
DEPARTMENT MEMO

DEPARTMENT: Development Services

FROM: Mandy Clark

MEETING: July 6, 2020

SUBJECT:

Receive a report, hold a discussion and give staff feedback regarding the public participation plan for the update to the City's Comprehensive Plan: *Imagine Burleson 2030 (Staff Presenter: Mandy Clark, Development Services Director)*

SUMMARY:

An update to the City's Comprehensive Plan is currently underway. On June 1, 2020, staff completed the second of two presentations related to goals and actions within the plan to the City Council. Included with the work sessions were ideas related to public participation. The purpose of the public participation effort is to gather feedback and input from the community and incorporate it into the final document. Staff is planning the following public participation activities:

Weekly Value Focus.

The value statements related to the following topics: mobility, neighborhoods, parks, placemaking, economic development and sustainability. Each value statement will be taken in turn on a weekly basis and the following activities will occur:

- Value Statement Video/Survey. Monday of each week, a short video related to the specific value statement will be provided with a link to a survey related to the value. With the video, an announcement related to an upcoming Facebook Town Hall will be provided.
- Facebook Town Hall. Wednesday of each week, a Facebook Town Hall will be conducted in the evening. During the Town Hall, staff will present details of the goals related to the value statement. An invitation to participate in a Zoom focus group session will also be provided.
- Zoom Focus Groups. These focus group meetings will be for a maximum of 10 interested community members. They are intended to take a deeper dive into the goals and have a more intimate discussion. The meetings will be recorded and placed on the City's website as available. The focus group meetings will be scheduled at a time convenient for the interested members.

Youth Participation

- Mayor's Youth Council. On Monday, June 29th, the Comprehensive Plan Update was introduced to the newly inducted Mayor's Youth Council. A broad overview was presented with information related to upcoming Zoom meetings.
- School Districts. Both BISD and JISD have been contacted related to additional participation from members of their Student Councils or other interested students or groups. The districts have provided contact information for staff contacts and names of students that might be interested. Invitations for the Zoom meetings will be sent to the students as they are scheduled.
- A total of four youth Zoom meetings are proposed. The values will be split into two groups and there will be two opportunities for youth to join the Zoom meetings for each set of values.
- Additional meetings will be added if needed.

Website

A web page will be established. There will be links to each value statement and each value statement page will include the following:

- Summary of the value statement and goals
- Video
- Link to Survey
- Town Hall Date/Time (if applicable)
- Draft Write Up
- Link to Zoom focus group meeting recording (if available)
- Contact Information

Physical Displays

A poster and informational cards will be placed at the BRiCk, the Library and City Hall. It will include information on upcoming meetings and links to the website.

Staff plans to begin these activities on July 13th. It will take approximately 7 weeks to complete these tasks. Work Sessions providing a summary of the feedback and final drafts of the goals/activities and future land use map will be held with the Planning and Zoning Commission and City Council in September with adoption proposed in October. Interim reporting will be provided in the weekly reports or in work sessions as needed.

OPTIONS:

Staff will incorporate Council modifications and suggestions into the above plan.

RECOMMENDATION:

No formal action required.

FISCAL IMPACT:

None.

STAFF CONTACT:

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