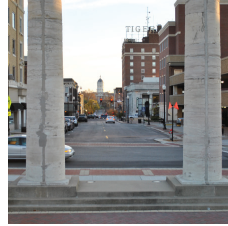


# The Plan for How We Live & Grow

The City adopted its last comprehensive plan “Columbia Imagined – The Plan for How We Live & Grow” in 2013. The Plan provides guidance on land use, growth management and quality of life considerations. It is used in day-to-day decision making, annual and big project spending, grant applications, and in how programs and regulations are created and evaluated. We call this plan implementation, and the City is now working to evaluate and report back on what’s been implemented, how well, and what’s left to do. This is also a great time to re-engage citizens on their priorities and share information about the Comp Plan while inviting participation in the planning process.



### Status Report Elements:

1. Revisit the goals and objectives of the Plan. Identify areas of implementation success and those that should be pursued in the immediate, mid-term and long term planning horizon based upon community feedback.
2. Evaluate community data and identify emerging trends and priorities prior to embarking on the full plan update.
3. Evaluate the role and potential updates to the Future Land Use Map (FLUM) and Urban Services Boundary (USA).
4. Re-inform the plan by looking at more recently adopted plans. Identify areas of overlap and “tensions” between goals and objectives of the Plan and other city-wide plans and planning processes.
5. Re-engage stakeholders in the comprehensive plan process and the role of the Planning & Zoning Commission. Share information and invite participation in the planning processes. Reengage the public in prioritizing plan elements and action items.
6. Seek feedback from stakeholders and the community on the Status Report and how the Comprehensive Plan may be further implemented by the community.

## Major Accomplishments since 2013

*Categorized by Plan Element*

### livable & Sustainable Communities

- West Area Neighborhood Plan
- Established Community Land Trust for Affordable Housing and Home Ownership
- Adopted Standards for Accessory Dwelling Units

### Land Use & Growth Management

- Adopted the Unified Development Code Update
- Downtown—Completed Infrastructure Improvements
- Downtown—Implemented Form-based Zoning

### Economic Development

- Created the Community Dashboard Map for Planning & Permitting info
- Airport — Grants secured and ground broken on new terminal
- Airport — Runway extension and improvements

### Environmental Management

- Climate Action & Adaptation Plan
- Adopted Urban Forest Master Plan
- Established the Tree Board

### Mobility, Connectivity, and Accessibility

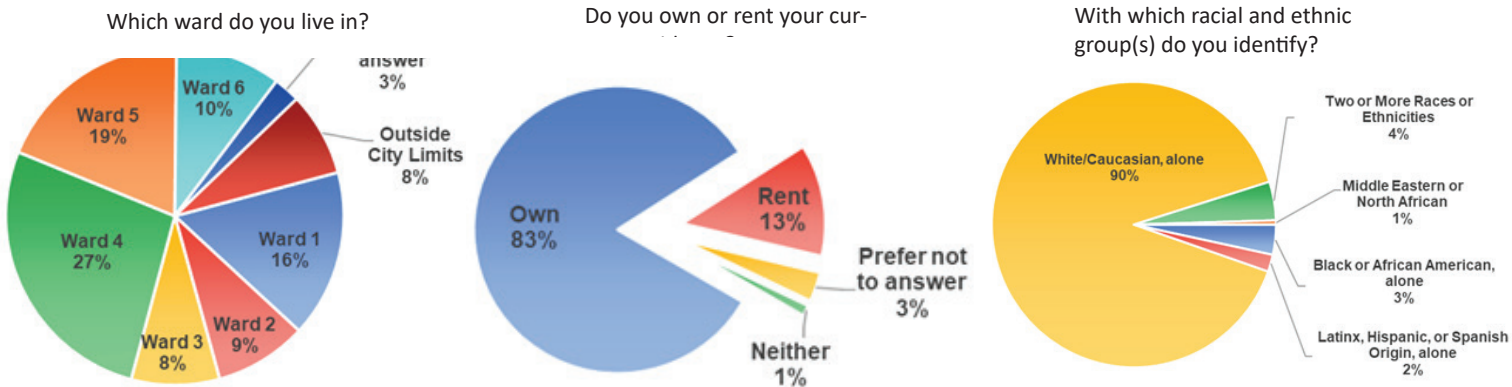
- Transit Master Plan
- Created Parking and Transit Advisory Task Force
- Adopted the 2050 Long Range Transportation Plan

### PUBLIC OUTREACH- PROCESS

Community input and engagement is at the heart of comprehensive planning. Input on the Columbia Imagined status report's objectives was collected through surveys, online town halls, and meeting with interested groups and stakeholders with subject area expertise. The surveys included a general survey and five topic area surveys.

**Outreach efforts included:** One-on-ones and small group discussions, Press releases, Nextdoor posts, listserv emails, social media posts, and a utility bill announcement. Columbia's Nextdoor network contains 21,552 members and the posts collected 14,126 total views. The email distribution list included 88 neighborhood associations and 84 home owner associations. The City's main Facebook Page and Twitter page have 10,060 and 9,439 followers, respectively. The Facebook posts and tweets garnered 8 total interactions such as likes, comments, or shares. The utility bill announcement reached approximately 50,000 households. City staff met with numerous civic groups and City boards and commissions.

