Outreach Plan

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Overview to Joint City Council CAG Working Session

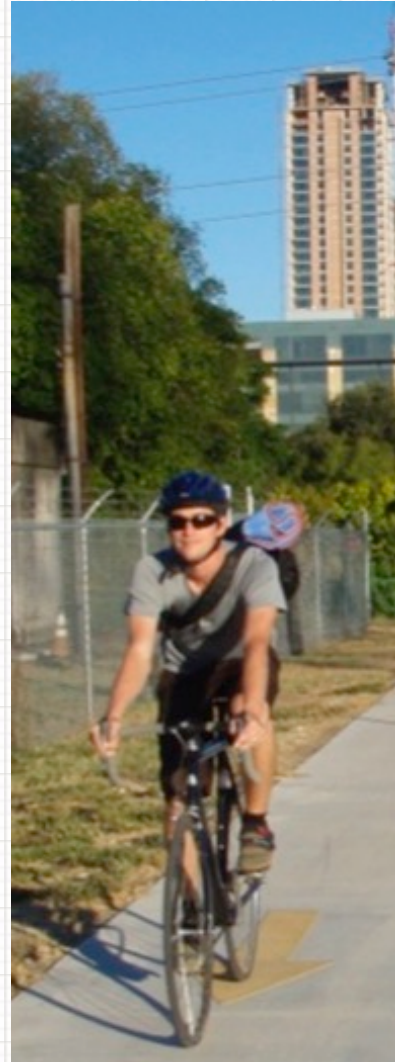January 11, 2017

Alina Carnahan

Public Information Specialist, CodeNEXT

Peter Park
Principal, Peter Park Consulting

John Miki
Associate, Opticos Design, Inc.

