

TOGETHER2045 - BISMARCK'S COMPREHENSIVE PLAN

Public Participation Plan

This document outlines the purpose, objectives, and proposed activities for engaging the public in the creation of the Together2045 Bismarck Comprehensive Plan. The process will be initiated in January of 2021 with a targeted adoption by the end of the 2022 calendar year.

Purpose:

Engaging the public in the process of creating a comprehensive plan serves many purposes:

1. Gather information from residents and businesses that have direct knowledge of their own neighborhood or specialty.
2. Align the vision of the plan with the aspirations of members of the community.
3. Demonstrate broad community support for the plan to convey to elected officials.
4. Strengthen the legitimacy of the adopted plan as the goals and objectives are implemented.

Objectives:

Staff will be guided by the following overall objectives in terms of public participation activities:

1. Provide an opportunity for all members of the community to participate. Staff will take intentional steps to ensure a

broad cross-section is able to provide input. This includes:

- a. Residents of all ages, backgrounds, cultures and economic status. Different approaches may be necessary to reach youth and seniors.
 - b. Residents within the entire geographic scope of the plan, both the city and the ETA.
 - c. Representatives from the business community, especially development interests, as well as the general public, which includes renters as well as homeowners.
2. Ensure and demonstrate a meaningful connection between the input gathered and the actual content of the plan.
 3. Utilize a variety of means for participation, including different media (e.g. online and meetings), locations, and times. To the greatest extent possible, leverage programming and institutional capacity that is already available in the community.
 4. Document all activities, comments received, notes from meetings, and other information generated through the process and make available to the public, within the bounds of protecting privacy for commenters and survey-takers.

- 5. Follow all current public health guidance for in-person gatherings. Remote or online means may take precedence in the early phases of the process, with potential for in-person methods, especially involving larger groups, later in the process as advised.
- 6. Meet all legal obligations for formal public hearings and notice with governing bodies, as well as open meetings for all committee meetings and public workshops.
- 7. Complaints, concerns, and comments received during the process related to actions taken by City staff will be forwarded to the appropriate department head.

| Activity | Description | Audience | Timeframe | Intended Outcome |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------|
| Planning and Zoning Commission Updates | Brief Commission on the status of the Plan and accept guidance. Information can also be conveyed to the City Commission. | Planning and Zoning Commission | Monthly | The governing body is informed throughout and given the opportunity to provide direction as needed |
| Advisory Committee | Convene committee to review content and provide direction on creation of Plan. Committee members are determined by each group represented | Board representatives from City of Bismarck, Burleigh County, Schools, and Parks, and real estate, land owner, chamber, seniors, homebuilders, and developer | Bi-monthly | A group of community leaders with diverse roles provides consistent direction for the drafting of the Plan |
| Technical Advisory Committee | Convene committee to advise the steering committee and staff on matters relevant to their expertise | Staff from City of Bismarck and other political subdivisions | Monthly | Staff from various departments and political subdivisions provide |
| Website | A webpage included within the City of Bismarck website will be updated throughout. Videos will be featured at key junctures in the planning process. | General public | Continuous | A resource exists with meeting information, releases of drafts, basic information regarding the plan and process, and an |

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|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Emails | Email updates to highlight the information available on the website sent directly by Planning staff | All committee members, additional stakeholders, and sign-ups | Approximately monthly | opportunity to submit comments directly An alternative communication process exists for Plan engagement |
| Social Media | Use of existing City of Bismarck accounts to post information about Plan | General public | Approximately monthly | An alternative communication process exists for Plan engagement |
| Representative Survey | A survey of households on issues related to Plan, to be determined by Steering Committee. Target of 95% confidence in results. A postcard sent to a random sample of residential addresses, including tenants, providing instructions for completing an online survey | Random sample of entire population of households in Bismarck and ETA | June – July 2021 | The values of the community are fairly represented and used to inform the content of the Plan |
| Preference Survey | Host a survey allowing anyone to register visual preferences for certain designs, as well as provide other relevant information. This could be administered through a meeting using Mentimeter and/or hosted online with SurveyMonkey | General public (not representative) | December 2021 – January 2022 | The visual preferences of the public are recognized and use to inform any design-related elements of the plan |
| Youth Engagement | Staff will work with students from the Bismarck Career Academy, who will lead public participation activities with their peers. The methods are to be determined by students. Youth will propose logo design and other graphics for selection by project staff. Presentations at government classes in each High School | Bismarck Career Academy students and peers | TBD by students | Youth are engaged in the planning process and provided opportunities with their own initiative, and the Plan is enriched by their values and goals |

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|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Interviews and Focus Groups | Staff will solicit direct feedback on specific topics. A focus group and/or interview will be held for each of the plan elements: future land use, community facilities, transportation, utilities, arts and culture, natural resources, downtown, economic development, housing, public health, historic preservation, and others | Key stakeholders | September 2021 – January 2022 | More detailed information is obtained from stakeholders related to specific content of the Plan |
| Presentations at Third-Party Events | Staff will solicit direct feedback from key stakeholders, especially organizations or businesses most impacted by the Plan | Service clubs, social groups, tribal groups, and business organizations | As available | Members of public are informed of the basic content of the Plan and provided an opportunity for further involvement |
| Public Workshops | A series of interactive workshops/input sessions, including a short presentation, Q&A, and an open house format for informal conversation will be hosted by staff. If possible, workshops will be held in multiple locations around the community. As an alternative, during public health restrictions, asynchronous meetings can be held | General public | Kickoff in Fall 2021, Middle of process in Spring 2022 | The general public is informed, and feedback is solicited at key junctures in the planning process |
| Formal Public Hearings | Formal legally advertised public hearings for approval of final draft | Planning and Zoning Commission, City Commission, general public | Winter 2022 | Legal requirements for plan adoption are met, and the final Plan is presented in it's entirely for adoption |