

Appendix B: Public Engagement Plan

2030 PLAN UPDATE

Public Engagement Plan



The purpose of the Public Engagement Plan is to achieve valuable public involvement and input during the 2030 Plan update. This public engagement plan acts as a preliminary *guideline* on how to:

- Engage the public and stakeholders,
- Convey project information, and
- Obtain input from the public, stakeholders, organizations and other interested groups in Georgetown.

Goals of the Public Engagement Plan are to:

1. Provide participation opportunities where people are already gathered
2. Maximize existing networks (private and public domains)
3. Facilitate as much meaningful input as possible
4. Gain representative participation (every zip code, council district, demographic group)
5. Remove/lower barriers to participation
6. Organize and demonstrate incorporation of feedback

Engagement Opportunities

The public will be given opportunities to provide input and feedback through various methods including:

Public meetings

- Citywide, one day engagement event (Fall 2018)
- 3 public meetings (Winter, Spring and Summer 2019)
- 16 steering committee meetings (First Thursday of the month at 6 pm)
- Joint Planning & Zoning/City Council meetings
- Planning & Zoning Commission meeting during the adoption process
- City Council meeting during adoption process

Virtual participation

- Dedicated Email - 2030@georgetown.org
- Website - 2030.Georgetown.org
- City Reporter- at least 2 articles (1 Fall, 1 Spring)
- Social media – Use existing citywide platforms (Facebook, Twitter, NextDoor, Instagram, survey questions, awareness of events)

1

2030 PLAN UPDATE

Public Engagement Plan



Meetings-to-go

- Three types available (Host, Family, Students & Youth) for pickup or print off the website

Staff presentations

- City Board and Commission meetings
- For and Non-Profit Organizations
- Request/schedule Staff to speak at your organization meeting

Survey questions (once a month)

- Rotating survey questions on the website or via MetroQuest

Idea boards

- Maps or vision boards at library or rec center, refreshed by Phase of the Update

Outreach events

- Music on the Square
- Organization/club presentations on request
- Chamber of Commerce Event (Development Alliance)
- Retail centers
- Downtown Breakfast Bites (Quarterly Update)
- Georgetown Project
- PTA meetings/GISD
- Recreation center/Library events
- Realtor outreach event in February
- Senior Expo sponsored by the Commission on Aging
- Local athletic activities
- GISD flyer for parents
- National Night Out

2

APPENDICES

2030 PLAN UPDATE

Public Engagement Plan



Engagement Strategies

The following strategies will be used to ensure the goals of the public engagement plan are met.

Goals Supported	Strategy
1, 3, 6	1. Provide convenient and innovative ways to document project progress online. <ol style="list-style-type: none"> a. Meeting agendas and presentations will be available on the project website.
2, 4, 5	2. Leverage partners for broader audience communication. <ol style="list-style-type: none"> a. Representative community stakeholders will be reached throughout the process to leverage communication through partner networks. <ul style="list-style-type: none"> • GISD • Georgetown Health Foundation • Chamber of Commerce/Leadership Georgetown • Ministerial Alliance • Georgetown Young Professionals • SEGCC • Boards/Commissions • Business Retention visits • Property managers association
6	3. Acknowledge feedback through visible incorporation of public comments. <ol style="list-style-type: none"> a. Staff will promptly respond to comments or concepts suggested during development of the 2030 Plan update. Online feedback will be collected and presented during the relevant policy discussions for consideration by the Steering Committee and joint meetings of the City Council and the Planning & Zoning Commission.
3, 4, 5	4. Provide translation services for print materials, website and presentations. <ol style="list-style-type: none"> a. Identify groups in need of outreach in a language other than English.

3