



# **Downtown Kansas City, Kansas Historic Commercial District & Historic Churches Multiple Property Documentation Form and Formation Public Involvement Plan**

## **1. Introduction**

### **1.1. Overview**

The Unified Government (UG), in partnership with the consultant team, will develop the Downtown Kansas City, Kansas Historic Commercial District & Historic Churches Multiple Property Documentation Form and Formation through a collaborative public outreach and engagement process. At the direction of the UG, the outreach and engagement team (Project Team) will tailor its own unique Public Involvement Plan (PIP) for this planning effort, which will serve as a blueprint for the duration of the project.

The below Public Involvement Plan outlines a diversity of outreach efforts that seek to support the technical planning and historic preservation efforts for this project. It is intended to serve as a guide or baseline public engagement strategy that is expected in this and all planning efforts at the UG. It should demonstrate the ecosystem of engagement approaches, strategies, and technologies that together seek to optimize equity, inclusion, and participation in the planning process.

### **1.2. Community Profile**

Wyandotte County is a diverse multicultural community comprised of multiple cities and an array of land uses ranging from rural to urban to suburban. Historically, sustainable land use patterns have not been applied consistently. The community also faces barriers which may make engagement more difficult, including a high occurrence of socio-economic disparity, the digital divide, language barriers, typically underrepresented stakeholders and a lack of both interjurisdictional and intradepartmental cohesiveness.

## **2. Outreach Approach**

### **2.1. Identification of Stakeholders**

To ensure information is communicated to the appropriate stakeholders, a draft contact database will be developed and maintained using Microsoft Excel. The database will be comprised of businesses, elected officials, city staff, stakeholders and other interested stakeholders. The Project Team will also coordinate with the UG to include contacts from existing resources, including those

outlined below. The database will be the primary resource used for public notification of meetings and to keep stakeholders apprised of the project progress. The database will be updated on a regular basis and/or as needed by the Project Team, such as after meetings or from various inquiries.

The Project Team database will be compiled and maintained using a variety of methods and sources including the following:

- Existing source files including: UG’s stakeholders list, chambers of commerce, parcel data, etc.;
- Project website as a public portal to garner community contacts; and,
- Recently completed or other ongoing planning projects their respective contact databases.

The following categories will be represented in the Project Team database:

- Academic institutions;
- Agencies;
- Business;
- Businesses and civic associations;
- Community and environmental justice groups;
- Federal, state, county and city elected officials;
- Federal, state, county and city staff;
- Emergency responders;
- Industry groups;
- Health organizations;
- Interested parties;
- Media;
- Other interested stakeholders;
- Project partners and consultant team;
- Service groups;
- Transportation agencies or groups;
- Utilities;
- Arts Organizations; and,
- Schools District(s).

**Deliverables:**

- Draft contact database, including UG provided lists;
- Finalize contact database and provide to Project Team; and,
- Maintain and update contact database.

**2.2. Project Identity & Branding**

Through a collaborative process, the Project Team will draft collateral materials, using relevant UG design standards and protocols. The following sections outline the process and materials needed to support this effort.

**2.2.1. Key Messages**

As part of the development of a project identity, creating clear and understandable key messages is imperative to the success of the project. The following set of key messages are presented to address the project’s opportunities, purpose and benefits. This set of messages will be updated and enhanced as the project progresses. The following core messages will provide focus for the project’s collateral materials, community presentations and other educational information.

*Improve quality of life in Wyandotte County*

- Support infill development that increases intensity of uses, diversity of services, and quality destinations.

- Create complete streets to improve the pedestrian and bicycle experience providing friendly access to recreational facilities and open space in the Unified Government.
- Improve public health and neighborhood resiliency by providing destinations and services that are accessible by walking, biking, transit and other forms of non-motorized transportation.

### *Create a sense of place in Wyandotte County*

- Create special pedestrian-scale public spaces that enhance and further define the character of the neighborhood and establish a community gateway.
- Create a vision that supports green space and cultural gathering spaces that encourage outdoor activities.
- Develop public places that shape the character of the community, helping to attract investors, visitors, and customers.

### *Invigorate economic growth in Wyandotte County*

- Create a destination that evokes a unique sense of place, celebrates diversity, and attracts private investment.
- Strengthen Wyandotte County as a major employment center and community gathering place.
- Support development across the neighborhood and at strategic locations connected to transit networks.