### Survey participant demographics (general survey)



**Quick breakdown on survey participants:** There were 237 responses to the general survey with a large share (27%) representing Ward 4. More than half (57%) of the respondents have lived in Columbia longer for more than 20 years. Regarding tenancy, 83% answered that they own their current residence. Of those who chose to answer, 90% selected White/Caucasian as the sole racial and/or ethnic group with which they identify. Staff met with approximately 100 stakeholder experts, which provided additional diversity of respondents, expertise and opinions in small groups to help bridge the diversity gap, but overall the demographics of survey participants need to better match the demographics of the community in terms of renters, minorities, where they live, and others.

**WHAT THIS TELLS US:** The City needs more equitable representation in planning processes. Specifically, planning needs to address inclusivity as it relates to engaging minority groups in the community. While hard copies of the survey were available at five locations around the City and by request, only two hard copies were received – this highlights the challenge of traditional public engagement during a pandemic. While there's hope the pandemic will eventually end and traditional public input forums can once again be held, how people engage in civic matters is changing and input processes need to keep up. Stakeholders also provided valuable input that the future public outreach plan should break down input into more digestible pieces such as a weekly, 1-minute poll. Additionally, more than 68% of respondents chose "Website and social media (Facebook, Twitter, Instagram)" as the #1 preferred outreach method for updating Columbia Imagined. Yet, social media posts only had 8 total interactions.

*This word cloud illustrates the priorities of status report survey respondents. The graphic comprises responses based on the questions related to what the respondents felt were their favorite things to do in Columbia, what places they frequented the most, and what they wish to see focused on moving forward. This is in line with input collected during the initial development of Columbia Imagined. Moving forward, these same priorities will continue to inform the eventual comprehensive update to Columbia Imagined.*



**The Plan for How We Live & Grow**

*The following immediate action items for plan implementation were identified through the development of the Status Report:*

**Strengthen and leverage partnerships to implement additional elements of the Plan**

Continue to foster the relationship with the Climate & Environment Commission, the Sierra Club, and other related stakeholders. Involve Sustainability staff in development review of new projects, code amendments/updates to implement the Climate and Adaptation Action Plan (CAAP)'s objectives, and work with the development community to implement other aspects of the CAAP via education, incentives and other tools.

Adopt a city-wide definition of affordable housing based upon the work of the Affordable Housing Task Force and Community Development Commission, and Land Trust. Augment the Plan's housing strategies to reflect the work of these groups. Continue to evaluate opportunities to promote diverse and inclusive housing types now and also prepare to have stronger input and strategies in the Comp Plan update related to affordable housing.

Support the work of the Historic Preservation Commission to develop a Preservation Plan to strategically survey historic properties and preservation activities.

Develop the West Area Plan jointly with Boone County to further inter-governmental cooperation and area planning. Use this plan to further explore environmental protection tools such as TDR (Transfer of Development Rights) and prime farmland preservation.

**Foster data-driven and collaborative discussions on growth and development**

Continue work on the growth impact study and use the study's findings to update the UDC, inform impact and other fees, and utilize this information in the full plan update.

The Council may direct that the proposed revised/updated USA map in the Status Report be adopted as a formal amendment to the Comprehensive Plan. Then create a process for on-going data-driven updates to the Urban Services Area (USA) map. Have in-depth discussions with the staff, Council and the development community as well as other stakeholders on what the USA means and how it should be used to evaluate growth, fee allocations, territorial and intergovernmental agreements, and system master planning. Coordinate this discussion with the fiscal impact analysis of development (growth impact study) and upcoming anticipated efforts to develop a capacity model for the sewer utility system. This discussion may also include an evaluation of "pinch" points in the system which serve as an impediment to providing service.

**Undertake updates and amendments to the UDC based upon the findings of the Status Report**

Use public input from the Status Report process, as applicable, in the upcoming UDC code amendment process. Prioritize code amendments that further achieve the goals of Columbia Imagined and its implementation program.

Work via the Columbia Area Transportation Study Organization (CATSO) framework (includes City, Boone County and MoDOT) to address design conflicts with the UDC and preferred design profiles (including site-specific ROW and utility easement needs). Such study should include College Avenue, Providence Road and roadways identified in the M-DT regulating plan at a minimum and others identified via the CATSO stakeholder process.

Evaluate Accessory Dwelling Unit regulations in light of the objectives of the Comprehensive Plan for housing flexibility, affordability, and neighborhood compatibility. Other housing related codes may also need additional evaluation.



**This Status Report identifies that the following elements/work product are necessary to prepare for the next full update of the Columbia Imagined Comprehensive Plan:**

- The City needs to develop an innovative public engagement process to collect meaningful and sustained impact from diverse and representative members of the community needs to be developed. Communications need to be right-sized and accessible in the ways that citizens want to be engaged.
- Relationships forged during the original Comp Plan efforts and during the development of the Status Report need to be maintained, supported, and strengthened. Engagement and education are a two-way street in a transparent and inclusive process. Follow up and follow through is equally important.
- The Comprehensive Plan needs to include a “Tensions” chapter that provides a framework for decision making when plans or policies do not align in addition to “cross-walks” that show ways in which city-wide plans work together in terms of shared goals, strategies and implementation actions.
- Collective work to better define the Urban Services Area boundary’s intent and use are a key component for the next plan update. These discussions will need to be informed by upcoming cost of development impact studies and sewer utility system modeling.
- Topics such as affordable housing, the sharing economy, and social media and changing communications technology identified through the Status Report Process need to feature more in the Plan.
- Building upon Planning and Public Health’s long-standing relationship, and given the impacts of the COVID-19 pandemic, issues surrounding economic recovery/stabilization, transportation demand, and alternative communications systems will need to be discussed in greater detail to address possible long-term impacts.



Economic Development



Inter-Governmental Cooperation



Livable and Sustainable Communities