

**Scoping:** During this stage (January-May 2015) we are determining the work that needs to be done during the planning stage (June 2015-2016) to effectively engage the public and make well-informed decisions that will result in a downtown strategy.

## **Principles for the Scoping Process** *(includes input from staff meetings with individual Councilmembers and the 12/11/14 LUEC meeting):*

- Development of the scope is led by the Council’s Land Use & Environment Committee, with a final decision by the City Council
- Identify a clearly-articulated **purpose** that drives a focused scope and direction
- Maintain a planned timeline
- Identify a broad set of issues that affect downtown, and then ...
- Prioritize - Focus efforts on what is realistic, vital to achieving goals and impactful
- Establish a realistic and clear scope for the planning process that:
  - Outlines a tangible planning process that leads to action fairly quickly
  - Sets a path toward identified desired outcomes
  - Is explicit about City and partner roles, timelines and costs
- Draw on previous planning efforts – do not recreate them
- Develop a strong public participation/communication plan that:
  - Is consistent with the Comp Plan Public Participation & Partners chapter:
    - Clearly defines public participation goals and level of impact
    - Involves and builds public & stakeholder partnerships from the beginning
    - Uses a variety of creative methods to reach various stakeholders
    - Engages under-represented groups
    - Allows for meaningful dialogue
  - Uses clear, **consistent**, visual & data-driven information
  - Builds and maintains the momentum of public engagement
  - Articulates the relationship of downtown planning to other related efforts
  - Compliments other related efforts, and vice versa
  - Educates
  - Includes talking points for Council to share when Telling Our Story
- Consider lessons learned from previous planning efforts
- Manage expectations and address false assumptions
- Keep City Council regularly updated and involved

DRAFT Scoping Timeline - Rev. 1/5/15		2015 - Scoping					Develop Strategy	Implementation
Scoping Steps:		JAN	FEB	MAR	APR	MAY	June 2015-June 2016	July 2017-June 2020
1	(LUEC) Develop Proposed Scope (LUEC) Review RFP/Q						Review RFQ/P	
2	Present LUEC recommendations to City Council for feedback and direction			*				
3	"Road Show" to Inform clubs, civic groups & other stakeholders (Staff)							
4	Public Open House & Input Background Data/Information released							
5	Final Council Decision on Scope and Consultant RFP/Q Criteria					*		
6	Developing background and existing conditions report, public outreach materials (Staff)							

**Decisions that need to be made during scoping:**

- “Givens” – What is the downtown strategic plan, how is it updated?
- Geographic boundary
- Year one initiatives (the focus of consultant & other resources, included in public engagement during strategy development)
- Roles and responsibilities (City Council, advisory boards, etc.)
- SEPA approach
- Public participation and communication plan
- Criteria for consultant (RFP/Q)

## Proposed Roles & Responsibilities for Scoping stage:

### Land Use & Environment Committee (LUEC):

- Develop a recommended scope and consultant RFQ criteria for City Council

### City Council:

- Identify specific issues that Council wants public input on in April (March)
- Make final decision on scope, consultant RFQ criteria and Planning Commission Charter (May)

### Advisory Boards:

- If desired, receive information briefing from staff and share any concerns, aspirations

### Planning Commission:

- Establish charter with City Council regarding role in the planning stage (or may be completed over the summer with input from consultant team)
- Host 2 downtown briefings for the public

### Public/Stakeholders:

- Participate in LUEC meetings
- Host a “road show” briefing
- Contact staff with questions
- Attend open house and provide input in April

#### Public Participation Goal:

- Inform & Consult
- Consult (April)

### Staff:

- Support LUEC, City Council – research, provide options, present
- Go on a “Road Show” to frame the downtown strategy for the public, including advisory boards
- Support Planning Commission briefings
- Host open house and gather public input (April) – report back to Council on what was heard (May)
- Draft existing & forecast conditions report
- Develop web page and other public outreach materials

# IAP2 Spectrum of Public Participation



	<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>	<b>Empower</b>
<b>Public participation goal</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.