#### **Deliverables:**

- Draft key messages; and,
- Finalize key messages and apply to all information materials.

## **2.3. Communication Tools**

Collateral materials will serve to inform and engage stakeholders on the Project’s purpose and development process. Materials to be created include: project fact sheet, frequently asked questions (FAQs), urban design best practices, meeting notices, meeting support materials, and comment cards. All collateral material will be developed bilingually as needed and written to reflect educational components in order to ensure the community has a general understanding of project goals, methodology, schedule and milestones.

### **2.3.1. Project Fact Sheet**

The Project Team will develop a project fact sheet featuring key project details, including an overview of the planning effort, drawings, a project area map, a schedule, opportunities for public involvement and appropriate UG contact information. The project fact sheet will be designed to have a long “shelf-life” that does not require frequent updates. The fact sheet will be used as a handout at all meetings and will be available in electronic format via the UG and/or project website. Fact sheets will be disseminated on-line on the UG’s website and social media sites, handed out at public meetings/presentations, special events and made available at local businesses and agencies’ counters.

### **2.3.2. Frequently Asked Questions**

The Project Team will identify the most frequently asked questions and prepare easy to understand responses to address potential stakeholder interests and concerns. The FAQ piece will be developed and updated as needed and reprinted to ensure answers to the most frequently asked questions are made available to project stakeholders throughout the entire life of the project. The FAQ, along with the fact sheet, will be distributed online via the UG's website and social media sites and handed out at stakeholder briefings and public meetings.

### **2.3.3. Historic Preservation and Planning Best Practices**

The Project Team will develop education materials in support of current planning, historic preservation and urban design best practices in order to elevate the public discourse regarding improvements to the neighborhood. It is important to understand what other cities and regions across the country and world are doing to support similar revitalization efforts. Best Practice information sheets will be disseminated on-line on the UG's website and social media sites, handed out at public meetings/presentations, special events and made available at local businesses and agencies' counters.

### **2.3.4. Meeting Notices and Meeting Support Materials**

In support of all public outreach meetings, a set of notification and meeting materials will be developed. Meeting notices will provide the purpose of the meeting, date, time, location(s) and contact information. Meeting notices will be designed as postcards, take-aways and/or other formats to be used for both direct mail and electronic distribution. Sign-in sheets, agendas and public comment cards will be designed and printed as support material during meetings and will feature the project branding.

### **2.3.5. Comment Cards**

Project comment cards will be used to encourage the public to provide input. Comment cards will be designed to include the project name, associated branding and project contact information. Additionally, the card will give stakeholders the option to include their personal contact information, request to be added to the project mailing list and provide their personal comments regarding the project. The cards will be made available at all public involvement events and meetings as well as on the UG's website. Participants will have the option of submitting the cards during the events and meetings or via traditional mail or e-mail.

### **2.3.6. Website**

Web tools will provide highly interactive opportunities for stakeholders and interested community members to carry on community conversations beyond traditional meetings. The UG's website will serve as the main portal to provide information on the project including process, purpose and need, project timeline and allow for community feedback. The Project Team will coordinate with UG staff to develop content and interactive features to be included on the UG's webpage. To increase awareness and to effectively brand the project, it is recommended the project be highlighted for several weeks on the homepage of the main UG website landing page, and two (2) weeks prior to all public meetings. Text will be provided to populate the webpage and will include the project fact sheet, FAQ, meeting announcements

and a link to make comments and to register to receive project updates. This website will provide the Project Team with an understanding of community priorities, and will generate excitement and momentum in the community around the project. Recommended website content includes:

- Project background;
- Project timeline;
- Public meetings information;
- Collateral materials available for download;
- Comment/feedback form;
- Frequently asked questions (FAQs);
- Link to UG’s main website and social media; and,
- Contact information.

**2.3.7. Social Media**

The focus of the social media campaign will be to provide information and updates on the progress of the project and to establish an online presence that will increase awareness and public participation. Social media and digital engagement tools provide a critical “tool in the toolbox” of community outreach strategies. These internet and digital tools will supplement the core outreach activities. In addition to the project website, the following social media tools are recommended:

<b>Table 2.1. Social Media Strategy</b>	
<b>Media</b>	<b>Approach</b>
<b>Facebook</b>	The Project Team will develop content for the UG’s Facebook page to provide a venue for the community to receive updated and useful information, comment on postings and receive event (public meeting) notifications
<b>E-blasts</b>	E-blasts are a very cost-effective way to reach a wide audience. This effort will utilize the project database to distribute project updates, meeting announcements and collateral materials.
<b>Blogs</b>	The Project Team will identify and track current blog postings as well as assess the need to create a project blog for followers to receive current and accurate project information and join the online discussions.

