

A decorative graphic on the left side of the slide, consisting of a network of orange lines and circles that resemble a circuit board or a stylized tree structure. The lines are of varying thicknesses and the circles are of varying sizes, creating a complex, branching pattern that extends from the top to the bottom of the left edge.

COMPREHENSIVE PLAN

PUBLIC OUTREACH RESEARCH AND RECOMMENDATIONS

COMPREHENSIVE PLANNING PROCESS

Phase One: Initial organization and familiarizing public with Columbia Imagined

Phase Two: Current plan evaluation and goal development

Phase Three: Goal implementation strategies

Phase Four: Draft updated plan

Phase Five: Draft review, adoption, and implementation



TIMELINE



COMPREHENSIVE PLANNING PROCESS – MANAGEMENT STRUCTURE

PROJECT MANAGEMENT TEAM

- Coordinating body for process
- Composed of Planning staff, City Public Information Officers (PIOs), and other key staff members
- Works directly with consultant to build and implement public input plan

PLAN AMBASSADORS

- 15-30 community residents
- Open applications and recruitment by Project Management Team
- Demographically representative cross-section of Columbia's population
- Intended to improve engagement with underserved and underrepresented populations
- Will use neighborhood meetings and other outreach techniques to keep public informed and engaged in process

WORKING GROUPS

- Assembled for each plan priority area
- Composed of City staff, key stakeholders, and community members
- Work with Plan Ambassadors on public outreach
- At conclusion of each phase will report to Project Management Team



COMPREHENSIVE PLANNING PROCESS – PUBLIC ENGAGEMENT STRATEGIES

COMPREHENSIVE PLANNING PROCESS – PUBLIC ENGAGEMENT STRATEGIES

COMMUNITY-WIDE ENGAGEMENT

- Neighborhood Congress
- Community issues forums/workshops
- Attendance at neighborhood, service group, an other organization meetings
- Informational kiosks at City Hall, library, and other high traffic locations
- Open houses and community tours

ONLINE , MOBILE, AND BROADCAST ENGAGEMENT

- City website
- City Channel
- Local media – press releases, guest articles, regular interviews
- Social media – Facebook, YouTube, NextDoor, Instagram
- Bang the Table
- City-produced introductory and informational videos
- Online survey
- Live event coverage and recording for later viewing

SMALL GROUP AND STAKEHOLDER ENGAGEMENT

- Working groups headed by Plan Ambassadors
- Board, Commission, and City Council work sessions
- Presentations to student groups at local colleges and CPS
- Training opportunities for City staff
- Issue or topic-specific focus groups or tours

COMPREHENSIVE PLANNING PROCESS – PUBLIC INPUT SUCCESS BENCHMARKS

- Target total engagement of 6,000 citizens (approximately 5% of Columbia's population)
- Demographics of participants reflect Columbia's population with particular focus on previously underrepresented groups
- Minimum 500 survey responses



REFERENCES/RESEARCH

City	Population	Adoption Date	Timeline	Consultant Contribution	Cost
Boulder, CO	106,392	2020	5-yr updates	In-house	In-house
Minneapolis, MN	420,324	2019	3 years		
St. Paul, MN	304,547	2018	2 years	Public Relations and Graphics	\$100,000
Oklahoma City, OK	643,692	2015	5 years	Tracking population growth, housing/retail trends, plan author, website developer	\$500,000
Independence, MO	117,084	2015	1.5 years	Public outreach, analysis, writing	\$100,000
Plano, TX	287,064	Under Review	2.5 years		
Fort Collins, CO	165,609	2019	20 months	Public outreach, analysis, writing	\$800,000
Springfield, IL	115,888	2017	21 months	Data gathering, public engagement, and authoring assistance	\$80,000
Springfield, MO	167,051	Pending	2 years	Public outreach, design, plan author	\$905,000
Raleigh, NC	464,485	2019	2 years	Analysis, research, and draft language	\$600,000
Ann Arbor, MI	120,735	2007/2018	Multiple		
Austin, TX	950,807	2012	Annual update		