



Engagement Steps

The graphic above is a variation of the International Association of Public Participation engagement spectrum. Using this graphic as an engagement framework, completing the full cycle would be considered a “full” engagement, completing two (consult and involve) would be considered “moderate” engagement, and consult only would be considered “light” engagement.

Inform

As indicated in the graphic, “inform” is the basis for most engagement and can span the length and breadth of an engagement process. A productive discussion requires that all parties first understand the project’s goals, process, limitations, potential impacts, and other relevant data. In an iterative process, there may be many project stages that

necessitate “inform” style methods (see example methods below). In some cases, engagement stops here. For example, when the city leads a project, like a watermain replacement, that is routine, low-impact, highly desired, or mandated change, it notifies residents and stakeholders instead of soliciting feedback. In instances where there is little public influence over the decision, “inform” is the best option. However, in many cases, “inform” is integrated into a more extensive engagement effort.

Methods include webinars, postcards¹, webpages, informational sessions with Q & A, FAQs

Consult, Involve, and Collaborate

A common project management framework known as the 30/60/90 model is used in design and engineering fields to schedule reviews when a project is 30%, 60%, and 90% complete. These check-ins allow participants to refine the scope, engage stakeholders, and mitigate risk of project unmet expectations and delayed timelines. The 30% stage is conceptual and preliminary scope that focuses on the project’s direction. In this process, the Comprehensive Land Use Plan fulfills this step. The visionary document already outlines a proposed direction for land use change, much of which is a result of engagement efforts.

The 60% stage is like a first draft of zoning amendments. This stage continues to refine the specifics of the proposed options as new information becomes available and validates them with experts and those impacted. The start of a Unified Development Code re-write is an opportune time to engage the public using “consult” and “involve” options from the engagement spectrum. Staff can present research, analysis, and potential options for the public to respond to (consult) *and* ask residents and stakeholders about their concerns and preferences (involve). During this phase, project leaders could allow the public to develop and present alternatives and their preferred solution (collaborate).

Methods include structured meetings/workshops with activities that solicit input, surveys, walking tours, smaller focus groups, interactive maps, interviews, an Advisory Committee, design charrettes

¹ To send a postcard to every parcel in the city is an estimated \$14,000 (2-4 weeks) to \$32,000 (5-7 days).

The 90% stage should present the detailed option that was selected as a result of the previous round of engagement. This represents a full cycle of the circular graphic above as the city returns to “consult” the public on the final option. It is a check to see if major concerns and preferences were addressed to the extent possible. Here, the public can influence minor tweaks, but the intent is to polish the document, not to re-conceptualize the policy.

Methods include a public hearing (required) or a public meeting in addition to the public hearing

Applicability

During the comprehensive planning phase, the most common concern about the proposed land use framework was changes to residential areas, followed by transition corridors/areas, and then hubs. It would follow that greater opportunity for engagement centers on changes to residential areas and lighter engagement efforts for changes that garnered less interest from the public. This is subject to change as the process unfolds and new information or interest arises.

- **Residential:** Full engagement
- **Transition:** Full or moderate engagement depending on the area
- **Hub:** Light engagement
- **Development standards:** Light or moderate engagement