Outreach Plan

The purpose of this document is to establish a work plan for community outreach efforts for late spring into fall of 2019. Westminster Forward will engage the public through 2019, and will include many opportunities to solicit ideas and comments from Westminster residents and businesses. The focus of near-term outreach will be with the Comprehensive Plan, Sustainability Plan, Water Supply Plan and Unified Development Code but all input received will be informative to all six plans to ensure plan alignment and reduce confusion that could result from holding numerous public engagement events. The outreach plan will be periodically reviewed and updated as the process continues into 2020.

INTRODUCTION

Westminster Forward is a coordinated community engagement process created to support six concurrent city planning efforts.

Westminster Forward plans include:

- **Comprehensive Plan** - The plan will outline the vision for a consistent framework of land development, redevelopment, and the alignment of land uses with Strategic Plan goals. Themes identified in the Comprehensive Plan will be used to inform development of the companion plans in Westminster Forward.

- **Parks, Recreation and Libraries Plan** - The plan will contain goals, strategies, actions, and measurable targets. Topics covered in the plan will include park and trail development, recreation, library and golf facility upgrades and development; arts and culture; and historic preservation.

- **Sustainability Plan** - The plan will contain goals, strategies, specific actions, and measurable targets on economic, community and environmental topics. The specific topics covered in the plan could include economic vitality, community health, community resilience, energy/climate, water resources, waste and materials, and other relevant issues. Like the Comprehensive Plan, the Sustainability Plan themes will be used to inform development of the companion plans.

- **Transportation and Mobility Plan** - The plan will identify strategic actions and policies to ensure safer and more connected, accessible, and reliable transportation options to meet the mobility needs of the community.

- **Unified Development Code** - This process will involve updating and consolidating the standards and regulations for development in the Municipal
Code as well as providing the parameters for enacting the vision expressed in the Comprehensive Plan.

**Water Supply Plan** - Water supply planning and land use planning are closely linked. The challenges and opportunities with this Comprehensive Plan Update and Water Supply Plan Update involve crafting plans that support the city’s vision while ensuring existing and new developments are provided with safe, high-quality water, and reliable wastewater service.

*Westminster Forward* is not one final plan or product. Each individual plan will provide specific guidance for policy and programming and will be based upon projected resource availability. The goal of the *Westminster Forward* coordination is to integrate efforts to the extent possible, while ensuring timely delivery of each plan. The image below is a conceptual depiction of how the *Westminster Forward* plans might interface.
APPROACH

Westminster Forward’s key objective is to seek and maximize community and stakeholder engagement, and to prevent community outreach fatigue by providing coordinated opportunities for public input. Under a single umbrella, Westminster Forward can facilitate combined outreach efforts for the plans. Westminster Forward will strive for an interactive feedback process that is dynamic as the plans progress.

A standardized outreach schedule, meeting materials, messaging, and goals could help mitigate the costs through a consolidated standard format and approach. This streamlining could help reduce information overload to stakeholders who will help guide the plans.

In addition to community outreach and engagement, the Westminster Forward project managers and consultants will coordinate and integrate plan policies and objectives to ensure alignment with the City of Westminster 2017 Strategic Plan.

Timeline

Westminster Forward outreach efforts are anticipated to be completed in early 2020 with finalization of plan documents in the first half of 2020. Specific timing will take into consideration the city’s other public engagement activities such as Water2025, Drought Management Plan, Value of Water, Sign Code, and the Harris Park Plan to minimize confusion and public fatigue and increase community awareness of how the plans inform/integrate with one another. These considerations may affect overall plan schedules.
TOOLS
A broad range of techniques and tools will be used to engage and inform members of the public, stakeholders, and city leaders. Outreach statistics shown will be updated as plans complete outreach activities. Initial outreach activities were completed in 2018 and early 2019 for the Comprehensive Plan and Unified Development Code.

Online Outreach | **7,000+ to-date**
The project website ([www.cityofwestminster.us/forward](http://www.cityofwestminster.us/forward)) will provide consistent updates and activities in tandem with in-person public events and workshops.

Print Material

**City Edition | 56,750 distribution plus 2,500 copies provided at city facilities, 4 editions to-date**
On an anticipated quarterly basis, and as space allows, *Westminster Forward* updates will be included in the city-wide *City Edition* volumes with updates on process activities, and events, and include ways to provide feedback within the process.

