

Scope of Work

Houseal Lavigne recognizes the importance of using the planning process to establish community consensus and foster a sense of stewardship for a new Comprehensive Plan for the City of Olathe. Our scope of work ensures that City staff, residents, business owners, key stakeholders, community leaders, and elected officials are engaged throughout the planning process, helping establish a visionary, purposeful, and implementable plan to guide Olathe's future.

Step 1: Project Initiation

To “kick off” the planning process on the right foot, we will conduct meetings with City staff, the Plan Commission, and the City Council before undertaking other community outreach activities. This approach allows the Project Team and the various City designated individuals to discuss roles, responsibilities, scope, and community issues and opportunities, to ensure the project gets off to a good start. It is anticipated that the meetings in Step 1 take place during the same trip.

1a: Staff Coordination Call

The Project Team will host a web meeting or conference call with City Staff to confirm dates and times for the official staff kickoff and department head meetings. On this call, we will also discuss data needs, and clarify any outstanding matters. To ensure consistent, on-going and open communication and coordination throughout the process, the Project Team manager will conduct regular and “as-needed” conference calls and/or web progress meetings with City Staff throughout the planning process.

1b: Community Education – Branding the Process

As part of project initiation, branding the plan will garner support for the planning process and pique public interest in the Comprehensive Plan. The graphic design and communications experts on the Project Team will use their expertise in community-based marketing to create an “identity” for the planning process as well as the plan document.

Engagement and Communications Plan

As part of this task, the Project Team will work with City staff to identify trusted community partners to help us spread the word about the project and engagement partners using the MARC 2023 Public Participation Plan. An engagement and Communications Plan will then be developed that leverages these community partners to ensure quality input, which includes a timeline of events, communication pushes, and corresponding communication partners.

Project Brand and Messaging

The Project Team will create a recognizable project brand including an easy-to-understand project name, color palette, fonts, and imagery that will create visual continuity throughout the project. We will also craft language about the process and its impact that communicates its importance. Branding and design will also be applied to email blasts and other electronically- and social media- shared collateral.

1c: Data Collection

As part of the project initiation task, the Project Team will coordinate with the City to collect a variety of datasets related to land use and development. The data collection task focuses on GIS data needs including, but not limited to parcels, building footprints, zoning districts and overlays, community facilities, infrastructure data, parks, traffic volumes, sidewalk inventory, traffic signals, bike routes, and trails. This step will also include data and reports, past survey reports, market analysis information, and other information provided by the City and partner organizations.

1d: Staff Kick-off Meeting and Orientation Tour of the City

We intend to function as a unified and integrated team alongside City staff and officials. A kick-off meeting will be held with the City Staff assigned to the Comprehensive Plan project. This first face-to-face meeting will allow us to 1) review the project scope of work; 2) discuss project goals, timeline, and key deliverables; 3) share information about potential issues and areas of

concern; 4) review administrative procedures; and 5) clarify any outstanding matters. This meeting will conclude with a staff-led tour of the community to better understand the City's existing conditions and local context.

1e: Department Heads Meeting

Immediately following the City Staff Kick-off Meeting the Project Team will host a meeting with the City Manager, and key members of other City departments such as Planning, Economic Development, Building Standards, Engineering, Public Service, and Parks and Recreation. Comprehensive Plan recommendations will have bearing on a wide variety of City policies and support from all City departments will be essential to the implementation of the plan.

1f: City Council Project Initiation Meeting – Presentation

The Project Team will provide an overview of the planning process and facilitate a discussion with the City Council to introduce the project team and solicit their concerns and aspirations for the community. As the community's policy makers, it is important that the City Council have a chance to communicate and discuss their issues and concerns with the Project Team, as well as each other, at the beginning of the process. The primary purpose of this meeting is to gather ideas from City Council, ensuring that the Plan accurately captures the shared sentiments of the leaders of the community. This meeting will provide an opportunity to discuss the foundation of the Comprehensive Plan process, the overall direction and policy issues facing the community, and begin the discussion of the future vision of the community.

