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City of Janesville Zoning and Subdivision Ordinance Rewrite: Public Engagement Plan

May 21, 2024 (Final)

I. **Background:**

This Public Engagement Plan describes the ways in which the public, elected officials, City Staff, and others will be involved in the preparation, review, and adoption of the revised zoning and subdivision ordinances. GRAEF/Civi Tek will work with City Staff throughout the process to modify the engagement methods as necessary to ensure diverse feedback from stakeholders to inform the rewrite.

II. **Goal:**

Provide diverse public engagement opportunities that allow all stakeholders the chance to participate in the Zoning and Subdivision Code Rewrite project in meaningful ways and ensure the Code reflects community priorities.

III. **Project Video:**

GRAEF/Civi Tek is, in partnership with Drywater Productions will produce a project overview video. The video will be a succinct introduction to the project that can be shared on the City's website and social media platforms. The intent of the video is to inform and excite the community about this important project and make reference to the variety of engagement opportunities that are planned as part of the Project.

IV. **Project Website:**

GRAEF will create a webpage via Social Pinpoint platform for information pertaining to the Project. Information will include background information related to the project, including project purpose, key participants, timeline, and opportunities for public participation; frequently asked questions; contact information; a comment feedback form and/or surveys; links to resource documents; and links to meeting agendas and minutes. GRAEF will maintain content on the Project website.

V. **City Staff Working Meeting(s):**

GRAEF/Civi Tek will organize and meet with City Staff members across various departments. The goal of any meetings with City Staff is to solicit feedback, concerns, and opportunities from any

Staff members that interact with the code on a regular basis. Up to four (4) working meetings with City Staff are expected.

VI. Plan Commission Meetings

GRAEF/Civi Tek will facilitate conversations (up to 4) with the Plan Commission during a regularly scheduled or special meeting. These meetings will be a combination of presentation and workshop discussions on draft updates to the zoning code. City Planning staff may provide more regular updates at monthly Plan Commission meetings as desired outside of the 4 meetings that GRAEF/Civi Tek will facilitate in order to keep the Plan Commission apprised of project status.

VII. Joint Commission or Committee Meeting(s): no joint meeting with CC and PC

GRAEF/Civi Tek can facilitate a conversation with the Plan Commission during a regularly scheduled or special meeting, during which the City Council or other City Committee would also be invited to participate. This meeting will serve to solicit feedback on key sections and note any concerns with appropriate committees who have direct engagement with the City's ordinances. GRAEF/Civi Tek will defer to City Staff on any public noticing requirements for meetings. One joint meeting would be scheduled closer to the onset of the project, and another may be held later in the project as determined by City Staff.

VIII. Focus Group Meeting(s):

Focus group (maximum of 10) meetings are intended to serve as input sessions for the draft zoning and subdivision codes to identify issues and opportunities stakeholders have identified in the current codes. These meetings will be appointment-based, during which GRAEF/Civi Tek will ask guided questions of the participants to solicit insight on specific items which should be addressed in the zoning and subdivision code updates. These meetings would be held leading up to the first public Open House. Potential stakeholders to include in these meetings include developers, business owners, real estate professionals, commission/committee members, elected officials, and other similar groups as directed by the City.

IX. Open Houses:

GRAEF/Civi Tek will facilitate two (2) public open houses. The goal of the meetings is to provide an opportunity for the public to come to a common space, learn about the project, and share their feedback. The open houses will be hosted in a drop-in format over a 1.5-2-hour period, likely in a familiar, comfortable setting such as City Hall or local community venue. Combining open houses with existing community events can be an effective strategy for engaging more stakeholders. GRAEF/Civi Tek will work with the City to identify appropriate events and venues for this purpose, and will provide any maps, presentations, and materials necessary for the Open Houses.

X. Timeline:

<u>Engagement Type</u>	<u>Date</u>
Project Engagement Video	August '24
Project Website and Online Engagement	Project duration
Focus Group/Stakeholder Sessions	Summer '24
Open House #1	Fall '24
Open House #2	Spring '25
Quarterly Plan Commission Meetings	Project duration
Joint Commission or Committee Meetings	Fall '24 and Spring '25
Quarterly Staff Workshops	Project duration
Final Adoption	September '25

This timeline is intended to serve as a frame of reference and guidelines for planning and scheduling the various elements of this Public Engagement Plan. The timeline may be compressed or expanded depending on project needs.