Plan-Specific Phase Summaries | See Phase 1 + 2 Outreach Summary
Each of the three major tasks will conclude with a phase summary including overview of outreach activities throughout that phase, key findings, and next steps.

City Communication Channels
Through coordination with the Community Outreach Division, the team will utilize city communication channels (i.e. City Weekly, e-newsletter, and social media such as Facebook and Nextdoor) to notify city residents about public input opportunities.

Internal Newsletter
COWNNet will be used to provide updates internally to city staff.

Informational Display Posters
The team designed and distributed informational posters to display at city facilities (i.e. recreation centers, the MAC, and libraries). These will be updated at key milestones during the project.

Staff Development
Two training series have been initiated to reach out to the larger city workforce. “Talking Sustainability” is an ongoing speaker series that introduces city employees to the ideas and current projects in the region related to the environment, economy and
community that could influence their work. A companion series titled “Talking Growth” will help staff identify evolving municipal needs as community demographics and economic trends change over time. In addition to “Talking Sustainability”, “Talking Growth”, and COWNet updates, interactive sessions will be held with city staff groups as part of Westminster Forward.

STAKEHOLDER INVOLVEMENT

Plan-Specific Stakeholder Interviews | 52 to-date (30 for the Comprehensive Plan, and 22 for the Unified Development Code)

In-person one-on-one stakeholder interviews were held early on within the project to understand issues, needs, and opportunities for the city. The consultant team conducted interviews with elected officials, city staff, property owners, developers, and related agencies. Additional interviews will occur through subsequent phases.

Community Tour

The consultant team and city staff took a van tour of key opportunity areas throughout the city as identified through previous studies and by staff and stakeholders.

Comprehensive Plan City Staff-Consultant Meetings | 9 meetings, representing up to 9 departments, to-date

City staff provide an important in-house perspective throughout the planning process by engaging staff from the Community Outreach Division; Community Development (Planning and Mobility); Public Works and Utilities; City Sustainability Office; Economic Development; Parks, Recreation, and Libraries. Other Departments are invited as needed on key issues such as Fire and Police. These meetings focus on evaluating the accuracy of data, aligning results with other internal and ongoing projects, and providing input on vision, policy direction, and implementation.

Unified Development Code Task Force | 4 meetings, to-date

A Task Force has been established to update the city’s development procedures and design standards. The Task Force is comprised of 40 individuals representing city staff, residential and commercial developers, citizens, renewable energy, affordable housing providers, and allied professionals including architects and engineers. Two City Councillors also participate in meetings of the Task Force.

Sustainability Work Group | First meeting May 30, 2019

A work group of key City staff, residents and technical experts will guide formation of the city’s first-ever Sustainability Plan. The work will be closely integrated with past and
current city planning efforts, so that we imbed sustainability and innovation into all city operations. The most critical point of this effort is that this is not just about developing a plan, but developing an agenda that leads to specific actions on the part of the city and the community.

Coordination & Engagement Team
An internal city staff group was formed to coordinate between city departments, and includes representatives from the Community Outreach Division; Community Development (Planning and Mobility); Public Works and Utilities; Sustainability Office; Economic Development; City Manager’s Office; and Parks, Recreation, and Libraries. The coordination and engagement team meets regularly to coordinate planning efforts, public outreach and identify strategies to ensure success. This group will update the city’s Executive Leadership Team (ELT) periodically throughout the process.

Planning Commission & City Council Updates
Throughout the project, staff and consultant will provide updates to Planning Commission and City Council at key decision points in the process. It is anticipated that all Planning Commissioners and City Councillors will also participate in the one-on-one interviews described below. These city leaders will be encouraged to participate in all public outreach and online activities.

PUBLIC OUTREACH
Public outreach events and online activities will accompany each milestone of the process. When appropriate, these will tag on to other local events and be designed as fun, accessible events. These events provide an opportunity for all interested residents and business owners to share and receive feedback on results of each phase.

Comprehensive Plan & Unified Development Code Outreach | See Phase 1 + 2 Outreach Summary
Early engagement introduced the public to the process, and asked for thoughts on what residents, city staff, elected officials, etc. love about the community, and would improve about the city.

Events:
- Imagine Westminster Event (booth), Corner of 73rd Avenue and Lowell Blvd: June 2018 | 150 attendees/ respondents
- Stakeholder Interviews
- Online Questionnaire #1, June – September 2018 | 149 respondents
Further development of the engagement program included a series of public workshops and online engagement to gain feedback on how attendees view the city’s vision, identify issues and opportunities for the city, and identify visual preference and character consideration for key areas of the city. The outreach event included background and overview of the process, online-based visual preference survey.