1g: Planning Commission Project Initiation Meeting – Presentation

The Project Team will provide an overview of the planning process and facilitate a discussion with the Planning Commission to introduce the project team and solicit their concerns and aspirations for the community. As the community's policy makers, it is important that the Planning Commission have a chance to communicate and discuss their issues and concerns with the Project Team, as well as each other, at the beginning of the process. The primary purpose of this meeting is to gather ideas from the Planning Commission ensuring that the Plan accurately captures the shared sentiments of the leaders of the community. This meeting will provide an opportunity to discuss the foundation of the Comprehensive Plan process, the overall direction and policy issues facing the community, and begin the discussion of the future vision of the community.

1h: Steering Committee Project Initiation Meeting (Mtg #1)

Steering Committee Formation. *It is understood that the City will lead the process for selecting members of the Steering Committee to guide the Comprehensive Plan update process. The Steering Committee will likely consist of Council Members, Planning Commissioners, council member appointees, and community representatives. The Steering Committee will serve as a community sounding board to advise on issues and provide overall planning direction. Steering Committee meetings are identified at key moments throughout the planning process to ensure that the planning process reflects the goals and values of the Olathe community. Steering Committee member participation will also help develop champions for the Plan and ensure that the adoption process moves smoothly.*

The Project Team will facilitate an initiation meeting with the Steering Committee. Together, this group will work closely with the Project Team to shepherd the development of the plan through the planning process, meeting at key points along the process. This first meeting with the Steering Committee will introduce the project team and solicit Steering Committee concerns and aspirations for the Olathe community. The initiation meeting will provide a unique opportunity to jointly discuss the foundation of the Comprehensive Plan process, the overall direction and policy issues facing the community, and the future vision of the community. The Project Team will conduct meetings with the Steering Committee at key intervals throughout the planning process.

Step 2: Public Engagement

Anticipating a high level of participation from an active and engaged community, our proposed outreach processes for the Comprehensive Plan include both traditional (face-to-face) and web-based activities to obtain the broadest levels of participation possible. Outreach summaries will be prepared for each public engagement activity.

2a: Project Website

At the beginning of the project, we will design and host an interactive project website linked to the City's existing website. We are committed to using the internet to maximize the participation and communication between the City and its residents. A project website provides a home base for Comprehensive Plan information. The website will promote and popularize the planning process and will be used to post project schedules and meeting dates; display graphics, interactive maps, and draft documents; address frequently asked questions; host map.social; and provide an online community questionnaire.

2b: Online Community Questionnaire

We will prepare an online questionnaire for the residents and business owners of Olathe to offer a community-wide opinion on a range of topics and issues. The business component of the questionnaire will include the opportunity to provide specific input on those issues and concerns most important to the City's business community. The online community questionnaire will be easily accessible on the project website. At the close of the questionnaire response period, we will review and summarize results in the Existing Conditions Report in Step 3 as a gauge of community issues and key themes.

2c: map.social (Online Map-based Engagement Platform)

The project website will feature map.social, a web-based community issues mapping tool. Developed by Houseal Lavigne, this tool allows users to identify, map, and comment on geographic areas of concern and valued community amenities. map.social simplifies the mapping process and familiarizes users with all areas of the Olathe community in a manner that is exciting, interactive, and effective. Input from users allows us to create a composite map of community issues to assist with the establishment of community goals and policies. The City can publicize the map.social link using email lists, social media, and postcards.

2d: Key Stakeholder Interviews and Focus Groups (up to 12)

Key stakeholder interviews and focus group discussions allow us to gain insight into the community that we might otherwise not be able to obtain. Up to 12 confidential interviews/focus group discussions will be conducted to obtain additional information regarding local issues and opportunities. The Project Team will work with City Staff and elected officials to identify those individuals or groups to be interviewed. We recommend a broad sampling of interviewees who may possess unique perspectives or special insights into the community. Interviewees could include selected property owners, new or lifelong residents, local business owners, school district officials, adjacent communities, and representatives from other government agencies, institutions, and/or civic groups. The interviews and focus group discussions will be conducted in-person during scheduled visits related to other outreach events or via telephone/virtual conference during a specific scheduled day for such activities.

