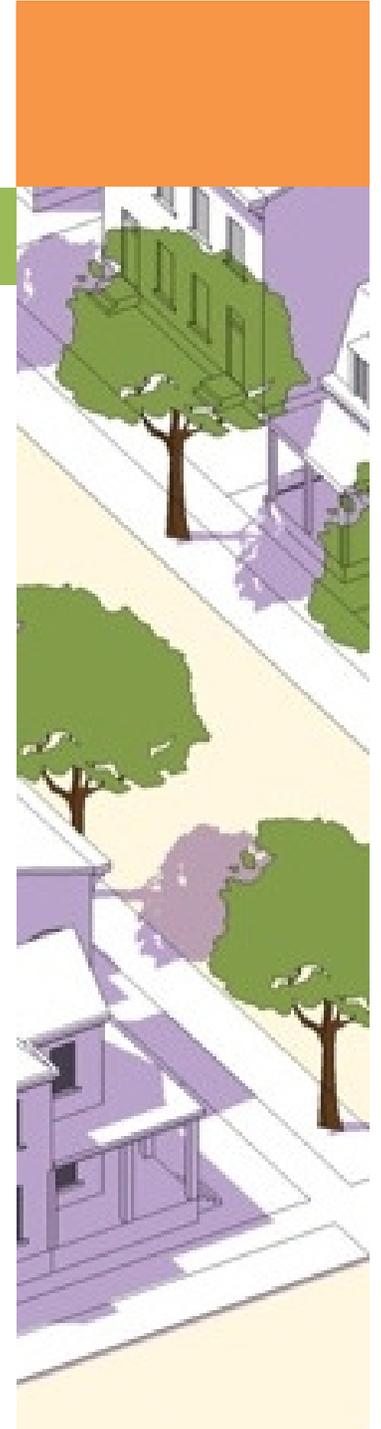
The process aims to engage:

- The general public
- Homeowners
- Businesses
- Civic groups
- Nonprofit organizations

Public Engagement Team:

The groups with key roles in the process:

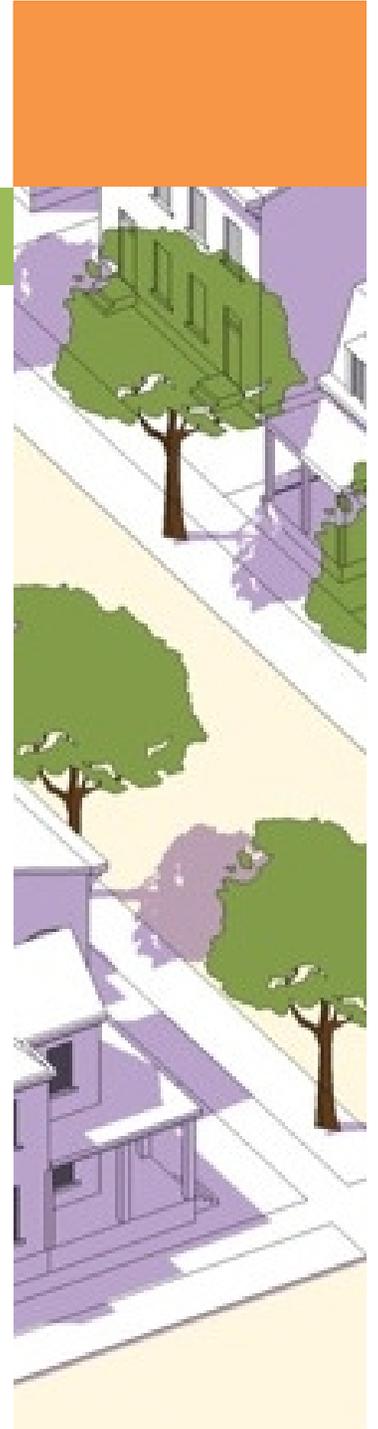
- The City Council
- Planning Commission
- Code Advisory Group
- City Staff
- The Consultant Team