Presentation Overview

1. **Introduction and Overall Schedule**

2. **Presentation of Outreach Tools**

3. **Presentation of Public Meetings**

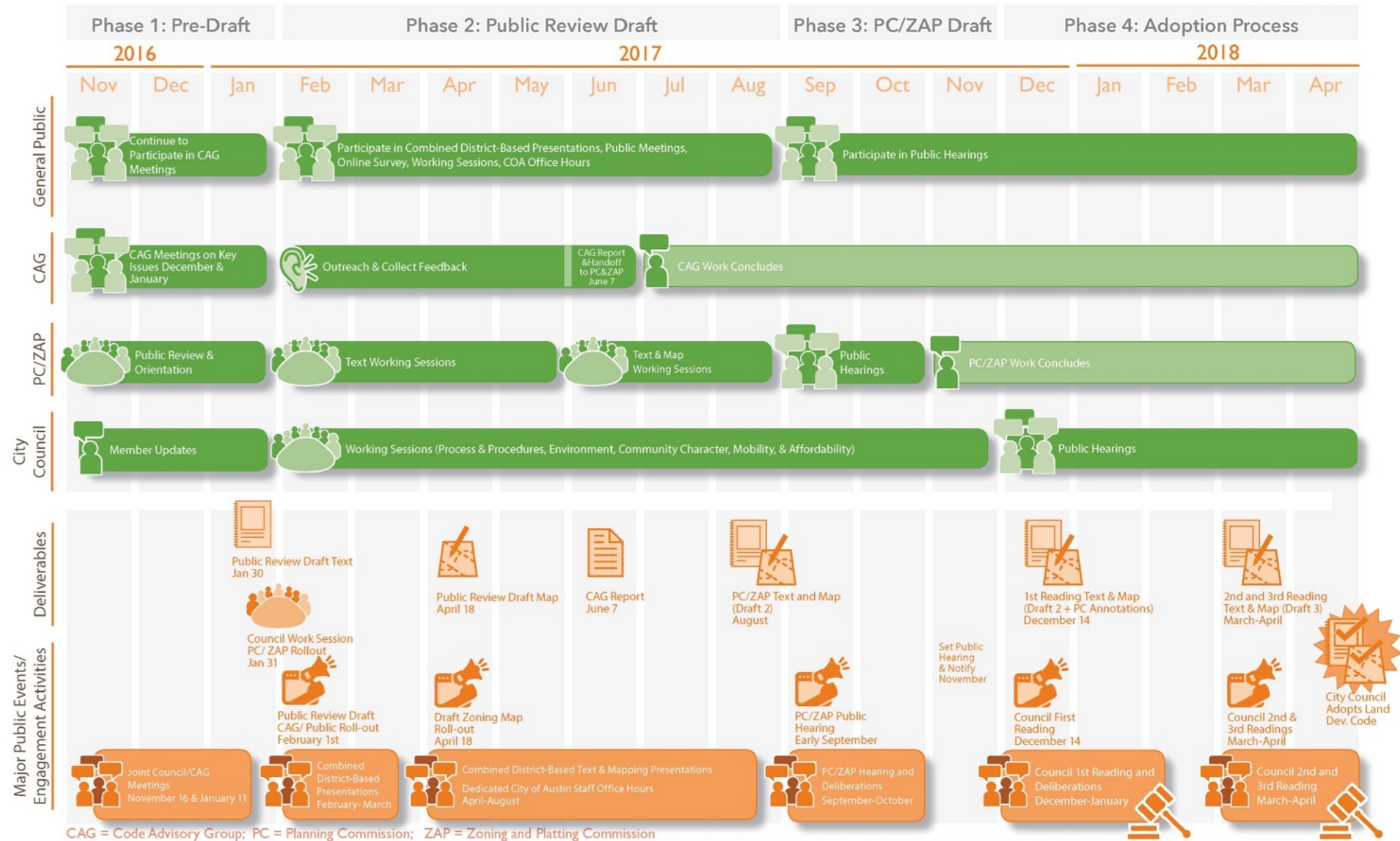# Introduction

Outreach Plan Goals

There are 3 major goals that inform the entire plan:

Education Opportunities: To educate as many Austinites as possible about the basics of a land development code;

A Diversity of Feedback: To get feedback from a cross–section of Austinites across Council district, homeownership status, age, socioeconomic status, ethnicity, and gender; and
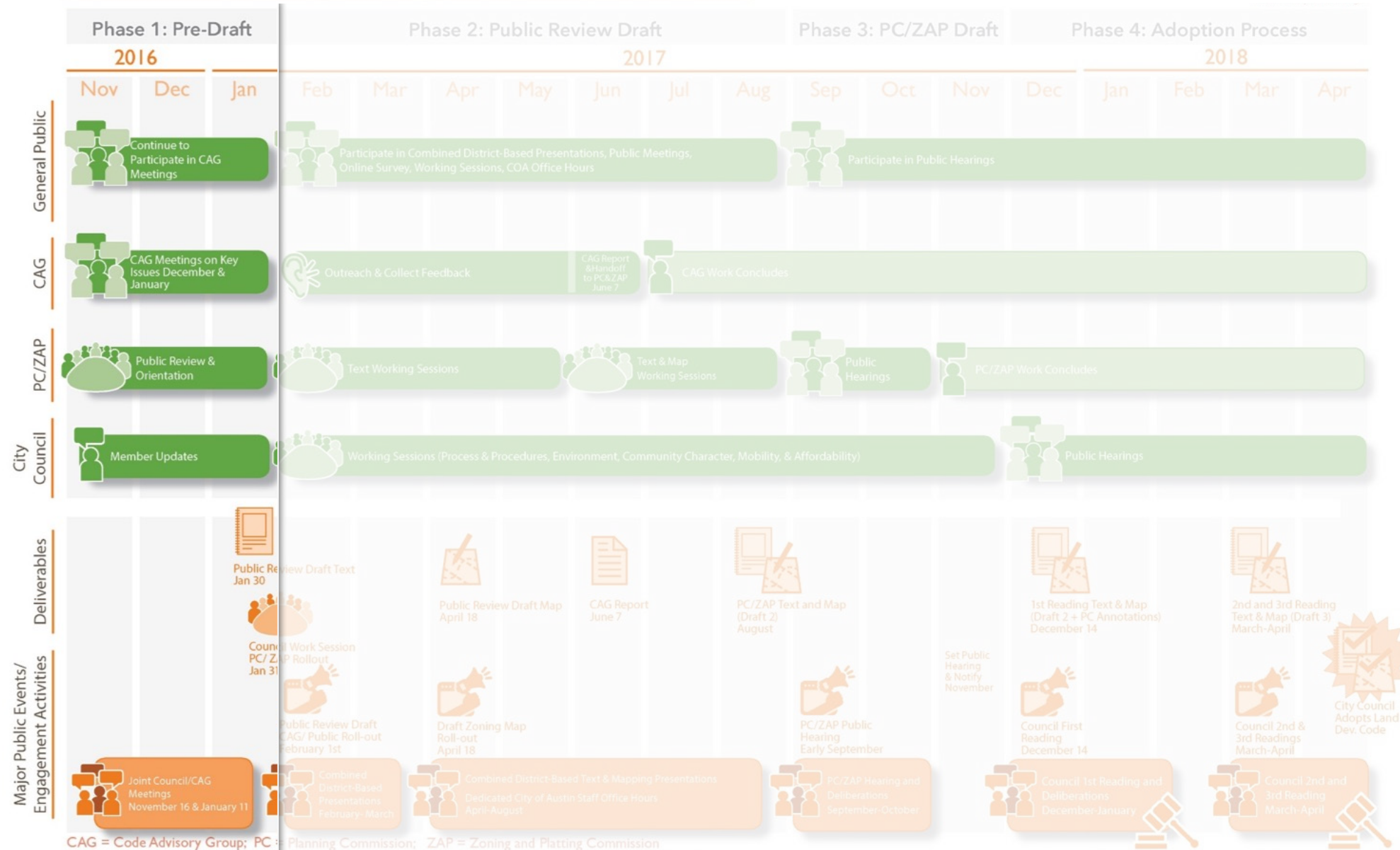
Engage in Dialogue: To engage that broad Austin community in a meaningful dialogue about whether the draft code reflects our community's values and shared vision of Austin.

