

ORDINANCE FACT SHEET

Ordinance Number

Brief Title: Public Engagement Plan

Approval Deadline:

Reason Approve: Contract

Appropriating \$130,000.00 from the City Planning & Development – Comprehensive Plan Update Fund and authorizing a professional services contract with Parson and Associates, LLC in an amount not to exceed \$130,000.00 to complete and implement a Public Engagement Plan for Kansas City, Missouri.

Details	Positions / Recommendations		
<p>Specific Address N/A</p>	Sponsor		
<p>Reason for Project Approving a professional services contract for assistance with public outreach and engagement to aid in the process to update the comprehensive plan for Kansas City, Missouri.</p>	Programs, Departments, or Groups Affected	Council District(s): All council districts	
<p>Discussion Kansas City, Missouri’s current comprehensive plan is called FOCUS and was adopted in 1997. Comprehensive plans are typically updated on a 20-year cycle. City Planning and Development staff are currently undergoing the process to update the comprehensive plan (KC Spirit Playbook). To facilitate this process, the City Planning and Development Department seeks assistance with public outreach and engagement and requests to execute a contract with Parson and Associates, LLC to create and implement a Public Engagement Plan meant to build upon efforts already undertaken by staff in 2020. Parson and Associates, LLC will support City staff in ensuring that the public engagement done in relation to the comprehensive plan update will be as thorough as possible. The contract shall begin on December 1, 2020 and shall end on November 30, 2021 unless a contract extension is deemed necessary by staff and approved by the Manager of Procurement Services with an amendment.</p> <p>Planning Process The Public Engagement Plan will include the following elements:</p> <ul style="list-style-type: none"> • Have an emphasis on creative and non-traditional outreach and engagement efforts. • Include strategies to engage “hard to reach” and underrepresented persons in the community, to bridge “digital divide” barriers to engagement, and to overcome language barriers. • Include specific strategies and tactics to meet people where they are, to reach people who typically do not participate in public engagement opportunities, and to overcome language barriers and other barriers to participation. • Include engagement with local school districts to target student participation. • Integrate art and artists and other creative elements. • Include separate approaches for periods during the Covid-19 pandemic and for periods post pandemic, and include contingency plans should similar crisis situations arise during the planning process. 	Applicants/ Proponents	City Planning & Development Department	
	Opponents	Groups or individuals No known opposition Basis of Opposition: n/a	
	Staff Recommendation	<input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against:	
	Board or Commission Recommendation	By: <input type="checkbox"/> Approval <input type="checkbox"/> Approval, with conditions <input type="checkbox"/> Denial	
	Council Committee Actions	<input type="checkbox"/> Do pass <input type="checkbox"/> Do pass (as amended) <input type="checkbox"/> Committee Sub. <input type="checkbox"/> Without Recommendation <input type="checkbox"/> Hold <input type="checkbox"/> Do not pass	

Policy / Program Impact

<p>Deliverables and Companion Products</p> <p>Deliverables</p> <p>The Contractor will create a Public Engagement Plan, which will identify specific tasks to be completed by the contractor, provide a general timeframe for completion of tasks, and identify deliverables to be provided.</p> <p>The following services will be provided by the public engagement contractor team will be included in the Public Engagement Plan:</p> <ul style="list-style-type: none"> • To develop and implement a public outreach and engagement plan for the City’s Comprehensive Plan update process. • To staff and arrange public meetings, events, committee meetings • To manage public outreach • To document, measure and synthesize community input • To track and report engagement metrics • To administer polls/surveys, both online and in-person and by phone/mail if needed. • To conduct social media targeting (ad driven outreach) • To manage and maintain public contact lists • To conduct and record interviews with community stakeholders • To produce videos of engagement and written report summaries of public outreach and engagement 	<p>Policy or Program Change</p>	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
	<p>Operational Impact Assessment</p>	
	<p>Finances</p>	
	<p>Cost & Revenue Projections – Including Indirect Costs</p>	<p>Cost: \$130,000.00</p>
	<p>Financial Impact</p>	
	<p>Fund Source and Appropriation Account Costs</p>	<p>City of KCMO - City Planning & Development Department – Comprehensive Plan Update Fund: \$130,000.00</p>

Fact Sheet Prepared by:
Morgan M. Pemberton, Planner

Date: December 7, 2020

Reviewed by:
Kyle Elliott, Division Manager – Long Range Planning & Preservation Division

Date: December 7, 2020