Process

Public Engagement Framework

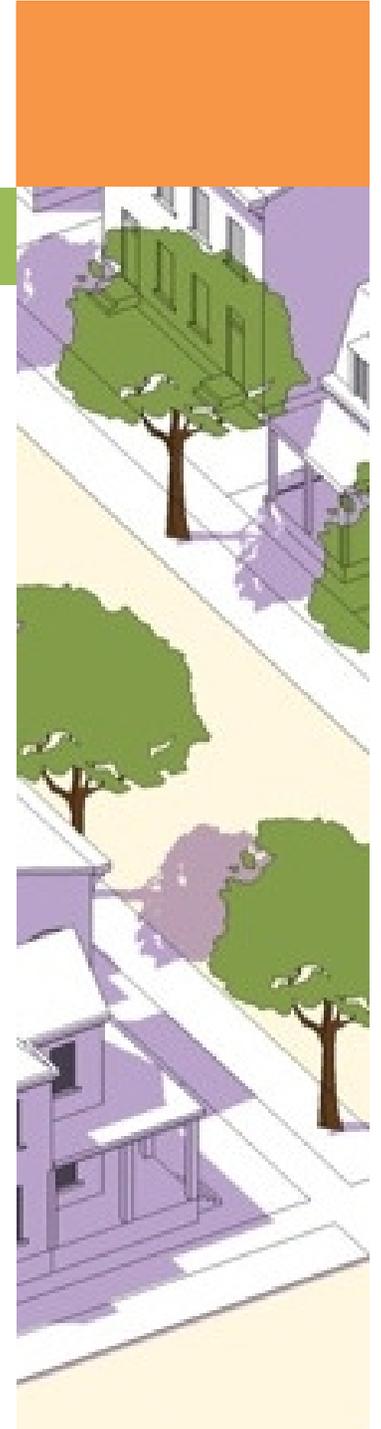
- Will include a diagram that lays out the engagement process and a timeline of key activities and opportunities for input.
- Will also make clear how the input will be used at key points throughout the process.



Strategies

Public Engagement Framework

- Communication and raising awareness about the project.
- Education and discussion about the code and key community issues impacted by the code.
- Gathering input about what people like and value about specific places, as well as what concerns them.
- Gathering input on broader topics of concern related to the code and the process of working with the code.
- Gathering input on the analysis of existing community character.
- Deliberate possible approaches to preserve and enhance changes envisioned in Imagine Austin.

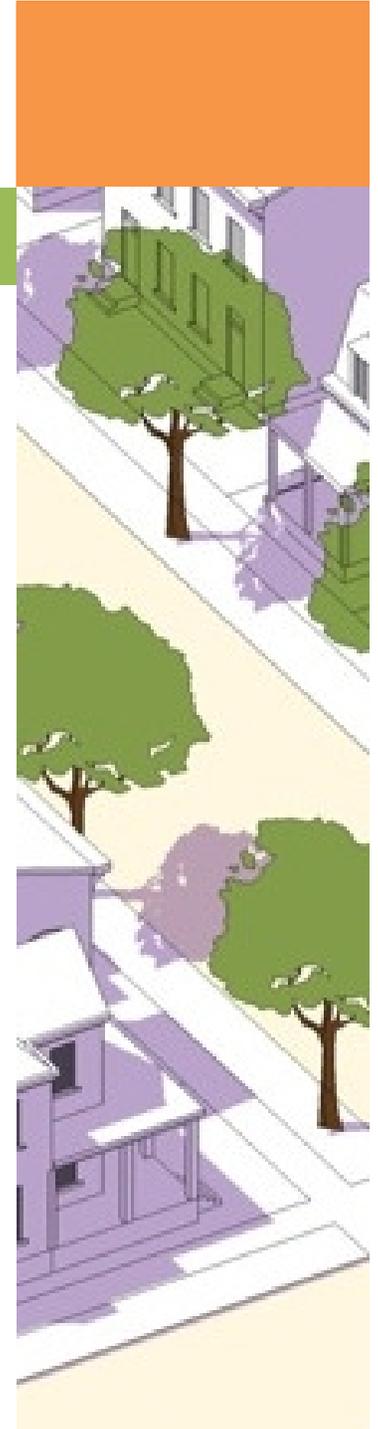


Strategies

Public Engagement Framework

Methods (used to implement the engagement strategies will be designed to integrate the guiding principles of engagement)

- **In-depth interviews** (to understand perceptions and attitudes for effective messaging and communication)
- **Stakeholder interviews** (to understand detailed issues, concerns with, and possible approaches to the new code)
- **Listening sessions** (with the general public to understand likes and concerns about specific places and gather feedback on the public engagement plan)
- **Small-group meetings** (with existing and new stakeholder groups to gather input on what they value and are concerned about on both specific places and related to the code itself)
- **Educational speaker sessions** (to foster more in-depth learning and discussion about hot topics related to the land development code)
- **Ambassador program** (to engage leaders from traditionally underrepresented communities to foster greater involvement in those communities)
- **Booths and presentations** (at neighborhood and community events and presentations at existing meetings of community organizations)