2e: Community Planning Kick-off Event

The Project Team will work with City staff to host an exciting "all are welcome" community-wide kick-off event to get residents and stake-holders motivated to participate in the development of the plan. This event is intended to educate and inspire participants of all ages to get involved and take ownership of the process and the future of the City. The format will be customized, but could include an overview of the planning process and local trends influencing the process, a Q&A/Panel Discussion, or simple engagement exercises such as live polling. Steering Committee would also be expected to show support for the planning process.

2f: Business Community Workshop

This workshop will be targeted specifically to business owners and operators, developers, and Olathe's corporate citizens as an important stakeholder group. The purpose of the workshop is to establish a dialogue and obtain feedback from those members of the business community that have a unique insight and perspective and whose assistance and involvement are crucial to the Plan's ultimate success. The workshop will be scheduled to coincide with other in-person engagement activities and can be conducted in the early morning to minimize impacts to business owners.

2g: Do-It-Yourself (DIY) Workshop Kits and City Staff Training

The Project Team will make DIY workshop kits available to City staff, as well as community groups (e.g., chamber organizations, homeowners associations, places of worship, community organizations, neighborhood groups) throughout Olathe. DIY workshop kits allow City staff and residents to facilitate their own workshops and gather input from specific segments of the population that may not otherwise participate in more formal planning activities. City staff will play a key role in helping distribute DIY workshop materials to target groups and then provide summary information to the Project Team. DIY Work-shops can either be conducted by staff or volunteers as in-person events or hosted online using a small group virtual event format such as Zoom or Microsoft Teams. The Project Team will provide a training session to City staff and community group leaders to ensure quality engagement.

2h: Community Engagement Key Themes

Step 2 will conclude in a summary of the key themes and takeaways from the initial community outreach tools and interviews. The summary will be incorporated into the Existing Conditions Report.

Step 3: Existing Conditions Analysis and Needs Assessment

This task will include the preparation of an Existing Conditions Report that will inventory and provide a concise analysis of existing conditions, document existing land uses, identify key thoroughfares and community facilities, and provide an economic and demographic profile. It will be based on issues and opportunities identified in outreach, past plans and studies, information provided by the City and partner agencies, feedback from community service providers, and reconnaissance conducted by the Project Team. We intend to move through this task efficiently, reserving project budget and resources for visioning, planning, and action. Assessment provided in this task will include both the local and regional context where appropriate.

3a: Past Plans and Studies Summary

We will review relevant existing and past plans and policies, including PlanOlathe (2010) and the more recent Olathe 2040: Future Ready Strategic Plan (2019) as well Envision Downtown Olathe, Transportation Master Plan, Capital Improvements Plan, Trails and Greenway Plan, current zoning regulations, corridor plans, and other pertinent plan documents. This review process will help determine 1) recently adopted City projects and policies that need to be reflected in the Comprehensive Plan, 2) status of implementation alongside change within the community that has occurred since the adoption of previous plans, 3) conflicts between or deficiencies within existing plans, and 4) the validity of previously collected data. The Project Team will work with City staff to identify any additional current studies and reports that should be reviewed as part of this task.

3b: Demographic Analysis and Market/Economic Trends

The project team will prepare a demographic analysis of the Olathe community that will include an analysis of trends in population, households, income, age, labor force, and employment. The Project Team will collaborate with staff to identify up to three comparison geographies to serve as benchmarks for the City, often including neighboring or similar communities and Johnson County. This analysis will be summarized and presented with an economic profile of market conditions that will provide an overview of supply and demand trends for residential, commercial, and industrial, land uses. This task will lay the groundwork for economic development components of the Comprehensive Plan and will include a review of recently completed Economic Development Strategic Plan content.

3c: Existing Conditions

We will inventory existing land use, transportation facilities, parks and environmental features, and community facilities and prepare a map comprised of all parcels within Olathe. This task will provide a foundational understanding of the Olathe community. The Existing Conditions analysis will include an evaluation of the following components, each presented in the Existing Conditions Memo with text, maps, and graphics where appropriate.

Land Use and Development

Field reconnaissance, aerial imagery assessment, and a review of the City's GIS data will be used to inventory land use in the City. An Existing Land Use Map that identifies all existing land uses within the City will be prepared. Land use and development issues and opportunities will be presented and assessed in this section.