CodeNEXT: Land Development Code Timeline

Phase 1: Pre-Draft	Phase 2: Public Review Draft	Phase 3: PC/ZAP Draft	Phase 4: Adoption Process
2016	**2017**		**2018**
Nov Dec	Jan Feb Mar Apr May Jun Jul Aug	Sep Oct Nov Dec	Jan Feb Mar Apr

General Public
- Continue to Participate in CAG Meetings
- Participate in Combined District-Based Presentations, Public Meetings, Online Survey, Working Sessions, COA Office Hours
- Participate in Public Hearings

CAG
- CAG Meetings on Key Issues December & January
- Outreach & Collect Feedback
- CAG Report & Handoff to PC&ZAP June 7
- CAG Work Concludes

PC/ZAP
- Public Review & Orientation
- Text Working Sessions
- Text & Map Working Sessions
- Public Hearings
- PC/ZAP Work Concludes

City Council
- Member Updates
- Working Sessions (Process & Procedures, Environment, Community Character, Mobility, & Affordability)
- Public Hearings

Deliverables
- Public Review Draft Text Jan 30
- Public Review Draft Map April 18
- CAG Report June 7
- PC/ZAP Text and Map (Draft 2) August
- 1st Reading Text & Map (Draft 2 + PC Annotations) December 14
- 2nd and 3rd Reading Text & Map (Draft 3) March-April

Major Public Events/Engagement Activities
- Council Work Session PC/ZAP Rollout Jan 31
- Public Review Draft CAG/ Public Roll-out February 1st
- Draft Zoning Map Roll-out April 18
- Set Public Hearing & Notify November
- PC/ZAP Public Hearing Early September
- Council First Reading December 14
- Council 2nd & 3rd Readings March-April
- City Council Adopts Land Dev. Code
- Joint Council/CAG Meetings November 16 & January 11
- Combined District-Based Presentations February- March
- Combined District-Based Text & Mapping Presentations
- Dedicated City of Austin Staff Office Hours April-August
- PC/ZAP Hearing and Deliberations September-October
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CAG = Code Advisory Group; PC = Planning Commission; ZAP = Zoning and Platting Commission