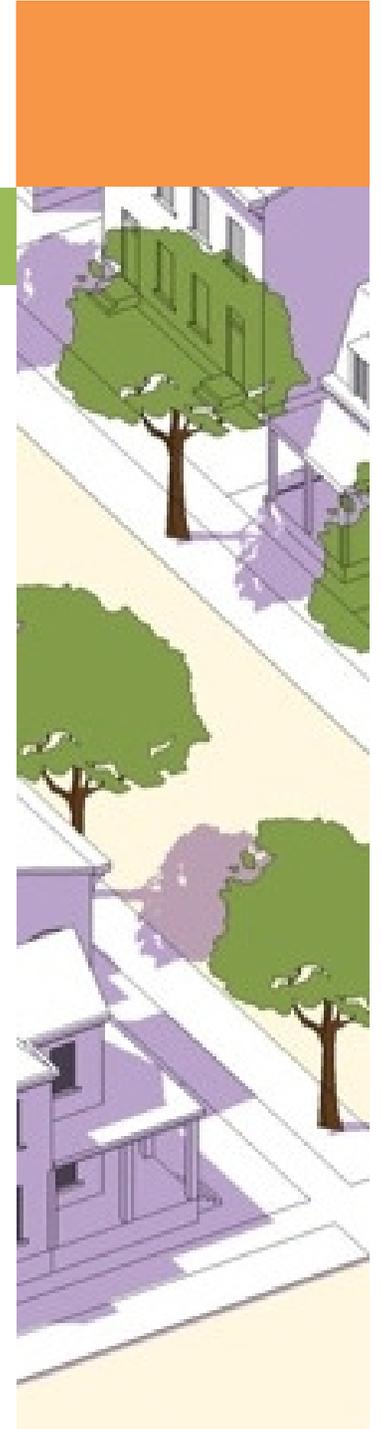


Strategies

Public Engagement Framework

Tools and Platforms (to inform and engage the community about the project)

- **Website** (including online engagement platform, surveys, etc.)
- **Social media** (Facebook, Twitter, YouTube, Instagram, Vine)
- **Traditional media** (including news releases, press conferences, media interviews and public service announcements)
- **Peer-to-peer toolkit to support ambassadors**
- **Newsletters**
- **Channel 6**

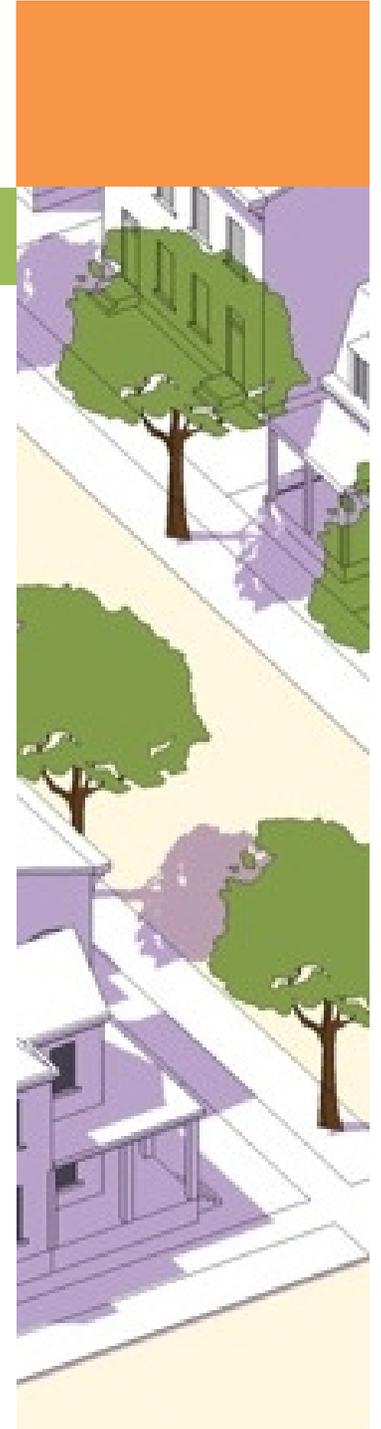


Strategies

Public Engagement Framework

Documenting Input and Improving the Process

- Approaches that will be used to gather and document input provided by the public and the methods to help foster a two-way conversation in which questions are answered in a timely, transparent and informed fashion.
- The mechanisms for continually learning from what's working and what needs improvement in the public engagement process.
- Documentation methods for gathering quantitative and qualitative data about participation and strategies for process improvement.