**2.3.8. Other Media**

The Project Team will monitor and follow websites posting project information to ensure the information is accurate.

### **2.3.9. Evaluation and Metrics**

Throughout the course of the project, the Project Team will capture Google Analytics for all online/social media-based tools. This data will provide valuable insight into how the community is engaging with the online tools and what adjustments need to be made to increase their effectiveness.

Deliverables:

- Develop and finalize fact sheet, FAQ, and urban design best practices;
- Draft and finalize meeting notices;
- Develop draft and finalize meeting support materials as identified by the UG;
- Develop draft and finalize project comment cards;
- Develop and submit draft text for the UG’s webpage that describes the project’s background, purpose, key contacts and ways in which stakeholders may submit comments and feedback:
- Update UG’s webpage with project material to include the latest project information, meeting notices and findings throughout the duration of the process;
- Post final and approved fact sheet, FAQs, urban design best practices and meeting notices on the UG’s website; and
- Draft/post approved messages for social media networks, including at the following stages:
  - Plan kickoff;
  - Meeting notifications; and,
  - Key milestones achieved.

## **3. Communication Forums**

In close collaboration with the UG, the Project Team will take the lead in conducting the formal outreach for the Project’s visioning process.

Public involvement opportunities will be offered throughout the extent of the planning process, including ongoing stakeholder briefings and community-oriented meetings that will be conducted to coincide with key project milestones. Public meetings will be conducted over the course of the project, including steering committee meetings, public meetings, and stakeholder briefings/interviews. Additional details are provided in the following sections.

### **3.1. Steering Committee Meetings**

In close collaboration with the UG, the Project Team will help establish a Steering Committee for the Plan. The Steering Committee will serve as an informal, voluntary group of community members representing a broad range of local interests organized to deepen stakeholder input into the area planning process and solicit feedback that can shape solutions and opportunities related to the project. The Steering Committee will be comprised of community representatives from various constituencies in proximity to the area and local interest groups involved in relevant issues both in the neighborhood and region.

Steering Committee members will be encouraged to consider/present the interests of their local and wider community, participate in open communication among differing interests, and help

move the planning process forward in the spirit of compromise and cooperation. Recommended activities may include:

- Receiving updates from the project team;
- Distributing information about the project and public meetings to their constituencies; and,
- Providing feedback from their local communities; insight on a wide variety of key considerations related to proposed alignment alternatives, best methods to reach and engage their constituency groups, and perceptions and feedback received from their broader constituencies.

Deliverables:

- Conduct monthly Steering Committee meetings;
- Arrange and coordinate the execution of Steering Committee meetings;
- Prepare Steering Committee meeting materials and coordinate with UG staff;
- Prepare and facilitate all logistics, in coordination with the project team and UG staff;
- Identify proper venues/scheduling of meetings;
- Meeting format such as formal presentations, open house, etc;
- Speakers/presenters;
- Content of presentation material; and,
- Develop meeting summary notes.

### **3.2. Community Visioning Workshops**

A series of Visioning Workshops will take place throughout the community at places where people are already meeting such as senior centers, schools, social service centers and other select venues. By tapping into the public's imagination through the lens of design we will deepen their ideas about their community. These workshops will help develop an overall vision for the development of the neighborhood, including the goals of the area regarding: community and economic development objectives, urban design, sustainability, and multi-modal connectivity. The Visioning Workshops will also help raise awareness of the project, and be the first opportunity to begin building excitement and momentum for implementation on a broader public stage. These interactive workshops will serve as the first public "kickoff" events, and as such are seen as a media event to bring interest and awareness to the start of the project, but also as an engagement opportunity that brings interested stakeholders together to talk about community priorities for Wyandotte County, and shared citywide goals and aspirations. In essence, the workshops will be the public's "Creative Convergence" of ideas to help facilitate the discussion, values and appetite for the project.

Deliverables:

- Conduct Community Visioning Workshops and prepare meeting materials and coordinate with UG staff;
- Prepare and facilitate all logistics, in coordination with the project team and UG staff;
- Identify proper venue/scheduling of visioning workshops;
- Meeting format (to be determined based on venue i.e. classroom, park or other venue);
- Facilitator roles;
- Record and document activities; and,

- Develop and document workshop findings.

