

PUBLIC ENGAGEMENT PLAN



GUIDING PRINCIPLES OF THE PUBLIC ENGAGEMENT PLAN

1. Provide timely information about the plan process to the public.
2. Educate the public so that they can make informed decisions.
3. Engage the public in order to collect meaningful input.
4. Give adequate notice of public participation activities and allow time for public review and comment on key decision points.
5. Ensure that all demographic groups within the county are able to provide input.

COMMUNICATION STRATEGIES

Project updates will be sent through the Mayor's Office contact list as well as the Planning Department's neighborhood and developer lists. In addition, meeting sign-in sheets and the project website will allow for development of a specific Comprehensive Plan/LRTP mailing list. The lists will be merged to ensure people don't receive multiple e-mails.

Mailchimp will be utilized to provide e-mails with links to more information. E-mails will be sent for meeting/survey notices, and approximately 6-8 project update e-mails will be sent each year to keep people informed about the process.

Specific promotion for public events will include:

- E-mail blast.
- Social media promotion.
- Flyers posted at high traffic locations.
- Articles/radio/television coverage with local media.
- Information included in department/agency newsletters.
- Promotion from Community Committee members within their peer networks.

Project Website

Activity: Website (planforward2050.com) with information about process, survey, latest news, and kickoff video.

Social Media Campaign

Activity: Facebook (Plan Forward 2050), Twitter (@planforward2050), Instagram (@planforward2050). Messages from staff and hashtagged photos and ideas from the public. Coordination with other established accounts from the City/County and partner agencies.

REACHING UNDERREPRESENTED POPULATIONS

The engagement process is designed to reach all populations in the county, including people who may be underrepresented with a typical outreach process.

Strategies specifically designed to reach underrepresented populations include:

- Partnering with community organizations who work with underrepresented populations to promote outreach activities.
- Doing outreach events in locations accessible to everyone.
- All items presented at public meetings will also be available on the project website.
- Exploring options to provide translation services for the project website and major documents.

COMMITTEES/GROUPS

Community Committee

Members: Planning Commission members along with community stakeholders of various backgrounds – neighborhoods, business, sustainability/resiliency, design, etc. The membership list is on the last page of this document.

Activities: The Community Committee has a primary role in helping to develop the Comprehensive Plan and Long Range Transportation Plan (LRTP). The Committee will work with staff to study, analyze, and discuss major elements of both plans.

Primary activities for the Committee include:

- Education on specific topics so that Committee members can make informed decisions
- In-depth discussion and brainstorming exercises
- Review of draft materials prepared by Planning Department staff

Staff Committee

Members: City and County staff and agency representatives. The membership list is on the last page of this document.

Activities: The Staff Committee is the primary method for City and County staff to be involved with the process.

- Primary activities during Committee meetings will include:
- Updates so that committee members can stay informed
- Review of draft materials prepared by Planning Department staff
- Discussion of major plan topics and themes

Staff Committee meetings will be supplemented by one-on-one meetings with committee members in order to provide detailed discussion on topics specific to individual departments.

Working Groups

Members: Stakeholders with detailed knowledge of a particular topic, could be some overlap with other committees. Working group membership will be determined in the 2nd quarter of 2020.