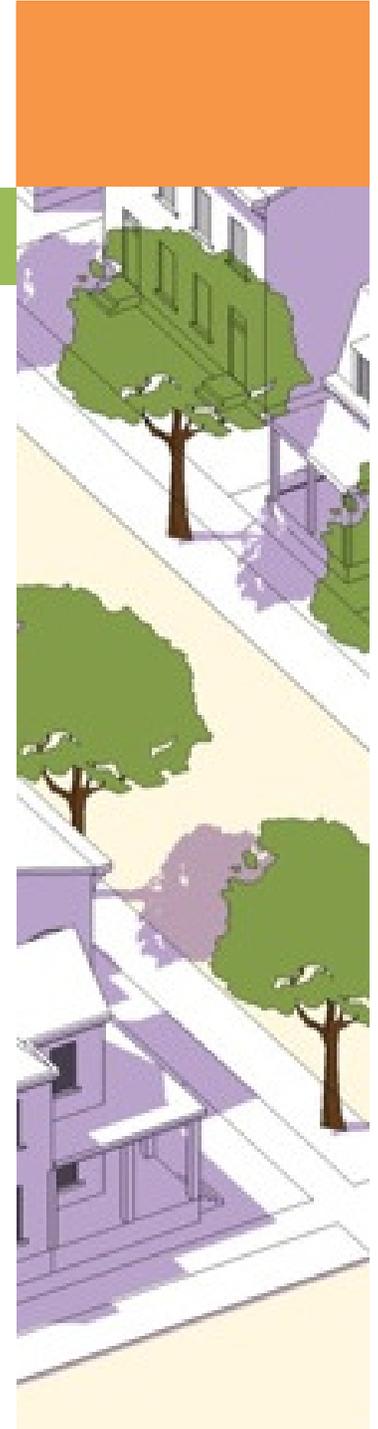


Strategies

Public Engagement Framework

Continuing the Process *(Later in the Listening, Understanding, and Analysis process will offer a number of public engagement opportunities currently under development)*

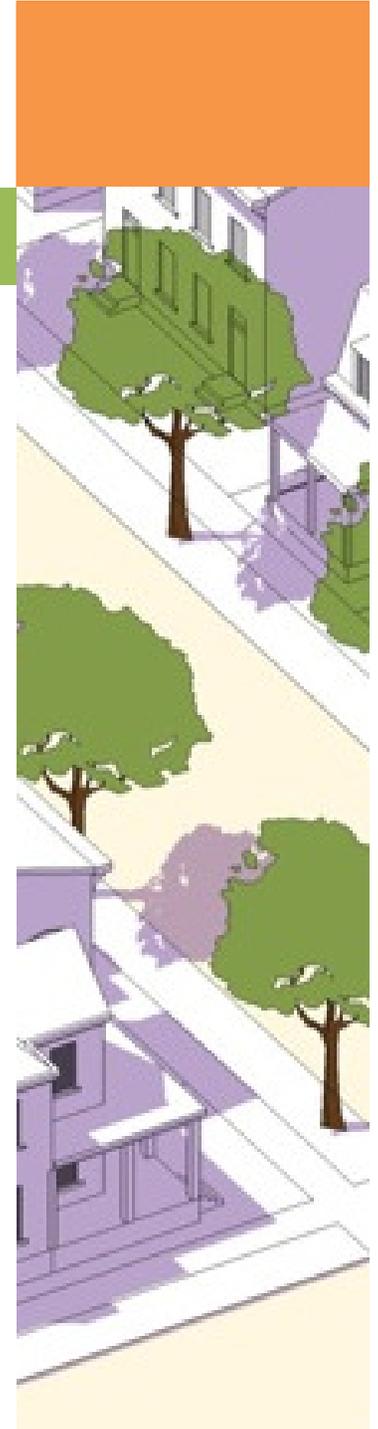
- **Listening to the Community Report** (The Outreach Team, in coordination with the City, will analyze and summarize the comments, concerns and questions expressed by stakeholders and participants engaged by the outreach efforts and draft a preliminary Listening to the Community report for review by the Management Team, the City, and Code Advisory Group.)
- **Community Character Workshops** (The Community Character Workshops will present the Community Character work completed to date and the preliminary “Listening to the Community Report.” The purpose of the meeting is to gather and respond to feedback from the community, and to begin to demonstrate how this work will serve as a foundation for the code update.)



