



Planning for Hazards Implementation

STAKEHOLDER ENGAGEMENT STRATEGY – WORKING DRAFT
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COLORADO
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CLARION

Table of Contents

Introduction	1
Communication Approaches	1
Project Webpage	1
Social Media.....	2
Email Blasts.....	2
Surveys.....	2
In-Person Meetings.....	2
Telephone Conferences.....	2
Other Media	2
Stakeholder Groups.....	3
Elected and Appointed Officials	3
<i>Planning for Hazards</i> Implementation Workgroup	3
Core Staff Review Team.....	3
Community Stakeholders	3
Key Project Milestones	4
Maintaining the Stakeholder Engagement Strategy.....	5

Introduction

In November 2016, the City of Manitou Springs was selected to participate in a pilot project to update its development regulations to reduce natural hazard risk. The Colorado Department of Local Affairs (DOLA) staff is managing this pilot project, named “Planning for Hazards.” The City’s project was initiated in June 2017 and runs through June 2018. DOLA staff are overseeing the project and have engaged staff from Clarion Associates and Acclivity Associates to provide technical expertise throughout the course of the project. The City’s Planning Department staff are overseeing the project on behalf of the City. The outcome of the project will be updates to the City’s zoning and subdivision codes. This project will help the City to implement key land use actions from *Plan Manitou*, the City’s recently adopted comprehensive plan-hazard mitigation plan.

This project will help the City to implement priority land use actions from *Plan Manitou*, the City’s comprehensive plan-hazard mitigation plan.

Developing new land use planning tools for Manitou Springs requires community input and collaboration among a wide range of stakeholders. This document outlines a strategy for ensuring effective stakeholder participation throughout the course of the *Planning for Hazards* project.

Planning staff recognize this is a complex project: it involves the City’s three highest hazard risks (flooding, geologic hazards and wildfire), which have varying levels of risk across the City; diverse development procedures; and updates to the City’s zoning and subdivision codes. We are all continually learning more about hazards in our community, and it can be challenging to understand code language, even for seasoned planners. To help address this, we suggest the following approaches:

- Explain the project objectives and approach clearly and continuously through the course of the project;
- Assist stakeholder groups and residents to focus in on those aspects of the project that are most aligned with their concerns and values;
- Be cognizant of possible impacts to property owners, developers, and other stakeholders; and
- Promptly respond to questions and concerns throughout the course of this project.

This working document that will be updated, as needed, to refine outreach approaches and/or meeting formats, address community input, and incorporate new ideas, as necessary.

Communication Approaches

City staff will use a broad range of approaches to notify residents and stakeholders about key events throughout the project and seek ways to engage groups and individuals in the *Planning for Hazards* Implementation project. Staff will seek support and input at times from the project team (DOLA staff with assistance from its consultants).

Project Webpage

Staff created a *Planning for Hazards* Implementation project webpage on the City’s website (<http://www.manitouspringsgov.com/government/departments/planning/planning-for-hazards>). This page serves as a one-stop shop to learn about the project schedule and upcoming events; download

draft deliverables as they become available; and access surveys and other project resources. The project team can help provide content for posting to the project webpage, and the City is responsible for maintaining the webpage. Staff will update the project webpage as major project deliverables are posted and upcoming events are planned. Staff will also post a summary of responses to survey comments on the project webpage.

Social Media

At Planning staff discretion, the City's social media platforms will be used to advertise upcoming meetings and available draft deliverables for public review. Those posts to social media can link back to the project webpage.

Email Blasts

The City will send email updates to a listserv of individuals who are interested in the *Planning for Hazards Implementation project*. This listserv could be based on the existing listserv for the city's quarterly updates, or the *Plan Manitou* email list, or a focused email distribution list can be developed and expanded throughout the course of the project. Email blasts will be distributed to coincide with the posting of draft deliverables and upcoming meetings.

Surveys

At key points in the planning process, the Project Team will distribute surveys to collect feedback from the public and stakeholders. Surveys will be distributed both through an online link and in hard copy format and will be used to inform the project approach and proposed code updates.

In-Person Meetings

City staff and/or members of DOLA's project team will facilitate in-person meetings with key stakeholders, elected and appointed officials, and the public at key project milestones as identified later in this document. The format of such meetings may range from public open houses and formal presentations to focus groups on specific topics. The project team will facilitate six meetings with the workgroup, including the kickoff meeting on May 2, 2017.

Telephone Conferences

The project team may need to conduct phone interviews on an as-needed basis with stakeholders that are unable to attend in-person meetings, including workgroup meetings. Staff is responsible for identifying these individuals and determining their availability for a phone call with the project team.

Other Media

The City should consider including updates in the City's quarterly newsletter and/or other online or printed media such as the *Pikes Peak Bulletin* (PPB) and *Colorado Springs Independent*.

PPB is distributed free of charge on a quarterly basis to all City property owners that receive a water bill. The City could submit a paid advertisement for the project in this issue. The project could also be highlighted in the *Pikes Peak Bulletin* quarterly issues.