"Text" refers to the written standards of the Land Development Code; "Map" refers to the zoning map that implements where the written standards apply
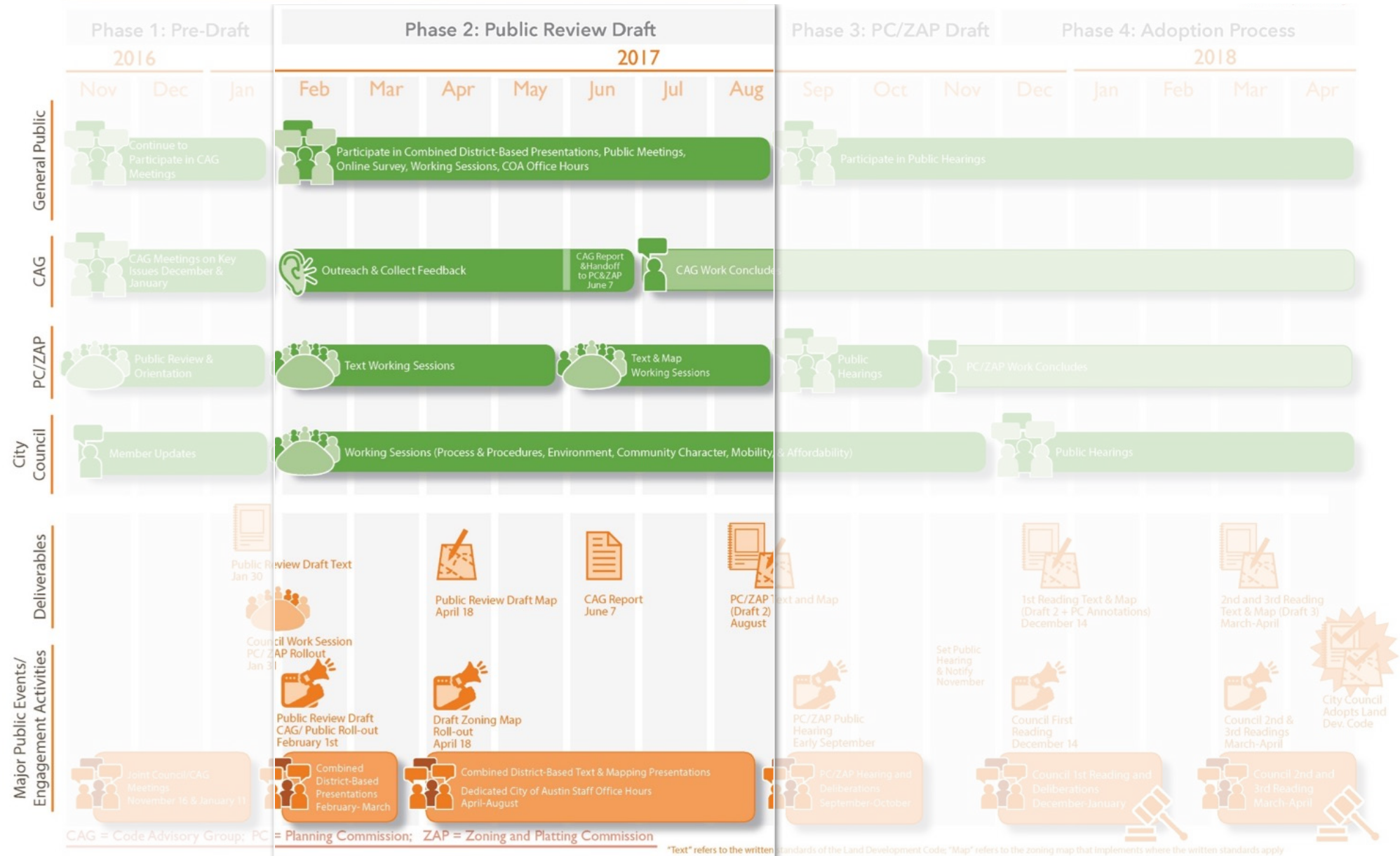