Strategies

Public Engagement Framework

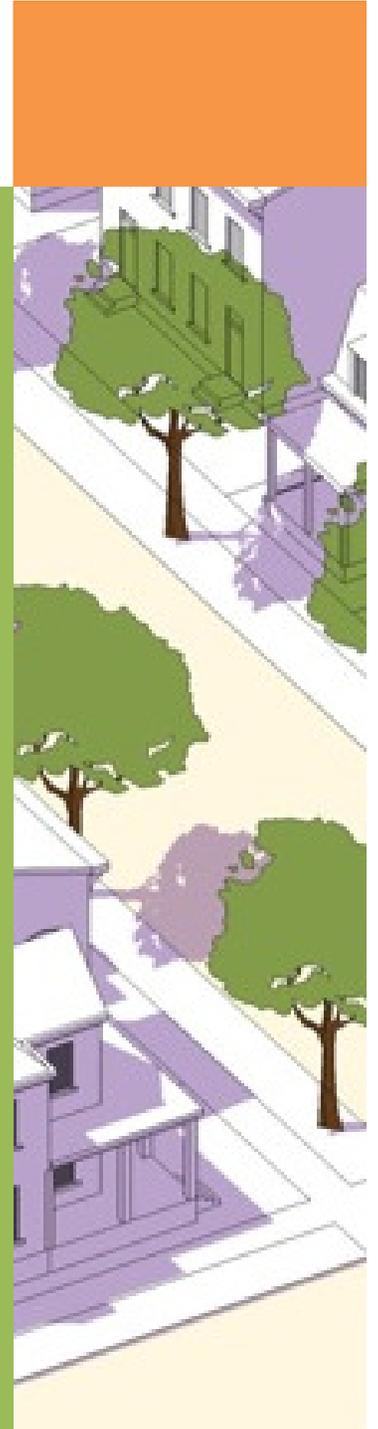
- **Envision Tomorrow Baseline** (The Consultant team, working with City Staff, will calibrate the Envision Tomorrow software to better understand and create a baseline scenario of development potential and impacts in parts of the City.)
- **Big Community Events** (The Code team and Outreach team, in close coordination with the City, will conduct public workshops to present, discuss and receive feedback on the following items: Community Character Analysis, Initial Code Diagnosis, Place Types Analysis, and the Scenario Baselines.)
- **Code Alternatives Memo** (Based on the work completed in prior tasks, the Code Alternatives Memo will summarize up to three alternative approaches to coding the city. The memo will be presented to the Code Advisory Group.)
- **Annotated Outline of Code** (The Consultant team will present the Annotated Outline of the Code, a summary of the proposed code structure and organization for the preferred approach, to the Planning Commission and City Council for review and consideration.)



Land Development Code

Listening Session Design

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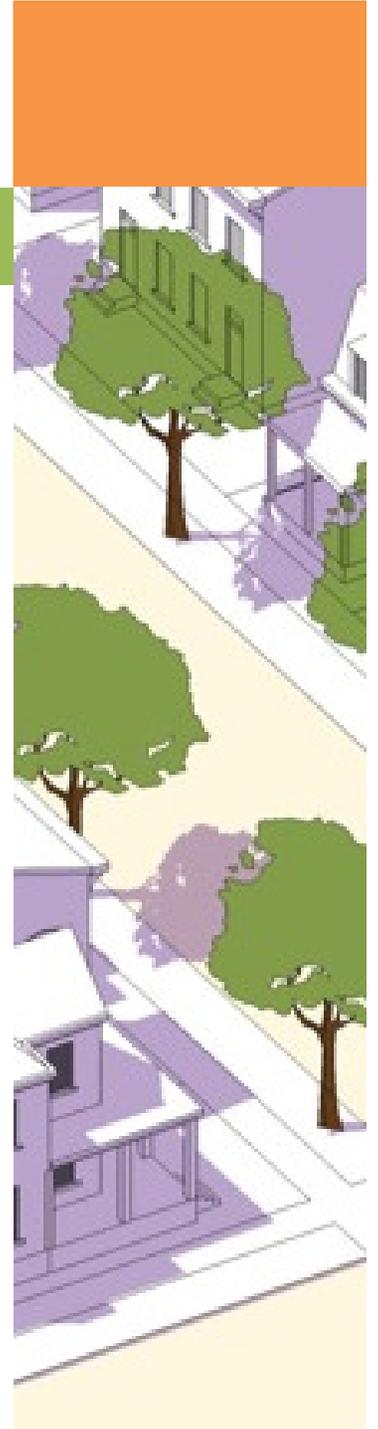


Land Development Code

Listening Sessions

Goals

- Introduce the project and upcoming opportunities for input.
- Set expectations and set a positive tone for inclusive, authentic, two-way conversation.
- Build goodwill between project team, city staff and public.
- Gather input on specific physical places - what the community values (strengths), what they don't like (weaknesses) and what they'd like to see improved (wishes). Also gather input on "hot topics" and issues of concern related to the code.