Zoning and Development Regulations

A preliminary diagnosis of current zoning and subdivision regulations will be undertaken to identify alignment with existing land use and needed areas of improvement.

Transportation and Mobility

An existing conditions assessment will be undertaken to understand how people currently move around Olathe. We will work with City staff to analyze existing data on traffic patterns and facilities, which will develop a clearer picture of transportation trends and potential barriers to mobility. Key to these existing conditions assessment will be coordination with the Kansas Department of Transportation (KDOT) and RideKC in Johnson County for any major planned roadway or trail projects.

Community Facilities, Infrastructure, and Utilities (includes Parks and Open Space)

A planning-level review for available capacity will be provided for water, sewer, electric, gas, broadband, and stormwater. The existing available capacity analysis will provide planning level information for the current conditions and comparative equity, resilience and sustainability experienced across the City. An online Facilities and Services Questionnaire will be developed and sent to all facility and service providers in the community including but not limited to police, fire, public works, school districts, and parks and recreation providers.

NOTE: It is assumed that City-provided GIS database for utilities is current and complete for use for this review. There will be no modeling effort or previously developed model review. Records for use/loading are available or expected to be comparable to neighboring communities when not available.

Natural Environment

An inventory and assessment of the environmental features and open spaces will be undertaken as part of this step, identifying components such as wooded areas, valuable habitat, water features and riparian areas, and essential ecological systems.

3d: Existing Conditions Memo

The Project Team will compile the results from community engagement activities and the existing conditions analysis into an Existing Conditions Memo (memorandum format). The Memo will include existing conditions, issues, and opportunities that will be addressed in the new Comprehensive Plan. The Existing Conditions Memo is an interim deliverable collecting and presenting data and information gathered in Steps 1 through 3 to City staff.

3e: Staff Review and Discussion

City staff and the Project Team will review the Existing Conditions Memo ahead of its distribution to the Steering Committee. We will also work to ensure that substantive comments provided by City Staff integrate into the ensuing Plan development. This meeting will be a conference call/screen share with City staff.

3f: Steering Committee Meeting (Mtg #2)

The Project Team will meet with and present the Existing Conditions Memo to the Steering Committee to gather feedback and input.

Step 4: Community Visioning, Vision Statement, and Goals

The Comprehensive Plan needs to establish an overall "vision statement" for the future of Olathe that can provide focus and direction with goals based on analysis and themes identified during community outreach. Based on previous steps in the planning process, we will prepare the vision statement, goals, and key recommendations memo.

4a: Community Visioning Workshop

The Community Visioning Workshop will allow residents and stakeholders to tell us what they think, before plans and recommendations are crafted. The Community Visioning Workshop will involve the Project Team, Elected and Appointed Officials, City staff, Steering Committee, and members of the community. The workshop will conclude with general agreement regarding the community's issues and opportunities, key planning themes and principles, long-term role and character of Olathe and the projects and improvements that will be desirable in the future.

4b: Vision Statement and Goals

Following the Community Visioning Workshop, the Project Team will summarize all feedback received during the previous steps of the planning process and prepare a vision statement for the Olathe Comprehensive Plan. The vision statement will be prepared using feedback from community visioning workshop, community outreach activities, and observations garnered from the Existing Conditions Memo. As part of the task, the Project Team will develop goals to provide more specific focus and direction for planning recommendations. Categories may include the following topics: Land Use; Housing and Neighborhoods; Economic Development; Transportation; Community Facilities and Infrastructure; and Parks and Open Space.

4c: Key Recommendations Memo

Before the preparation of the draft Comprehensive Plan begins in earnest, we will prepare the Key Recommendations Memo outlining the expected recommendations for the Comprehensive Plan. The Key Recommendations Memo, including the Draft Future Land Use Map, will provide policies and recommendations for all land use areas in the City, including residential areas and neighborhoods (including locations and strategies for multi-family), commercial/retail, mixed use, professional office and business, industrial/logistics areas, parks and recreation areas, open space, and public and semi-public uses.

The purpose of this Memo is to provide the City with a summary of key recommendations before significant resources are spent drafting the Comprehensive Plan. This task will also be used to identify any significant problems with elements of the proposed Plan. This deliverable, along with the vision and goals, will form the basis for the development of more detailed recommendations in the draft Comprehensive Plan.