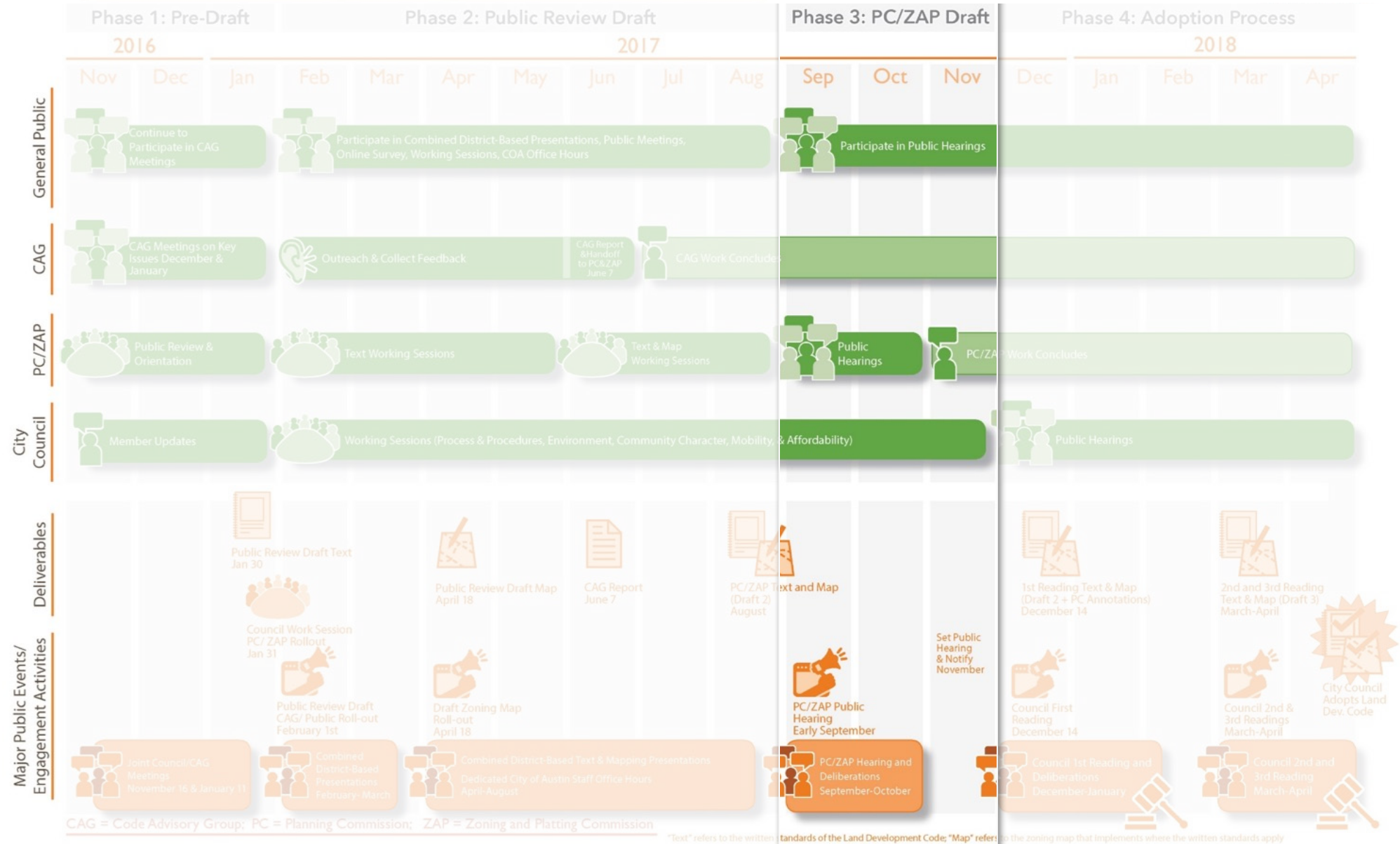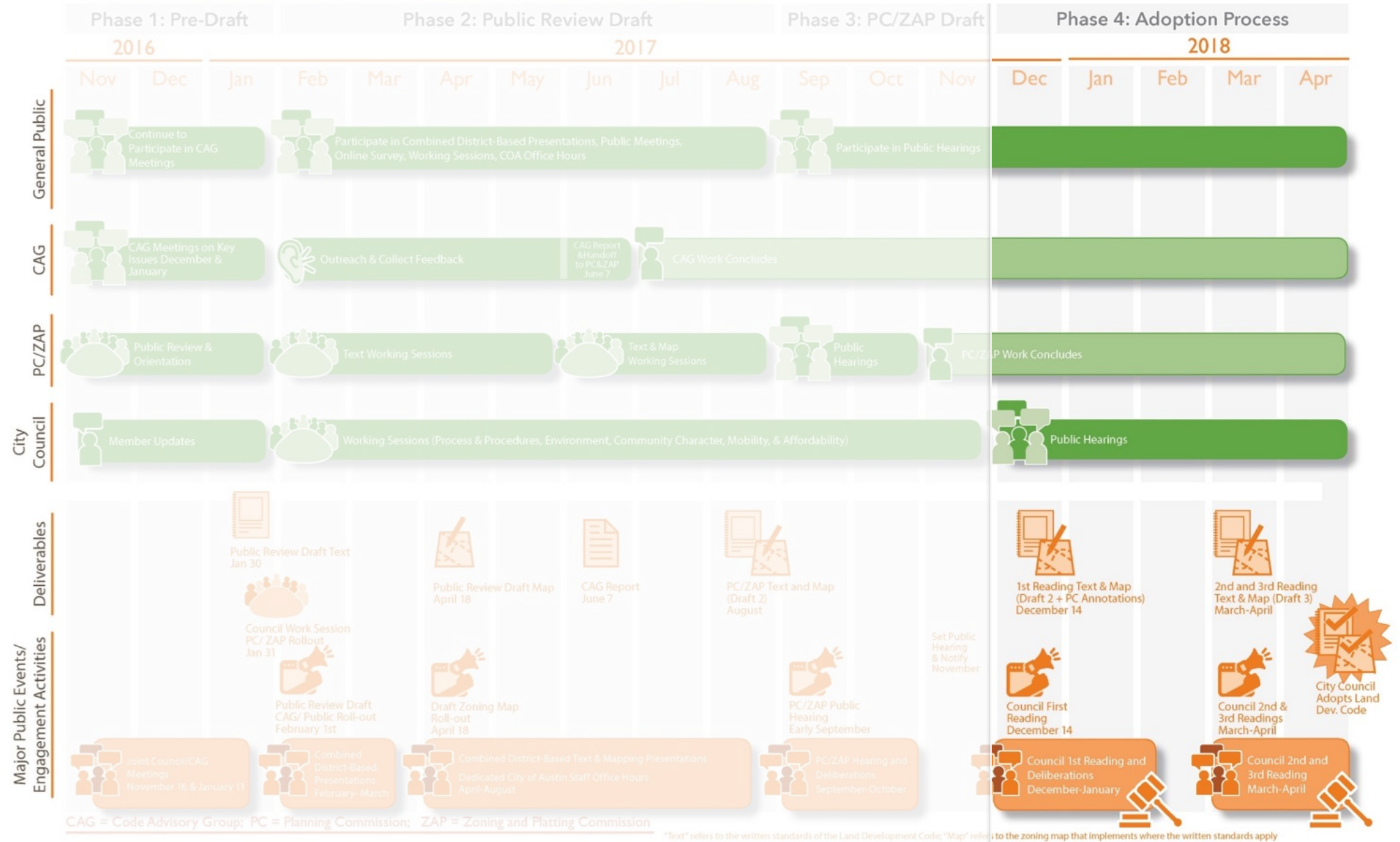
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CodeNEXT: Land Development Code Timeline

