City of Ellensburg EE&CS and Land Development Code Update
DRAFT Public Involvement Plan

August 12, 2010

The following public involvement and community outreach activities will be scheduled and conducted throughout 2010 and 2011, to inform the development of the City of Ellensburg's Energy Efficiency & Conservation Strategy (EE&CS) and the Land Development Code Update (LDCU).

1. Community Surveys

Two (2) community surveys for the purpose of learning the public's values, perceptions, preferences, and opinions relative to development of the EE&CS and Land Development Code Update.

Each survey will be designed to take less than 10 minutes to complete. The majority of survey questions will be multiple-choice with a couple of open-ended questions. The Consultant will design the surveys for on-line and hard-copy distribution by the City. The hard-copy survey could be distributed multiple ways e.g. by mail, at pickup locations throughout the City, and at Public Workshops. In addition, a file of the survey will be available for download and printing on the (City's) project web page (See below).

The first community survey will launch in mid September and close on December 1, 2010. This survey will focus on identifying values, preferences, challenges and opportunities. The second community survey will focus on soliciting opinions regarding specific recommendations.

2. Stakeholder Interviews

During fall 2010, interviews will be conducted with project stakeholders via phone or in-person. A draft list of Stakeholders is included in Appendix A). The interviews will help develop a snapshot of existing conditions (including challenges and current and planned initiatives), as well as identify and "test" for support of specific strategies.

3. Community Outreach Flyers

A minimum of three (3) community outreach flyers will be distributes at community centers, City hall, City website, and potentially via utility bill inserts and/or other means, to announce upcoming community workshops and meetings, and to provide project updates. Community outreach flyers will include the project's goals and objectives, schedule, and an invitation to attend the upcoming public workshop.

4. Project Website Page

A simple project website will be established to describe the project and discuss the opportunities and benefits of community participation. The site will contain a general project description this content, as well as other projects files of the community outreach flyer, project newsletter, survey(s) and resources on this page.

5. Public Workshops

A total of three (3) Public Workshops will be scheduled and facilitated:

- 1st Workshop; January 31, 2011– Community Workshop & Education on Regulatory Concepts & Code
- 2nd Workshop ; Early June 2011 – Draft Strategy Development and Implementation Priorities Community Workshop
- 3rd Workshop; winter 2012 – Final Strategy Community Workshop

Workshops agendas will include an educational element to present relevant concepts, a brainstorming session and/or a prioritization exercise and/or discussion of pros and cons of each concept; and the opportunity for community idea generation and feedback. The workshop will be well advertised via utility bills inserts,

community outreach flyers, project web site page, and direct invitations to stakeholders and anyone subscribed to the project mailing list.

6. Project Newsletter

Over the course of the project, (4) project newsletters will be developed. The project newsletter will have a graphic "look" specific to this project and consistent with City's "brand" requirements as may apply. The newsletter will be produced in color for posting on the Project Website Page and a black and white version for printing and distribution via mail and pickup locations throughout the City e.g. City Hall, library, University, etc. In addition, excerpts from the Project Newsletter (or other brief project update statements) will be included in the City's Quarterly Newsletter.

The project newsletter will be published after each public workshop (February 2011, June 2011, and winter 2012) and at the completion of the project (spring 2012). Each edition will provide an overall project status; summarize the content and outcomes of the recent public workshop; highlight project activities and milestones e.g. community survey results, draft code elements, etc.; promote participation and announce upcoming events and deliverables. The final project edition will summarize the project's accomplishments, celebrate the adoption of the EE&CS, and discuss the action plan and next steps, including how the community can continue to stay involved to help with the EE&CS implementation.

7. City Council Study Sessions/Presentations and Utility Advisory Committee Meetings

A series of City Council Study Sessions, City Council Presentations, Planning Commission meetings, and Utility Advisory Committee Meetings are scheduled throughout project development and adoption. These meetings are open to the public and will include public comment periods. However, the purpose of these sessions is provide project status updates, gather Council, Planning Committee, and Utility Advisory Committee feedback, and provide education on the project concepts being discussed and evaluated.

Tentative Dates for these meetings are as follows:

October 13, 2010	Council Study Session in the morning - LDCU
January 31, 2011	Council Study Session in the morning – LDCU
	Council Study Session in the afternoon for EE&CS
May 2, 2011	Council Presentation "Pulse Check" in the evening - LDCU and EE&CS
July 11, 2011	Council Presentation of Final Draft in the evening- LDCU
Spring 2012	Final Council Presentation in the evening– EE&CS

As much as possible, meetings will be scheduled to allow for maximum participation, while minimizing consultant travel.

8. Other Outreach Methods and Activities

Depending on City Staff and volunteer resources, the following outreach methods and activities will be considered to further increase public awareness and involvement for this project:

- City staff will visit community organizations/schools/etc to provide project presentations
- The City will have a booth at Farmers Market or similar community venues/events to gather ideas, preferences, and to distribute surveys, newsletters and flyers
- Community comment gathering station at City Hall
- Site tours to provide community education on opportunities and implementation options, and to generate interest.