Events:
- Visioning Workshop (3 open house events), City Hall: August 2018 | 52 attendees
- Stakeholder Interviews, May 2018 – May 2019 | 52 attendees
- Youth Advisory Panel, September 2018 | 21 attendees
- Design Workshop, September 2018 | 9 attendees
- Online Questionnaire #2, August – October 2018 | 170 respondents
- Harvest Festival, Downtown Westminster, October 2018 | 34,000 attendees, with approximately 2,100 individual votes
- Taste of Westminster, Ice Centre at the Promenade, November 2018 | 400 attendees
- Homebuilders Association, February 2019 | 12 attendees
- Online Questionnaire #3, September - November 2018 | 200 respondents

Comprehensive Plan, Unified Development Code & Sustainability Plan Outreach | Anticipated Summer – Fall 2019

The next project phases will focus on the Comprehensive Plan, Sustainability Plan, and Unified Development Code. This will include review of “opportunity areas,” which represent roughly 12% of the city’s land area that is expected to develop or redevelop in the future. These will be presented in map form, and supported by imagery and example case studies. Based on themes identified in previous phases of community engagement and staff coordination, these events will also present potential goals, objectives, and implementation strategies. The public will help refine future scenarios for further policy development and identify additional opportunities that should be carried forward into the public drafts. The Water Supply Plan will integrate some of its themes into some of these events. Staff and consulting team plan to meet with key property owners and developers to further inform land use and development policy considerations.

Anticipated Events:
- Individual Stakeholder On-on-One Meetings, May – June 2019
- Community Meeting, TBD June or July 2019
- Online Survey #4, June – August 2019
- Historic Westminster Summer Festival, June 8, 2019
• Movies in the Park, Legacy Ridge, June 14, 2019
• Latino Festival, Westminster Station Park, June 20, 2019
• Movies in the Park, City Park, August 23, 2019
• Harvest Festival, Downtown, October 19, 2019
• Targeted outreach to Hmong and Spanish-speaking community, Summer 2019
• Homebuilders Association, Late Summer-Fall 2019
• Additional activities as identified by the Coordination and Engagement Team


The City’s Vision and Strategic Plan will serve as the high level policy directing development of the Westminster Forward Plans. Initial themes identified include land use and grown, economic and financial resilience, housing and neighborhoods, mobility and connections, utilities and resources, outdoors and wellness and safety. Upon refinement of key themes of the Comprehensive Plan and Sustainability Plan that further articulate the City’s Vision, the foundation will be in place for topic-specific plans for Water Supply, Parks, Recreation & Libraries and the Transportation & Mobility Plan.

The Comprehensive Plan is expected to be the first plan to come together for presentation. The public and stakeholders will be given an opportunity to review and provide feedback on the draft Comprehensive Plan during a review period. During the public review period, the team will conduct a public open house/plan hub to present the draft Comprehensive Plan. Key policy choices and plan elements and policy concepts will be highlighted and explained, and attendees will have the opportunity to discuss questions and concerns one-on-one with city staff and the project team.

Anticipated Activities:
• Unified Development Code modules: Spring 2019-Winter 2020
• Sustainability Plan development: Fall 2019 - Winter 2020
• Parks, Recreation & Libraries Plan: Fall 2019 - Summer 2020
• Transportation & Mobility Plan: Fall 2019 – Summer 2020
• Formal Adoption Hearings for the Comprehensive Plan – Spring 2020
• Formal Adoption Hearings for the Unified Development Code – Summer 2020
• Plan implementation and adaptive management framework – Post-adoption
DETAILED COMPREHENSIVE PLAN SCHEDULE

PHASE 1: MANAGEMENT + ENGAGEMENT
- Strategy + Approach
- Stakeholder Interviews + City Tour
- Community Kickoff Event #1: Values

PHASE 2: ANALYSIS + VISION
- Plan Audit + Development
- Existing Conditions Snapshots
- Community Event/Survey #2: Visual Preference
- Neighborhood Character + Activity Centers
- Community Event/Survey #3: Scenarios

PHASE 3: THE PLAN
- Draft Plan Development
- Community Event/Survey #4: Draft Plan
- Final Plan Development
- Formal Adoption Hearings