

**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

## 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 any specific aspects that Council wants public input on during April (March)
- Make final decision on scope, consultant RFQ criteria and Planning Commission Charter (May)

### Advisory Boards:

- Receive information briefing from staff and share any concerns, aspirations (to be shared with City Council)

### Planning Commission:

- Establish charter with City Council regarding role in the planning stage
- Host 3 downtown briefings for the public

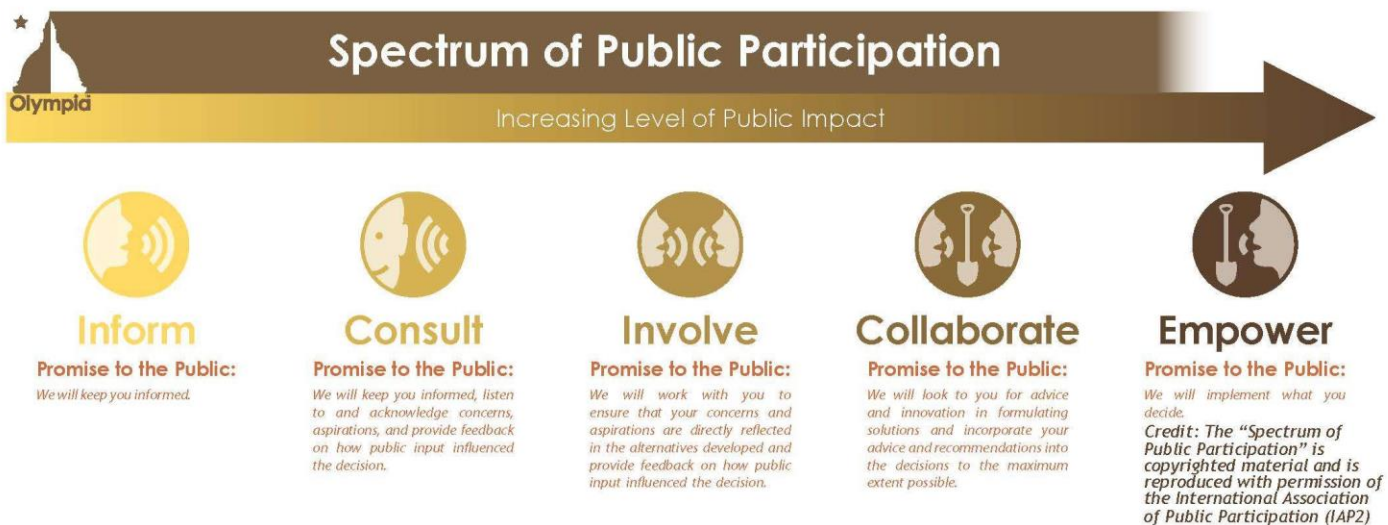
### Public/Stakeholders:

- 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**

### Staff:

- Support LUEC, City Council with research, options, briefings
- Go on “Road Show” to frame 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



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

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

- A timeline, principles and roles for scoping;
- What is the downtown strategy, its purpose, geographic area, how is it updated?
- A framework for the strategy, priority topics to be addressed during the planning stage, and the generally desired outcome of the process;
- An approach to SEPA;
- Relationships and connections to other related planning efforts;
- A brand, communication and public involvement plan; including
  - Roles for City Council, the Land Use & Environment Committee, City Advisory Boards and Commissions, staff, and other stakeholders; and
- Criteria and a draft RFQ for a consultant team.