4d: Staff Review and Discussion

Staff and the Project Team will review the Vision, Goals, Key Recommendations ahead of its distribution to the Steering Committee. Comments provided by City Staff will be integrated into the report to the Steering Committee for their review. This meeting will be a conference call/screenshare with City Staff.

4e: Steering Committee Working Session (Mtg #3)

A meeting will be conducted with the Steering Committee to review the draft Vision Statement, Goals, and Key Recommendations Memorandum. The objective of the meeting is to reach an agreement on the visions, values, and preliminary land use recommendations before moving forward with the development of the remaining chapters of the Comprehensive Plan.

Step 5: Draft Comprehensive Plan Elements

This step will entail the preparation of preliminary City-wide policies and recommendations for core elements of the Comprehensive Plan. The Comprehensive Plan elements prepared in this step will reflect the Vision, Goals, and the Key Recommendations Memo developed in previous steps of the planning process.

5a: Comprehensive Plan Elements

Land Use and Development. Based on the outcome of the previous tasks, the land use and development element will include recommendations and policies for all land use areas in the City and its planning area, including residential neighborhoods, commercial areas, downtown, industrial areas, open space, natural environment, and public and semi-public uses. This element will identify and address a range of land use topics such as desired development patterns, new growth areas, land use compatibility issues and mitigation strategies, commercial and mixed-use development, industrial development, and conservation

areas. The preparation of the Future Land Use Map will be part of this core element. As part of this element, the Project Team will prepare an Areas of Change Map. The Areas of Change Map will compare the existing land use to the proposed land use identified on the Future Land Use Map. This assessment will be used by the Project Team to facilitate discussions with City staff, the Steering Committee, and residents/stakeholder about potential impacts from growth and future development.

Housing and Neighborhoods. The Housing and Neighborhoods element will focus on neighborhood livability and will prioritize maintaining and improving the City's established and mature neighborhoods, guiding infill development and reinvestment with a desirable mix of diverse residential unit types, including single-family detached, missing middle housing, mixed-use, and multifamily developments to meet the current and future needs of Olathe's residents.

Economic Development (commercial and industrial areas). The Economic Development element will provide detail and guidance regarding Olathe's commercial and industrial areas, with policies designed to strengthen employment, job creation, business attraction and retention, and to provide and grow a diverse and thriving tax base for the City. This element will build on the Olathe Economic Development Strategic Plan currently being developed and tie that plan to place-based strategies in alignment with the land use plan. Place-based recommendations will focus on the City's older existing commercial areas, planned new commercial areas, professional office areas, and industrial and logistics areas.

Transportation and Mobility. The Transportation and Mobility element will identify and prioritize multimodal improvement projects and strategies based on Plan goals and objectives. This will include potential roadway improvement concepts, based on the issues identified in community input process, the travel demand model process, and information from City Staff. The roadway improvement concepts will be summarized in terms of improvement type, general project limits, project purpose, and project extent illustrated on aerial photography. Policy and complete streets opportunities will also be identified to support the other elements of the Comprehensive Plan. Specific multimodal improvement concepts including bicycle and pedestrian improvements based on the issues identified in community input process and reviewed against any existing Complete Streets policies. The improvements will be summarized in terms of improvement type, general project limits, project purpose, and project extent illustrated on aerial photography.

Community Facilities and Infrastructure (includes Parks and Open Space). The Community Facilities and Infrastructure element will include recommendations and policies for municipal facilities and intergovernmental coordination and cooperation. In parallel with the land use planning developed in the Comprehensive Plan, data provided by the City regarding infrastructure will be analyzed for any changes to anticipated level of service and remaining capacity for growth. This element is designed to help plan for anticipated capital needs such as investments in water supply and distribution, and wastewater system. Strategies will focus on infrastructure improvements to support the existing population, as well as ensure new development and growth can be supported. This element will also include recommendations related to parks and open space as key elements of community infrastructure.

5b: Staff Review and Discussion

Staff and the Project Team will review the draft Comprehensive Plan Elements ahead of distribution to the Steering Committee.

