

## Possible Outreach Strategy for Development of Growth Management Tools for the East Cesar Chavez Corridor

### GEOGRAPHIC SCOPE OF OUTREACH PLAN

The outreach plan would provide direction to outreach activities to stakeholders along the corridor, those within 500' of the corridor, and other interested parties beyond the 500' range.

### EAST CESAR CHAVEZ STAKEHOLDERS

There several different types of interested parties who are stakeholders whose interests lie along the corridor. The four broadly defined groups are listed below. For each group, an outreach method is suggested.

- Business owners and employees (this may include houses of worship or non-profit organizations located along the corridor) — this group of stakeholders can be engaged through
  - One-on-one conversations
  - Mailed notice
  - Trade and professional organizations
  - Through coverage of the planning efforts by local media (print, electronic, online)
  - Social media for ongoing engagement.
- Property owners — this group can be engaged through
  - Through mailed notice/correspondence
  - Coverage of the planning efforts by local media (print, electronic, online)
  - One-on-one conversations once the mailed notice is sent
  - Social media for ongoing engagement.
- Residents along the corridor those living nearby (home owners and renters) — this group can be engaged
  - through mailed notice/correspondence
  - through coverage of the planning efforts by local media (print, electronic, online)
  - One-on-one conversations once the mailed notice is sent
  - Social media for ongoing engagement.

- Customers/Clients of business and/or service providers — These groups can be engaged through
  - Coverage of the planning efforts by local media (print, electronic, online)
  - Through the use of printed materials (posters and/or informational materials available at these establishments)
  - Social media for ongoing engagement.

### **PUBLIC ENGAGEMENT FOR EAST CESAR CHAVEZ STREET STAKEHOLDERS**

In the event Planning and Zoning Staff are tasked with the development of a growth management tool (such as an overlay, areawide zoning changes, interim development regulations) it is recommended that a public engagement process be undertaken. Conducting this type of process prior to the Planning Commission and the City Council public hearings may bring more people to consensus. Below are two approaches offering high-level series of steps to engaging the community.

The first involves a more involved public process a high-level series of steps to engage the community to gather input to inform any regulatory changes. The second involves reaching out to community stakeholders as a means of informing them of the issues and encouraging them to participate in the public hearing process.<sup>1</sup>

#### **Outreach/Process Steps-Alternative 1 (Public Planning Process)<sup>2</sup>**

- Staff will reach out to the applicable Council offices to get a list of critical stakeholders.
- Staff will reach out one-on-one to business owners along the corridor to establish their issues and concerns.
- Staff will reach out to the Austin Restaurant Association to see if any of their members along the corridor would be affected by the intent of the regulatory changes presently being considered.
- Staff will reach out to community members to expand upon and clarify the existing set of issues.
- Based on these discussions, develop a short survey to more broadly gauge community concerns. This survey will be targeted to business owners, property owners, residents, and the clientele and clients of businesses and services providers located on the corridor. Notification of the survey will be mailed to all

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<sup>1</sup> If staff is directed to engage in a detailed planning process for the corridor, a similar but more detailed and lengthy stepwise process will be developed to facilitate the planning process.

<sup>2</sup> Due to current staffing commitments, limited resources are available for this approach.

stakeholders along and within 500' of the corridor. This notice (most likely in the form of a postcard) will provide a URL for the survey, staff contact information, and notice of a public meeting with date, time and location of the meeting.

- Staff will compile and synthesize the survey results that will be provided at the public meeting.
- The public meeting will consist of a presentation of the issues, an overview of the survey results, and one or more small-table exercises that will help refine the issues.
- Staff will synthesize the survey results and those of the public meeting and develop a recommendation based on those findings and their professional judgement and expertise.
- Follow up meeting to review proposal and take comments.
- Public hearing process begins.

#### **Outreach/Process Steps-Alternative 2**

- Staff will reach out to the applicable Council offices to get a list of critical stakeholders.
- Staff will reach out one-on-one to business owners along the corridor to establish their issues and concerns.
- Staff will reach out to the Austin Restaurant Association to see if any of their members along the corridor would be affected by the intent of the regulatory changes presently being considered.
- Staff will reach out to community members to expand upon and clarify the existing set of issues.
- Staff would synthesize the survey results and present them to the Planning Commission and City Council as part of the staff presentation and as backup materials.
- Public hearing process begins.