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Feedback Tools

Tools

- Survey Tool
- Code Comment Tool
- Mapping Tool
- Group Position Paper
- Outreach Toolkit
- Introductory Video
- Website

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Survey Tool

The survey is focused on how the draft code implements the Imagine Austin Priority Programs and alleviates the 10 major issues identified in the Land Development Code Diagnosis.

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Code Comment Tool

Using a tool (CiviComment) that has been implemented in code rewrites across the country, staff will receive comments on the actual code document from Austinites.

Example of Similar Code Comment Tool
https://sanmarcos.opencomment.us/
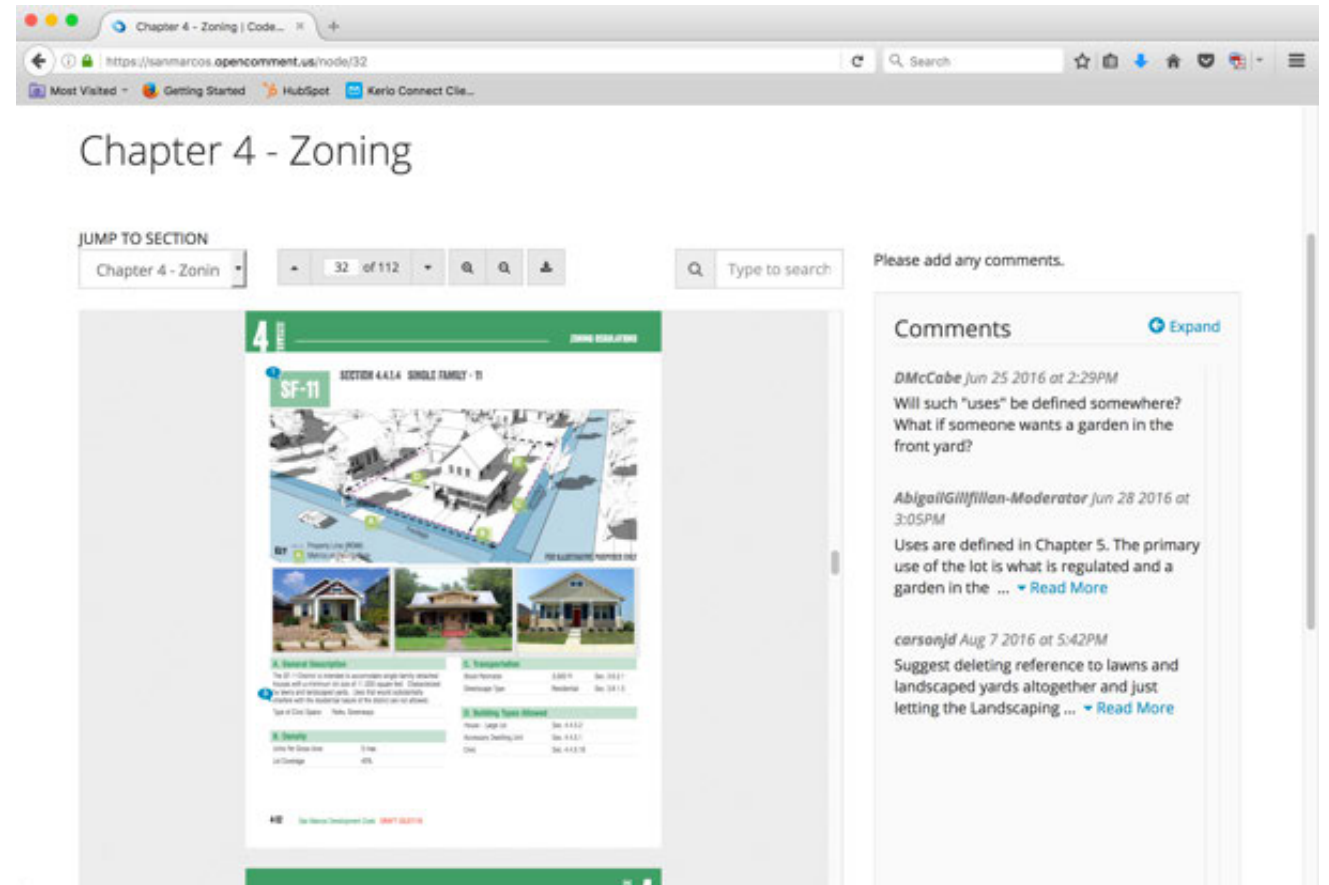
Code Comment Tool

Example of Similar Code Comment Tool https://sanmarcos.opencomment.us/

Mapping Tool

This tool is designed to reduce the barrier to entry for Austinites who are curious about what will happen to a specific property. Comments can be provided on a specific property or on the map as a whole.