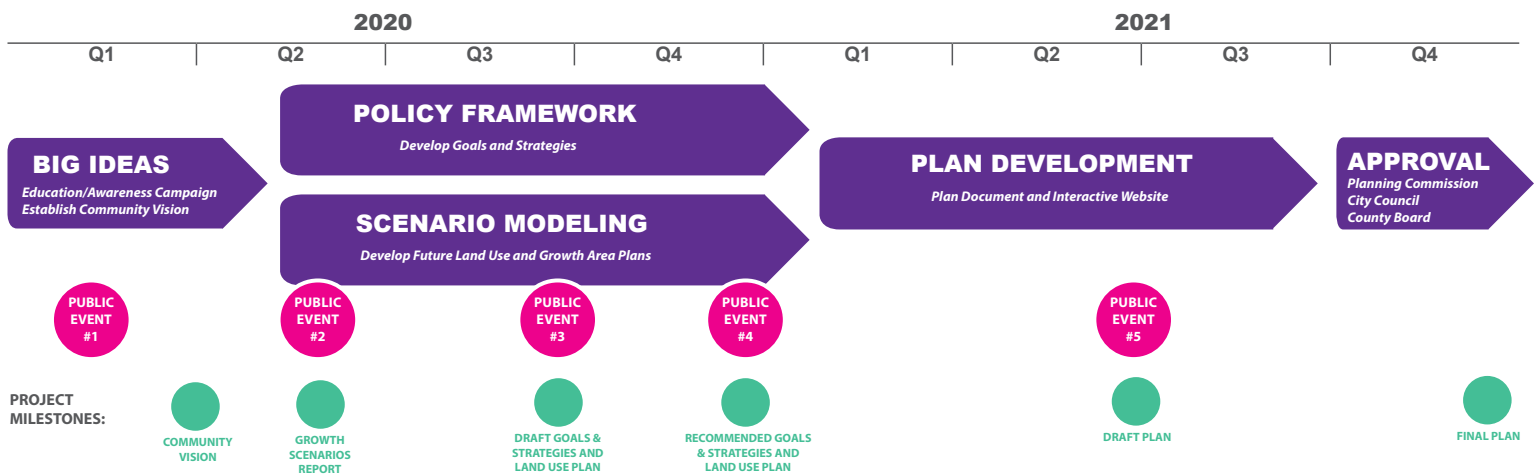
Number: 10-15 per group

Activities: Detailed discussion about a specific topic, such as housing, economy, etc. Purpose of groups would be to help develop goals and strategies for each topic.

Timeframe: Two sets of meetings: 1) brainstorming exercises to develop potential goals and strategies, 2) reviewing the proposed draft goals and strategies

Note: Given the two-year timeline of this process, details of the schedule are subject to evolve over time. This plan will be updated and posted to the project website when any substantive changes are made to the schedule.

Update: February 26, 2020



BIG IDEAS PHASE

Purpose: Inform public about the plan and its value to the community, generate excitement, and develop the community vision.

Community Committee
Monthly meetings.

Staff Committee
Monthly meetings.

Visioning Survey
Big picture questions about guiding principles. The survey will use ESRI Survey123 software.

One-on-One Interviews
Detailed discussion with residents about what they like/don't like about the community today and what they envision for 2050. Summaries and/or quotes from these interviews will be shared as part of the public input process and possibly used within the plan itself.

Presentation Circuit
Presentations to neighborhood organizations, business groups, etc. Also includes appearances at community events.

Public Event 1 - February 6th
Focused on informing the public about the plan and process. Includes big picture visioning exercises.

POLICY FRAMEWORK AND SCENARIO MODELING PHASES

Policy Framework Purpose: Develop goals and strategies.

Scenario Modeling Purpose: Analyze growth scenarios and develop an updated Future Land Use map and Priority Growth Areas map.

Community Committee
Monthly meetings.

Staff Committee
Every-other-month.

Working Groups
Two meetings - one early summer, one late summer.

Background Reports
White paper reports on various topics. The reports will be used to inform the committees and also be posted online. Elements of these reports will also be used in the Comprehensive Plan. The will be released quarterly throughout 2020.

Background Videos
Videos on specific topics to be posted online. To be released quarterly throughout 2020.

Goals & Policies and Growth Survey
Questions about goals and strategies, growth. The survey will use ESRI Survey123 software to allow for questions using integrated GIS maps.

Growth Scenarios Report

Activity: Detailed analysis of multiple growth scenarios. To be released around May 2020.

Developer Proposals

Soliciting input from development community and land owners regarding potential growth areas and land use changes.

Guest Speakers

Special events with regional speakers who are experts in a specific topic area. Details of these events will be determined based on speaker availability and cost.