### **3.3. Stakeholder Briefings and Interviews**

The UG is comprised of a culturally rich and diverse population. Project stakeholders will be identified based on shared interests, geographic location, existing organized groups, and. Or interest in the project among other potential categories. Stakeholder identification is a key step in developing effective project communication to certify all audiences are reached and remain engaged throughout the process. The Project Team will work closely with the UG to identify individuals and groups that may hold an interest in this project, including elected officials and government agencies.

It is important that elected officials and government agencies are kept abreast of the latest project information. This will ensure they are knowledgeable of project developments and ongoing outreach activities, consequently preparing them to respond to questions and comments that may arise from their constituents. The Project Team will work with the project's elected official's offices and government agencies to schedule briefings prior to the start of public meetings. A preliminary list will be prepared to identify elected officials and government agencies that need to be kept up to date with the project development and milestones. As the project moves forward, the Project Team will continue to assess the developments and identify additional stakeholders to participate in these briefings.

The following is a sample list of individuals and groups that are considered project stakeholders:

- Elected officials (e.g. Mayor, Board of Commissioners, etc.);
- Government agencies (e.g. MARC, KCATA, Kaw Valley Drainage District, etc.);
- Neighborhood/homeowner association leaders (e.g. Neighborhood Business Revitalization organizations);
- Business leaders/business associations (e.g. Chambers of Commerce);
- Private developers;
- Impacted property owners;
- Community groups;
- Educational institutions;
- Faith-based organizations;
- Diverse/multicultural associations; and,
- Community resource centers.

Stakeholders will be encouraged to provide input on the project and share information within their sphere of influence. Organized stakeholder groups will be responsible for representing the interest and views of their organization, conveying project information to their respective group, and serving as the liaison between the Project Team and their stakeholders.

Deliverables:

- Conduct stakeholder briefings or interviews;
- Prepare meeting materials for stakeholder briefings;
- Coordinate venue and secure insurance for public meetings;
- Prepare and submit meeting notification draft for review and approval by the UG;

- Identify and submit outreach meeting notification vehicles such as chamber e-blasts, city website, mailings etc., to UG; and,
- Develop and submit electronic drafts of Power Point presentations, exhibits, sign-in sheets, comment cards and directional signage for review and approval by the UG.

### **3.4. Community Meeting**

The Project Team will conduct and facilitate a community meeting to present the Community Vision for the neighborhood, inform and educate about the potential benefits, as well as describe the process to develop strategies for implementation. The community will be able to see how their feedback helped develop the Vision and learn about how the Plan and Strategy can support community aspirations for Wyandotte County. Participants will also have an opportunity to learn more and provide feedback on various strategic policies and projects for the study area.

This Community Meeting will include creating an interactive site model of the project area that will directly involve participants (as opposed to “audiences” or “passive” viewers) to engage with the visual, spatial and experiential landscape. The model is meant to be rudimentary and playful, thereby making it possible for people to engage it in a direct way, with their bodies and hands, changing their viewpoint and posture, focusing and standing back, touching, and literally shaping their ideal vision for the community.

The objective of this meeting is to inform and educate stakeholders, identify the key issues, concerns, and opportunities for various constituencies, and organizing key stakeholders who are advocating for implementation of the vision.

Deliverables:

- Conduct public meeting;
- Facilitate project area interactive model exercise;
- Prepare meeting materials and coordinate with the Project Team and UG staff;
- Prepare and facilitate all logistics, in coordination with the project team and UG staff;
- Identify proper venue/scheduling of meeting;
- Meeting format such as formal presentations, open house, other;
- Speakers/presenters;
- Content of presentation material; and,
- Develop meeting summary notes.

### **3.5. Final Public Open House**

The final public meeting will summarize the findings of the planning process in terms of urban design, transportation, public health, infrastructure and economic development.

This meeting will transition the public engagement approach from education and input to mobilization and advocacy for implementation. The Project Team will work to identify community champions for implementation and assist community stakeholders through dedicated liaisons who will build upon traditional engagement roles to proactively build community capacity and advocacy for change during the subsequent implementation phase.

