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ORDINANCE 201054

Contract No. EV2791 with Parson & Associates, LLC for \$130,000 to complete and implement a Public Engagement Plan for the update to Kansas City's comprehensive plan, the KC Spirit Playbook.

KC SPIRIT PLAYBOOK

The City Planning and Development Department is currently undertaking the process to update Kansas City's comprehensive plan.

The comprehensive plan sets priorities and guides land development decisions.

It also provides guidance for many other important policy areas, like transportation, housing, and livability.

Our current comprehensive plan, FOCUS, was adopted in 1997.

They are typically updated on a 20-year cycle.

OVERALL COMPREHENSIVE PLAN UPDATE SCHEDULE



PUBLIC OUTREACH & ENGAGEMENT

- Online Public Engagement Platform
 - More than 17,000 visits to the site
- Email pushes
- “Ask a Planner” on Twitter
- Virtual Town Hall
- Facebook Ads
- Google Ads
- Neighborhood & Group Presentations
 - 63 virtual presentations, over 1300 people in attendance
- Instagram/Facebook Story
- Billboards
- KCATA Bus Ads
- Channel 2/Weekly Report
- Water Bill Inserts
- Poster, Fliers, & Informational Pamphlets
- Local TV and Radio Programming



PARSON & ASSOCIATES CONTRACT

- In early 2021, Parson & Associates will create a Public Engagement Plan
 - Will evaluate efforts made by City staff so far, what works, what doesn't, what can be improved
 - The plan will include:
 - Emphasis on creative and non-traditional outreach and engagement efforts
 - Strategies to engage hard-to-reach and underrepresented people in the community
 - Strategies to bridge the digital divide
 - Ways to overcome language barriers and other barriers to participation
 - Plans to engage with local school districts to increase student participation
 - Ways to integrate art and artists and other creative elements
 - Separate approaches to in-person or virtual outreach and engagement
 - Contractor will also assist City staff with:
 - Managing the website
 - Tracking and reporting engagement metrics
 - Arranging public meetings and events
 - Producing videos and other media products