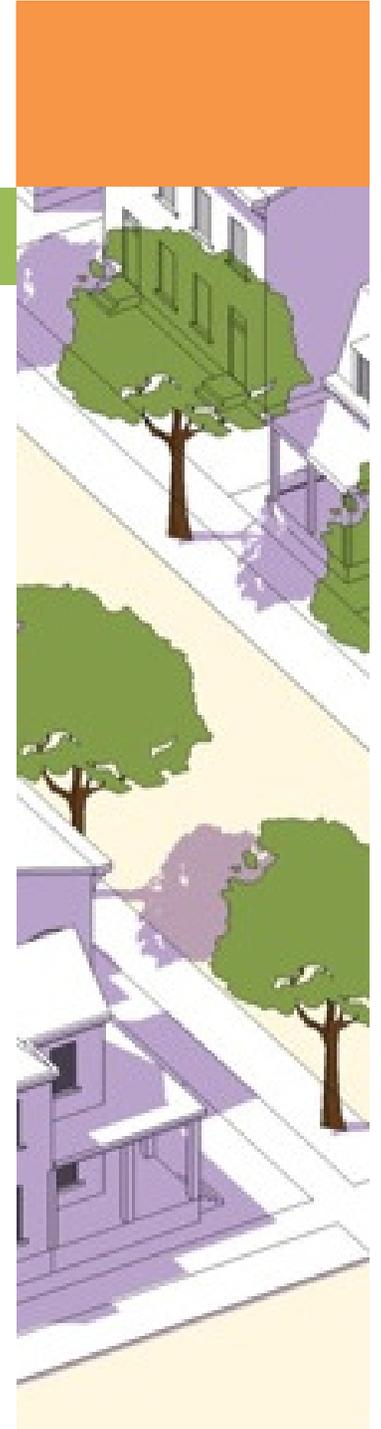


Land Development Code

Listening Sessions

Approach

- Co-hosted by the Code Advisory Group.
- Three Listening Sessions - week of September 23, 2013. Venues north, central and south. Two evening sessions and a morning session downtown.
- Some presentation but the bulk of time dedicated to opportunities for input and discussion.
- Focus on “place-based conversation” through use of maps, photos and questions.
- Capture input in diverse ways – surveys, small group discussion, video, etc.

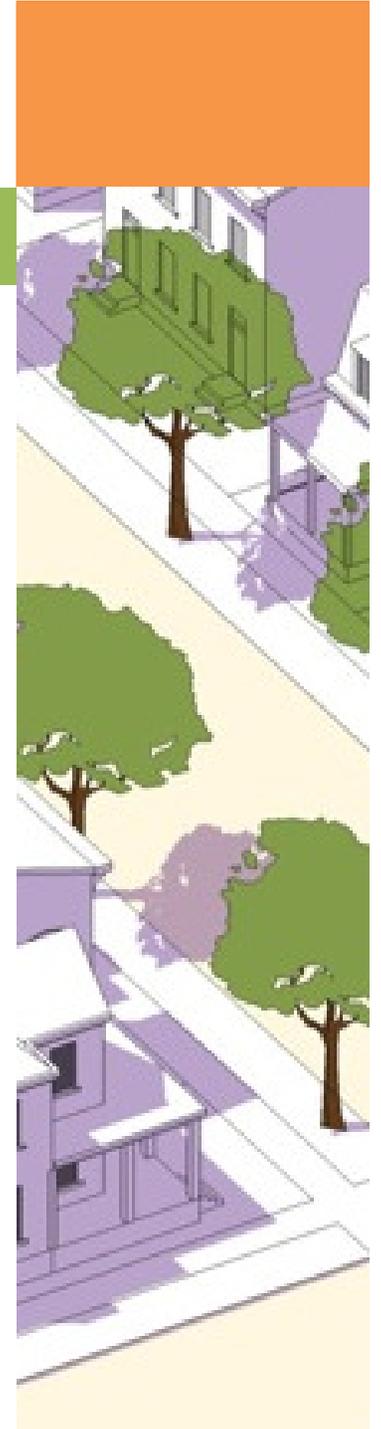


Land Development Code

Listening Sessions

What we want people to know

- How LDC revision will help Austin achieve the vision and goals of Imagine Austin.
- High-level explanation of what the code is and does, and how it directly affects people's quality of life.
- Introduce the team who will be working on the project.
- Explain how LDC revision process will work, timeline, and how people's input will be used.