5c: Steering Committee Meeting (Mtg #4)

The Project Team will conduct a meeting with the Steering Committee to review and discuss the draft Comprehensive Plan Elements, including preliminary policies, plan recommendations, and initial draft maps and graphics.

Step 6: Subarea Framework Plans

The City has prepared, or is in the process of preparing, several studies for areas throughout the Olathe community including five corridors, the Cedar Creek Subarea, and Downtown. While the nature of recommendations will likely vary for each subarea, they will address issues related to land use and development, access and mobility, and character. The Subarea Framework Plans will utilize concise text, photos, and maps/diagrams to demonstrate important planning concepts. The Project Team will prepare Subarea Framework Plans for the following seven areas:

- 175th Street Subarea Framework Plan

- Parker Street Subarea Framework Plan
- K-7 Highway Corridor Framework Plan
- North Ridgeview Road Subarea Framework Plan
- Santa Fe Street / I-35 Interchange Subarea Framework Plan
- Cedar Creek Subarea Framework Plan
- Original Town/Downtown Subarea Framework Plan

The purpose of the Subarea Framework Plans is to provide an overall approach for the improvement and enhancement of the identified areas. It is anticipated that more detailed planning efforts will be needed to provide more detailed recommendations for these important areas.

6a: Subarea Framework Plans – City Staff Working Session

The Project Team will conduct a working session with City staff to review the selected subareas and discuss existing opportunities and constraints, examine past and on-going development interest, explore different land use and development scenarios, and work together to establish preliminary objectives, land use, and development frameworks, including the identification of any environmental considerations and constraints for these areas. This working session will provide additional context, along with community outreach/feedback and previous steps in the planning process and help to facilitate the start of the subarea planning process. During this meeting, the Project Team will work with City staff to review and identify meaningful data sets that could be visualized using 3D (i.e. sales tax, assessed value per acre). These visualizations will help readers better interpret findings from complex data sets and could be used to inform recommendations in the Comprehensive Plan. This meeting will be conducted in person if it can be aligned with the scheduling of another trip, otherwise the meeting will be conducted virtually.

6b: Preliminary Subarea Framework Plans

The Subarea Framework Plans will address important planning considerations and principles for the subareas identified with City staff. While the nature of recommendations will likely vary by subarea, they could include appropriate land uses, infrastructure improvements, development characteristics, catalyst development sites, project priorities or phasing, protected areas or environmental features, and/or urban design recommendations. The Subarea Framework Plans will incorporate recommendations from previous studies and will incorporate appropriate/relevant recommendations. The Subarea Framework Plans will comprise a concise chapter that can be included within the Comprehensive Plan or could be included as a section in the Land Use Plan chapter. Each Subarea Framework Plans will utilize graphics, illustrative plans, and images as needed to demonstrate important local planning concepts.

6c: Catalyst Site Development Concepts

As part of the Subarea Framework Plans development, sketch plans and illustrative visualizations can be prepared for identified priority sites. Together with the Subarea Framework Plans, these illustrative development concepts will provide a sense of scale, orientation, land use, and development character for key portions of the subarea. These development concepts should illustrate the potential of an area in a manner that is market viable and consistent with the aspirations and values of the Olathe community. The number of catalyst site development concepts prepared for the Comprehensive Plan will depend on the complexity of the design exercise and the size of the site.

6d: Santa Fe Street/I35 Interchange Area 3D Model

The Santa Fe Street/I35 Interchange Area (roughly 2-mile corridor between the BNSF rail corridor and Indian Creek) is a significant node in the City. Building upon previously developed studies and the Santa Fe Street Subarea Framework Plan, the Project Team will prepare two alternative 3D models for the Santa Fe Street/I35 Interchange Area to show potential improvements and redevelopment opportunities. The following steps outline the process the Project Team will undertake to prepare the 3D models:

- Prepare 3D massing model of existing built form for context and comparison (building location, heights, parking, simulated vegetation).