Example of Similar Mapping Tool

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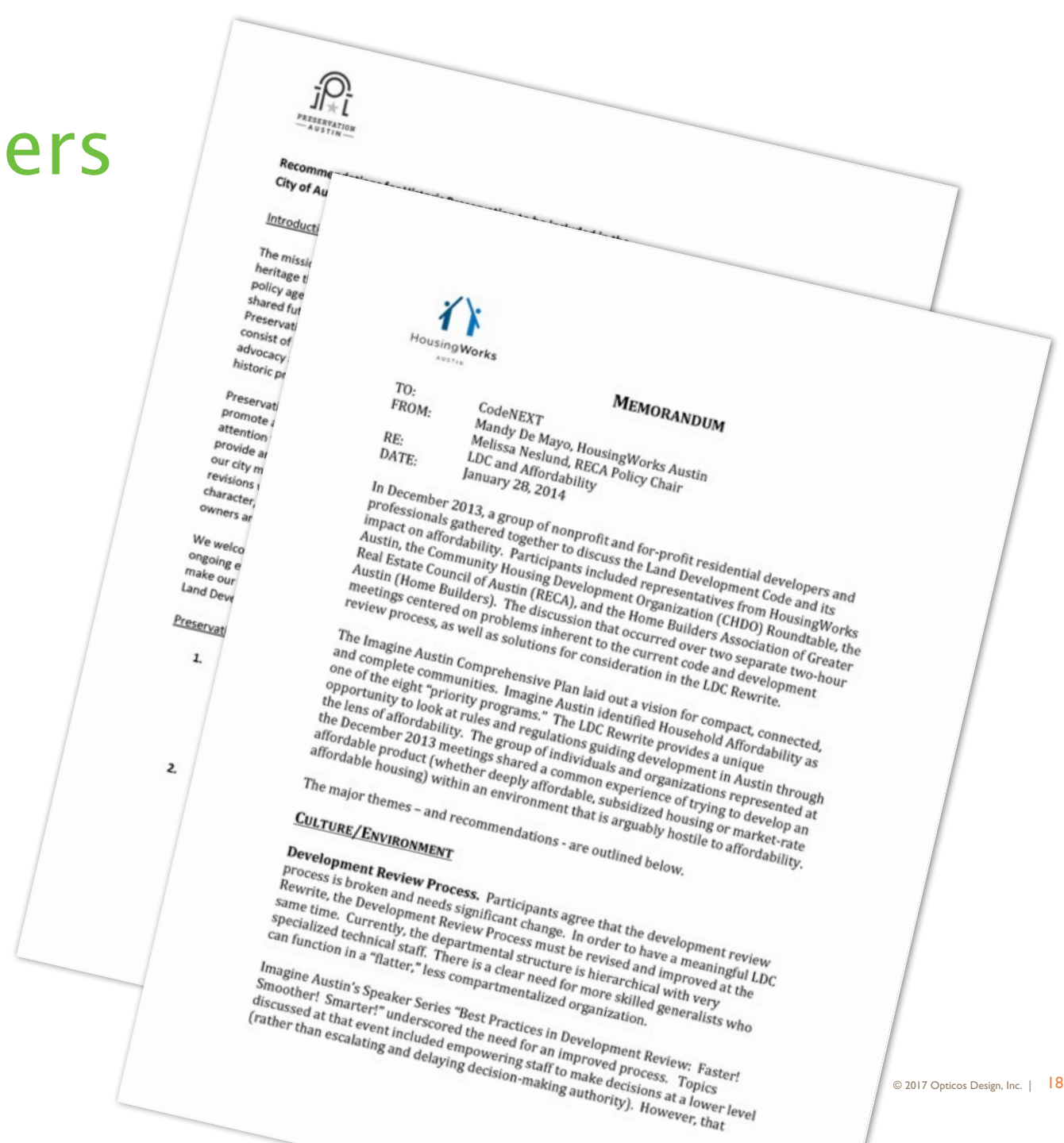

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Group Position Papers

In the interest of transparency, all group position papers and suggestions will be posted on the CodeNEXT document–hosting site.

Previous Group Position Papers can be found here:
http://www.austintexas.gov/department/issue-papers

Outreach Toolkit

This toolkit has slide decks, scripts, and handouts. While these materials alone do not equip Austinites to become code experts, they provide a simple, consistent way for interested residents to share basic information about CodeNEXT and initiate a dialogue with their communities.

Mock-up of materials that will be included in the Outreach Toolkit

Introductory Video

In order to ensure that all interested Austinites are able to understand the basics of CodeNEXT and how they can get involved, the outreach team is creating a short introductory video which will be available online.