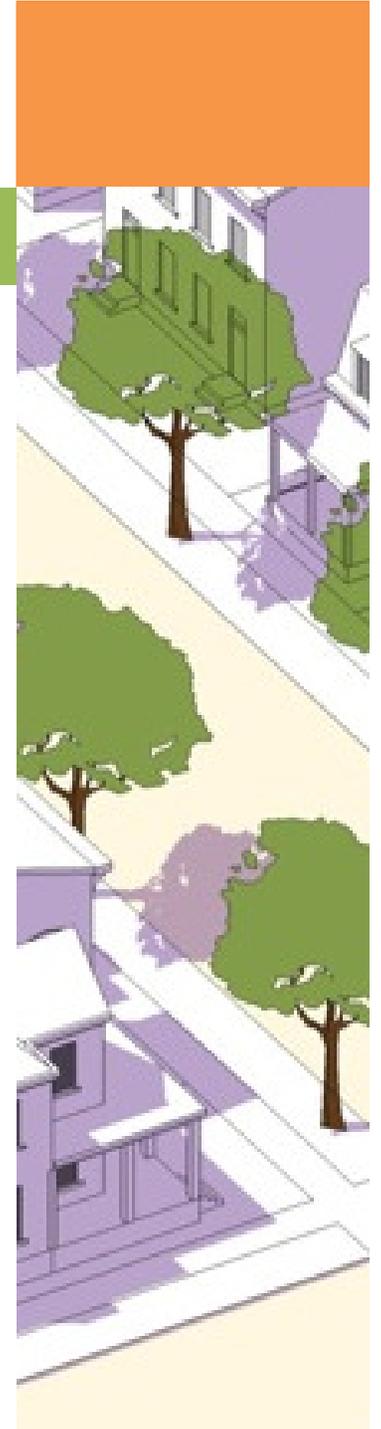


Land Development Code

Listening Sessions

What we want to understand

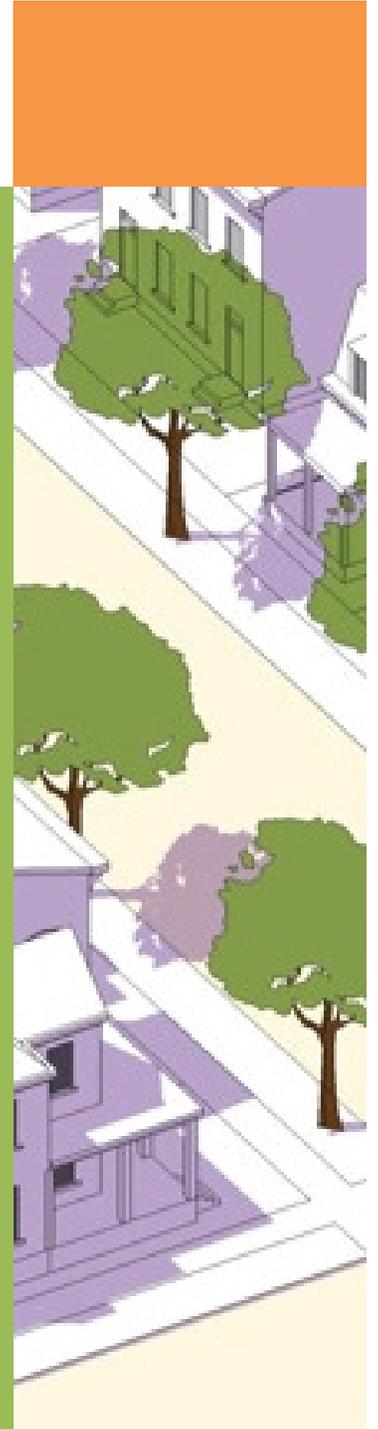
- What specific places people think are assets (strengths) or offer a positive experience, places that people think need improvement or are negative (weaknesses), and what people would like to be different (wishes).
- What experience people have had with the land development code process.
- What questions do people have about the code rewrite process or other issues of concern on this topic.
- How would people like to engage with the process and how can we best engage others.



