

## AUGUST-OCTOBER ENGAGEMENT – PRELIMINARY FRAMEWORK

This is a summary of our preliminary proposed approach to the next phase of community engagement, for discussion with the Planning Commission on August 11.

### AUGUST

#### Public Input Activities: Focused on Information Sharing

To Share	Outreach Methods
<b>Project overview &amp; what’s coming up</b>	<ul style="list-style-type: none"> <li>• Targeted mailer, flyers</li> <li>• Emails/calls</li> <li>• Lawn signs</li> <li>• + those listed below</li> </ul>
<b>Updated schedule</b>	<ul style="list-style-type: none"> <li>• Pop-ups (if safe/possible, at locations where we have not had much participation)</li> <li>• Website</li> <li>• Social media</li> </ul>
<b>Summary of what we heard in May/June</b>	
<b>Comp. Plan primer/one-pager</b> - What is the plan? What can it do? What is its role?	
<b>Key dates related to history of development in Charlottesville</b>	

#### Steering Committee

We are currently working to schedule Steering Committee meetings for the last week of August.

- **General meeting (open to the public):** Discuss May-June public input, begin to gather input on revisions to comp. plan guiding values/principles, discuss September-October public engagement strategies
- **Steering Committee work session:** Discuss housing principles and potential tools. May have a discussion section to this meeting that is open to the public, if possible. Either way, will make recordings of break-out rooms available.

**MID-SEPTEMBER TO MID-OCTOBER**

Public Input Activities: Information Sharing & Getting Feedback

To Share	Outreach Methods
<ul style="list-style-type: none"> <li>• <b>Comp. Plan Outline</b> – what are the existing chapters, what are the planned new chapters, what is the content of each?</li> <li>• <b>Potential revisions to guiding values/principles</b> – starting with 2018 drafts, where available. Mainly focus on housing, land use, public engagement (new chapter or major revisions)</li> <li>• <b>Potential revisions to chapter visions</b> (or new visions, for new chapters) – starting with 2018 drafts, where available.</li> <li>• <b>Housing tools/recommendations</b></li> </ul>	<ul style="list-style-type: none"> <li>• Virtual meetings &amp; discussions</li> <li>• Targeted pop-ups (if possible/safe)</li> <li>• Targeted mailings, lawn signs, emails</li> <li>• Leverage existing and new connections to help push information out via existing on-the-ground teams, radio, etc.</li> <li>• Consider opportunities to pay “peer engagers” – residents who contribute to outreach and engagement efforts – when safe and feasible to do so.</li> </ul>

Potential Input to Gather	How to Gather input
<ul style="list-style-type: none"> <li>• How do the Comp. Plan guiding values/principles need to change to reflect current needs and community input?</li> <li>• What would need to change in the individual chapter visions to address the updated guiding values/principles?</li> <li>• Feedback related to Housing Plan recommendations – preferences, priorities</li> <li>• Gather input about geographic focus areas related to housing strategies and the future land use map (starting with 2018 draft update to the land use maps)</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions</li> <li>• Survey</li> <li>• Interactive map (potentially part of survey)</li> </ul>