Example of Video from Denver, CO

Website

The CodeNEXT website will be revamped to ensure a better user experience. Important documents, programs, and links will be featured clearly on the front page, and the rest of the website will also been edited to ensure that the most up-to-date information is available to the public.
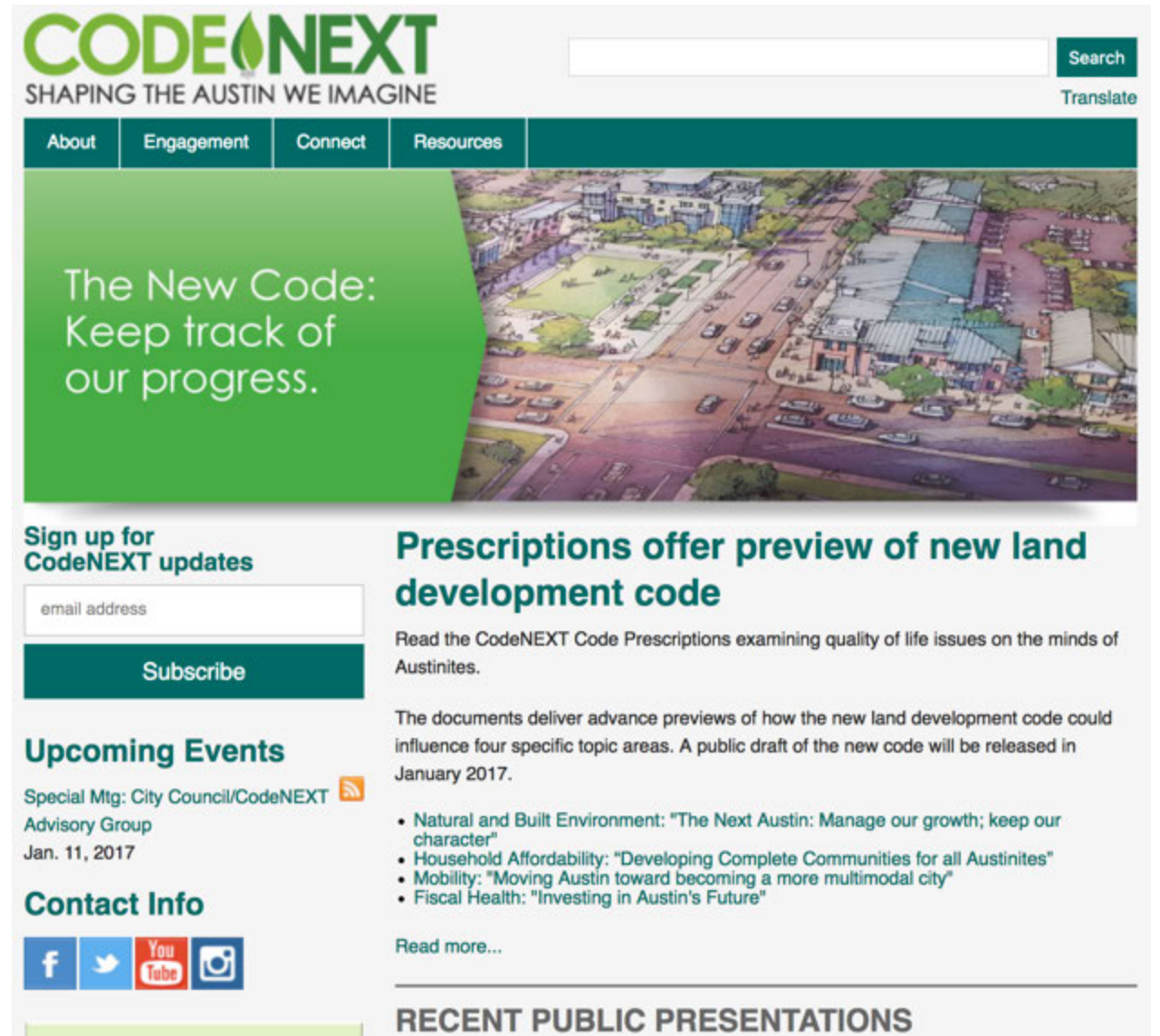

Image of Existing CodeNEXT website

Public Meetings

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Tools

- Major Events

- Open Houses

- CodeNEXT Topic Talks

- Map Open Houses

- Conversation Corps

- Office Hours

Major Events

- Code Text Release Public Open House February 1st

- Code Maps Release April 18th

Open Houses

Purpose:

Inform the public, answer questions, address misinformation, and promote the CodeNEXT outreach and feedback mechanisms.

The primary focus of these events is code education and answering the public's questions.

Open House Dates

Saturdays

- February 11th
- February 18th
- February 25th
- March 4th
- March 25th

Locations and Times TBD

CodeNEXT Topic Talks

Purpose:

Allow for a more focused conversation on some of the major points of interest in the new code, and to answer the public's questions, both general and specific, on these topics.

CodeNEXT Topic Talks Dates

- 5 Presentations
- Between Late February and Early May

Map Open Houses

Purpose:

Allow the public to view the draft zoning maps, learn more about what each zones means for them, and provide input on the new map and code text.

Map Open House Dates

- 10 meetings: One in each Council District

- April – June

- Location and Dates TBD

Conversation Corps

Trained facilitators able to host conversations about issues raised by the draft Code in a more convenient and comfortable setting than a large open house event.

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Office Hours

CodeNEXT staff will be hosting weekly office hours in order to answer individuals' questions and discuss concerns about the draft map and code text in a more private setting.

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Question & Answer