Land Development Code

Working Together

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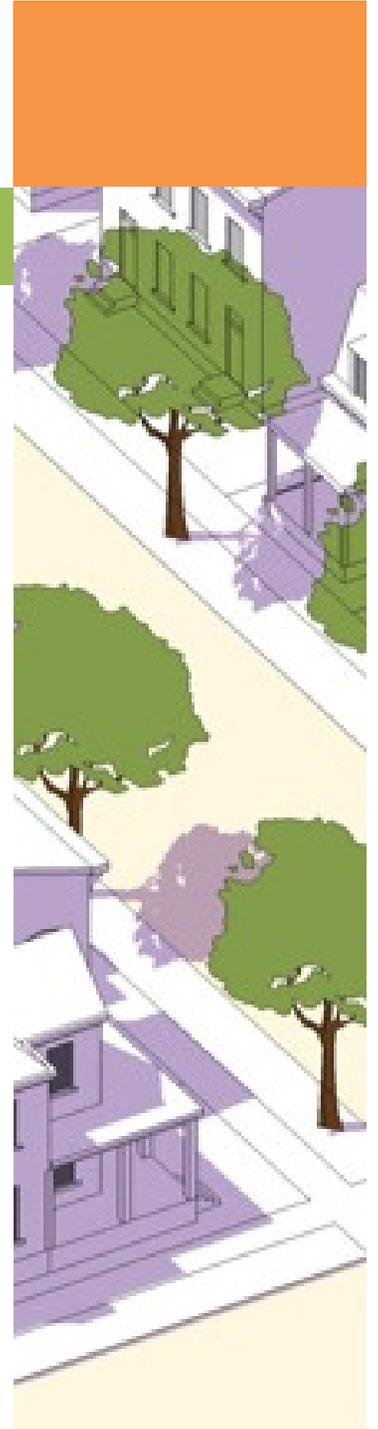


Land Development Code

Working Together

How can we best work with you?

- CAG Subcommittee on Outreach
- Weekly email – request and participation opportunities
- Volunteering for Key Tasks



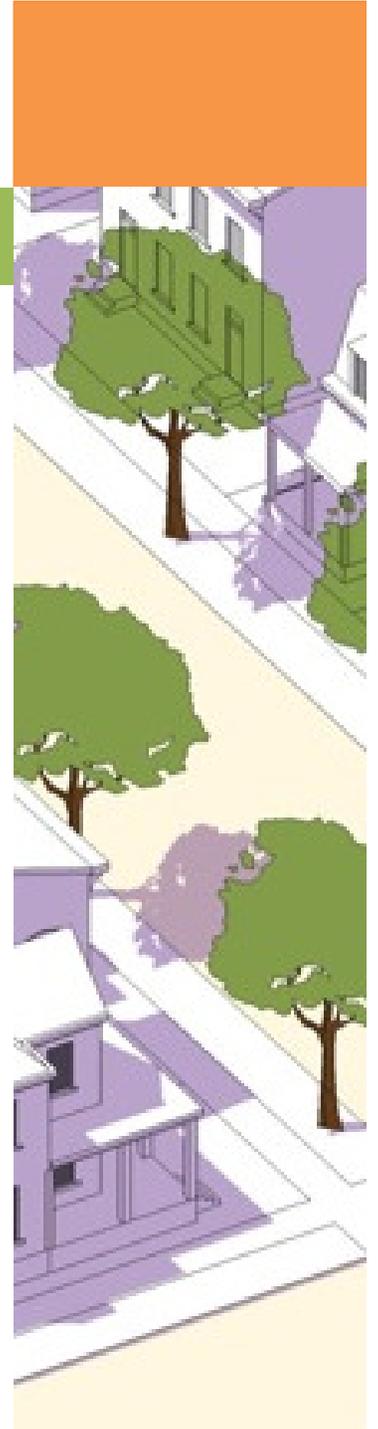
Land Development Code

Working Together

What do you need from us?

- Messaging
- Materials
- Calendars/Schedule

What do you think we need to know to make this process successful?



Land Development Code

Contacts

The outreach team looks forward to working with the Code Advisory Group and City Staff to revise this Public Engagement Plan over the next few months.

Outreach Team Contact Information

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spuente@cultural-strategies.com

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myznaga@gmail.com

Diane Miller

dmiller@civiccollaboration.com

Jackie Nirenberg

jn@groupsolutionsrjw.com

