

CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** December 12, 2016

SUBJECT: Discuss the scope and process for the 2018 Strategic Plan (i.e. Comprehensive Plan)

PRESENTER: Clayton Comstock, Planning Manager

GENERAL DESCRIPTION:

City Council has taken the first steps in identifying the need to update the Comprehensive Plan through discussions at the 2015 City Council Goals Retreat and the FY17 funding for a Transportation Plan element. During this Work Session discussion, staff will be introducing Council to the overall project scope and timeline. The process will begin with and flow from an update to the City's transportation plan. During the work session, staff will be seeking City Council's specific input on the makeup of a Strategic Plan Advisory Committee (SPAC) and staff's proposed approach to outreach and input meetings.

Strategic Plan Advisory Committee

Once the need for a comprehensive plan is identified, the second step is traditionally the creation of an advisory committee to direct staff and make planning and policy recommendations for the community that best reflect the community's vision for the future. Staff is recommending a 15-member committee to meet monthly between March 2017 and March 2018. Staff is asking City Council to consider the following structure for the committee:

- 3 City Council members
- 2 Planning & Zoning Commission members
- 10 other members of the community drawn from:
 - Economic Development Advisory Committee
 - Park & Recreation Board
 - Citizens Civic Academy
 - Youth Advisory Committee
 - Keep NRH Beautiful Commission
 - Community-at-large

Appointments in January or February would be followed by the committee's first meeting in March. Meetings will be held on a regular Tuesday or Thursday each month.

Outreach & Input Meetings

The key to a successful comprehensive plan is that it accurately represents the community's values and vision for the future. To that end, it's recommended that the Strategic Plan Advisory Committee (SPAC) not be the only avenue for public input. Staff is recommending a series of meetings with targeted focus groups and existing organizations. These could include the following:

- HOA Boards
- Developers / Real Estate Professionals
- Businesses
- Citizen Civic Academy "Reunion"
- Youth Advisory Committee
- School District Administrations & Boards
- Fraternal/Social Organizations

An outside consultant may be sought to assist and facilitate these meetings and report findings to the SPAC. One or two city-wide public hearings would be planned for the end of the process prior to City Council consideration to confirm that the work of the committee reflects the vision for the community.

City Council Direction Sought by Staff

The Work Session presentation is attached for review. Staff is seeking input and direction from City Council on the following questions:

1. Strategic Plan Advisory Committee
 - a. Does Council agree with the 15-member makeup of the SPAC?
 - b. Would Council like to make any city board or commission have required representation on the SPAC?
 - c. Any other direction or recommendations for staff regarding SPAC?
2. Outreach & Input Meetings
 - a. Does Council agree with the plan to seek input from the community in the form of smaller and more targeted focus groups followed at the end of the process with city-wide public hearing(s)?
 - b. Are there any specific groups or professions that City Council would like to hear from through the strategic plan process?