- Refine future land use recommendations for the Santa Fe Street/I35 Interchange Area (likely a refinement of recommendations made during Step 6).
- Prepare development typology guide to help facilitate a discussion with City staff about the desired/preferred development patterns for land use, setbacks, buffers, building locations and heights, and parking configuration. The development typology guide will inform the procedural modeling inputs used to develop the 3D models.
- Prepare alternative 3D models for the Santa Fe Street/I35 Interchange Area:
 - Visualization 1 – Existing conditions of the Santa Fe Street/I35 Interchange Area corridor
 - Visualization 2 – Development potential **with** the interchange improvements
- Refine 3D models based on City staff feedback and export final visualizations.
- Incorporate visualizations developed as part of the optional task into the Santa Fe Street Subarea Framework Plan.

6e: Steering Committee Meeting (Mtg #5)

The Project Team will present the draft Subarea Framework Plans to the Steering Committee to review and discuss the preliminary policies, recommendations, and maps and graphics. Appropriate modifications will be made based on feedback prior to integration into the overall draft Comprehensive Plan document in later steps.

Step 7: Draft and Final Comprehensive Plan

Based on the previous tasks in the planning process, the draft Comprehensive Plan will be prepared, including a detailed Implementation Strategy.

7a: Draft Comprehensive Plan Document

Based on the previous steps in the planning process, the draft and final version of the Comprehensive Plan document will be prepared for review, consideration, and adoption.

7b: Implementation Strategy

The new Comprehensive Plan will include a practical and actionable implementation strategy describing the actions required to bring the Comprehensive Plan's goals, policies, and strategies to fruition. Implementation tools and a detailed Action Agenda will include short-, medium-, and long-range strategies and actions, priority improvement projects, zoning and regulatory actions, potential capital improvement projects, timing or prioritization, and general administration of the Comprehensive Plan. The Implementation Strategy will also include recommendations for monitoring progress and implementation success over time.

7c: Staff Review and Discussion

The Project Team will submit the draft Comprehensive Plan document to City staff in electronic format for final review. It is anticipated that the plan will be subjected to a two- or three-stage review process with staff.

7d: Steering Committee Meeting (Mtg #6)

A final meeting will be conducted with the Steering Committee to review and reach an agreement on the draft Comprehensive Plan document before proceeding to the public review and adoption process. Appropriate revisions to the draft Plan will be made based on feedback from the Steering Committee and the final Comprehensive Plan will be prepared for the Community Open House presentation.

7e: Community Open House

Members of the Project Team, along with City staff, will be present for a community open house to allow residents and community stakeholders the opportunity to examine, discuss, and comment on the contents of the draft Comprehensive Plan document. The Project Team will be available throughout the community open house to present material, answer questions, and get feedback before initiating the approval process.

7f: Final Draft Plan to Planning Commission (Public Hearing)

The Project Team will present the draft Comprehensive Plan document to the Planning Commission as part of the public hearing process. City staff will facilitate any additional meetings, as necessary, to take the Plan through the public hearing process.

7g: Final Draft Plan to City Council (For Adoption)

The Project Team will present the draft Comprehensive Plan document to the City Council for plan adoption. City staff will facilitate additional meetings, as necessary, to take the Plan through the final adoption process.

7h: Final Comprehensive Plan Document

Following the community open house and presentations, the Project Team will work with City Staff to prepare the Final Comprehensive Plan document in response to direction given by the City Council. At the conclusion of the project, the Project Team will provide the Existing Conditions Memo and Final Comprehensive Plan as editable PDFs. If requested, we can provide survey data (excel or PDFs), outreach summaries (PDFs), and GIS data compiled during the planning process (geodatabase or shapefile). Completeness of GIS will be dependent on several factors including the quality of GIS data provided by the City, direction provided by City staff during the project kick-off meeting, and the level of GIS work conducted by the Project Team during the planning project.

7i: Interactive Web-based Executive Summary

The planning process will yield a traditional “long-form” plan for printing, on-screen viewing, and easy distribution, searching, and navigation. In addition, we will leverage ArcGIS Online StoryMaps to create an “app,” providing an interactive “executive summary” version of the Comprehensive Plan. Combined with photos, text, websites, and other media, ArcGIS Online will power interactive maps that can be queried and explored, providing an engaging way to experience summary content from the Comprehensive Plan. Content will be interwoven with maps, visuals, and interactive content that simplifies navigation between related, cross-referenced components of the plan. This step will take place after the Comprehensive Plan is adopted, as it cannot be completed before adoption.