Deliverables:

- Conduct Community Meeting;
- Prepare meeting materials and coordinate with the Project Team and UG staff;
- Prepare and facilitate all logistics, in coordination with the project team and UG staff;
- Identify proper venue/scheduling of meeting;
- Meeting format such as formal presentations, open house, other;
- Speakers/presenters;
- Content of presentation material; and,
- Develop meeting summary notes.

### **3.6. City Planning Commission**

Following the completion of the Draft and Final Plan, a hearing will be scheduled with the UG's City Planning Commission in order to provide an additional opportunity for the public to ask questions and provide comments. The objective of the public hearing is to again inform the public about the process to date, and to collect additional feedback from the commission to continue to refine the proposed project.

The public hearing will be notified as required by State statute. The format of the hearing will involve display exhibits and a presentation to the City Planning Commission, and a short presentation will provide an oral overview and encourage oral comments from the public in attendance.

Deliverables:

- Conduct City Planning Commission hearing;
- Prepare meeting materials and coordinate with the Project Team and UG staff;
- Prepare and facilitate all logistics, in coordination with the project team and UG staff;
- Identify proper venue/scheduling of meeting;
- Meeting format such as formal presentations, open house, other;
- Speakers/presenters;
- Content of presentation material; and,
- Develop meeting summary notes.

### **3.7. Board of Commissioners Presentation**

Following the public meetings, the Project Team will present the Draft and Final Plan to the Board of Commissioners to generate final comments on the planning process, urban design scheme and other issues before finalizing the plan and other documentation related to developing an implementation strategy.

Deliverables:

- Prepare meeting materials and coordinate with the Project Team and UG staff; and,
- Develop meeting summary notes.

### 3.8. Public Meetings Schedule

The following table summarizes the anticipated meeting schedule (based on the initial project timeline) and purpose of each meeting.

<b>Table 3.1. Schedule of Anticipated Public Meetings</b>		
<b>Type of Meeting</b>	<b>Approx. Date</b>	<b>Purpose</b>
Community Visioning Workshop Series	TBD	<ul style="list-style-type: none"> <li>• Introduce and raise awareness of the Project</li> <li>• Discuss participants' Community Visions</li> <li>• Bring together community</li> <li>• Identify community priorities</li> <li>• Identify the key issues, concerns and opportunities for various constituencies that will serve as criteria for the plan development</li> </ul>
Community Meeting #1	TBD	<ul style="list-style-type: none"> <li>• Report back on the inputs, findings and conclusions reached from the visioning workshops</li> <li>• Present Community Vision</li> <li>• Highlight potential benefits</li> </ul>
Community Meeting #2 (Continued)	TBD	<ul style="list-style-type: none"> <li>• Present Alternative Scenarios for the study area and evaluation process</li> <li>• Provide comparisons for each of the proposed alternatives and process to reach preferred alternative</li> <li>• Review next steps, including the environmental process and opportunities for continued public involvement</li> </ul>
Final Public Open House	TBD	<ul style="list-style-type: none"> <li>• Present the Draft Countywide Mobility Plan and TOD Strategy</li> <li>• Transition the public engagement approach from education and input to mobilization and advocacy for implementation</li> <li>• Review next steps and anticipated implementation schedule</li> </ul>
City Planning Commission	TBD	<ul style="list-style-type: none"> <li>• Generate public comments on issues</li> <li>• Review next steps and anticipated project schedule</li> </ul>
Board of Commissioners Presentation	TBD	<ul style="list-style-type: none"> <li>• Present Final Countywide Mobility Plan and TOD Strategy</li> <li>• Highlight public involvement process that helped shape the community vision and selection of the preferred alternative</li> <li>• Generate final comments on the planning process, urban design scheme and other issues</li> <li>• Review next steps and anticipated project schedule</li> </ul>

### **3.9. Meeting Logistics and Notification**

The Project Team will provide public meeting support including: coordination of dates and times with the team, organization of facility details (including equipment and insurance, if applicable), meeting notification, set-up, meeting materials (exhibits, sign-in sheets, comment cards and directional signage) and attendance at meetings.

### **3.10. Outreach Summary Report**

At the conclusion of this project, the Project Team will prepare a report documenting the complete public involvement and communication process. The report will summarize the series of outreach meetings and will document the events and communication tools used to support the project development process. The report will include key findings, issues raised, and recommendations made by attendees.

Deliverables:

- Prepare and submit an Outreach Summary Report to UG staff for review and edits; and,
- Distribute final Outreach Summary Report to the UG.