Presentation Circuit

Continued from Big Ideas phase.

Public Event 2

Brainstorming that includes input on potential goals. Review of growth scenarios from the growth scenarios report.

Public Event 3

Comments on draft goals and strategies. Comments on draft priority growth areas and draft FLU plan.

Public Event 4

Comments on refined goals and strategies. Review of recommended growth scenario and FLU plan.

PLAN DEVELOPMENT PHASE

Purpose: Get community buy-in, write the plan, and create an interactive online tool for viewing the plan.

Public Event 5

Public review of draft plan and activities to provide comments.

Online Plan Review

Plan posted online with mechanism for the public to provide comments.

Presentation Circuit

Continued from Big Ideas phase.

APPROVAL PHASE

Purpose: Formal approval from governing bodies.

Planning Commission, City Council, County Board
Public hearings.

COMMUNITY COMMITTEE MEMBERSHIP

Name	Position
Tracy Corr	Planning Commission Member
Tom Beckius	Planning Commission Member
Shams Al-Badry	Planning Commission Member
Dick Campbell	Planning Commission Member
Tracy Edgerton	Planning Commission Member
Deane Finnegan	Planning Commission Member
Cristy Joy	Planning Commission Member
Cindy Ryman Yost	Planning Commission Member
Dave Johnson	Studio 951
Dennis Scheer	Planning Commission Member
Anna Eickholt	Country Club Neighborhood Association
Bryan Seck	Lincoln Partnership for Economic Development / Prosper Lincoln
Burdette Piening	Lancaster Farm Bureau
DaNay Kalkowski	Seacrest & Kalkowski
Grant Daily	Neighborworks Lincoln / South Salt Creek Neighborhood Association
Jose Lemus	Civic Nebraska / Collective Impact Lincoln
Karalyn Hoefler	Realtors Association of Lincoln
Marco Barker	University of Nebraska - Lincoln
Marilyn McNabb	Mayor's Environmental Task Force, Wachiska Audubon Society
Meghan Sittler	Spring Creek Prairie Audubon Center
Nader Sepahpur	Business Owner
Sam Manzitto Jr	Manzitto Construction
Sheila Dorsey Vinton	Asian Community & Cultural Center
Silas Clarke	City of Hickman
Stephanie Fisher	City of Waverly
Steve Ingracia	JEO Consulting Group
Susan Larson Rodenburg	Mayor's Pedestrian / Bicycle Committee
Todd Ogden	Downtown Lincoln Association
Vishnu Reddi	Near South Neighborhood Association

STAFF COMMITTEE MEMBERSHIP

Name	Position
Brian Kramer	LTU Utilities
Dave Beyersdorf	LTU Utilities
Donna Garden	LTU Utilities
Ben Higgins	LTU Watershed
Mark Lutjeharms	LTU Transportation
Thomas Shafer	LTU Transportation
Bob Simmering	LTU Development Services
Mike Davis	StarTran
Brian Praeuner	StarTran
Shana Sprackling	LES
Joel Dagerman	LES
Terry Kathe	Building & Safety
Scott Holmes	Health
Chris Schroeder	Health
Wynn Hjermsstad	Urban Development
Dallas McGee	Urban Development
Hallie Salem	Urban Development
Wayne Mixdorf	Urban Development
Sara Hartzell	Parks
JJ Yost	Parks
Scott Wieskamp	LPS
Pat Leach	Libraries
Jon Carlson	Mayor's Office
Pat Borer	LFR
Capt Jason Stille	LPD
Brian Will	Planning
Collin Christopher	Planning
Andrew Thierolf	Planning
Kellee Van Bruggen	Planning
Stacey Hageman	Planning
Ed Zimmer	Planning
Allan Zafft	Planning
Paul Barnes	Planning
David Cary	Planning
Tim Sieh	Law
Francisca Beltran	Human Rights
Ann Ames	Lancaster County
Sara Hoyle	Human Services
Larry Legg	County Engineer
John Schwartz	Norris School District