Staff will develop a *Project Information Sheet* that will be posted on the project webpage and distributed at key locations throughout the community.

Stakeholder Groups

Stakeholder groups play an important role in the *Planning for Hazards* Implementation project in Manitou Springs. The role of each group in the project is summarized below. The Project Team has proposed varying approaches for engaging these groups.

Elected and Appointed Officials

The project team will present regular updates for the Planning Commission and City Council at key project milestones or on an as-needed basis as determined by staff. At a minimum, these updates will highlight the project progress and identify major changes from the current regulations when draft tools are presented. These Planning Commission and the City Council updates will be scheduled as joint meetings, when appropriate.

Planning for Hazards Implementation Workgroup

This workgroup was established in the spring and held its first meeting on May 2, 2017 (see *Attachment 1: Work group Membership*). Staff reached out to include representatives from appropriate boards and commissions. We anticipate that six workgroup meetings will be held throughout the course of the project to:

- Provide advice on the direction and priorities for the project;
- Review all project deliverables and offer feedback; and
- Serve as project ambassadors and report out to other community members and stakeholders, and report back to the project team.

Core Staff Review Team

The Core Staff Review Team is comprised of individuals who regularly use the City's land use code: the City Planning Director, two staff planners, the City attorney, and possibly others. This team's responsibilities are to:

- Assist with the technical review of draft planning tools prior to forwarding them to the work group;
- Provide local knowledge of specific conditions, issues, or concerns;
- Review draft deliverables and submit comments to the project manager; and
- Consider the enforceability and administration of the draft planning tools.

Community Stakeholders

In addition to the groups noted above, other stakeholder groups that may be engaged either formally or informally throughout the *Planning for Hazards* Implementation project. The following list of potential stakeholder groups will be notified of upcoming meetings and the availability of draft deliverables. City staff will review and maintain this community stakeholder list and prepare and update required mailings or contact lists, when appropriate.

Council, Boards, Commissions, and Committees

- City Council
- Planning Commission
- Historic Preservation Commission
- Urban Renewal Authority Board
- Housing Advisory Board
- Plan Manitou Citizens Advisory Committee

City Departments

- Planning: Code Enforcement staff
- Public Services and Hazard Mitigation and Resiliency departments, including Floodplain managers
- Emergency responders: Police and Fire

Other Stakeholder Groups

- Business owners
- Manitou Springs Chamber of Commerce
- Development professionals (developers, contractors, engineers, architects, etc.)
- Manitou Springs Collaborative
- Residents
- Major land owners

Staff will provide updates to stakeholder groups such as the Urban Renewal Area, the Historic Preservation Commission, and the Housing Advisory Board following the November 28 meetings, and following the presentation of the first round of draft code updates, or as needed.

Key Project Milestones

Key project milestones are listed below. These milestones provide important opportunities to engage the public during the *Planning for Hazards* Implementation project.

- **Project Kickoff – June to July 2017:** Consider presenting the scope of work to the Planning Commission and the City Council as an informational item.
- **Prioritized List of Planning Tools – July to August 2017:** Consider presenting the prioritized list of planning tools selected by the workgroup. Include the criteria for selecting the tools, and brief descriptions of the selected planning tools. The feedback from these meetings will be used to inform the Project Team’s Scope of Work for developing specific planning and regulatory tools.
 - Staff provided an update to City Council on the prioritized list of tools on August 29, 2017.
- **Draft Planning Tools and Project Approach – October 2017 to January 2018:** The project team will prepare an assessment memo/outline that addresses each of the four priority planning tools and overall project approach to the work group and Planning Commission/Council. Staff will provide updates on draft planning tools to the public and other stakeholders to solicit feedback. Depending on the type and/or number of planning tool(s), the drafting period may require two or more iterations prior to an adoption draft.

The outreach goals at this phase (December 2017 – January 2018) are to inform stakeholders of the project approach and upcoming code draft, assist stakeholders in identifying aspects of the project that are aligned with their issues and concerns, and to solicit comments and questions to inform the draft. The opportunities for engagement include:

- Host a joint Open House/informational meeting with Flood Control Master Plan on January 11, 2018, City Hall, 4:30-7:00 pm.
- Staff will attend City board and commission meetings to present the project approach and schedule and solicit comments

- Conduct targeted outreach to stakeholder groups such as developers/architects/engineers/home builders and business owners to publicize the project and provide an opportunity for these stakeholders to meet with staff, if desired
 - Coordinate ongoing, broad publicity across the community
 - Possible articles in the Pikes Peak Bulletin
- **Planning Tool Adoption –Early February 2018:** Multiple meetings to summarize content of the new planning tool(s) and to address any specific concerns identified by the public, key stakeholders, appointed officials, and/or elected officials.

Maintaining the Stakeholder Engagement Strategy

Staff will update and revise this *Stakeholder Engagement Strategy* as the project advances. Manitou staff will continue to update this *Stakeholder Engagement Strategy* throughout the course of this project and post it the project webpage.