

BAINBRIDGE ISLAND DESIGN GUIDELINES UPDATE

PUBLIC ENGAGEMENT PLAN

November 30, 2018

PROJECT OVERVIEW

The City of Bainbridge Island desires to update the City's Design Guidelines to improve the quality of design in the community and support the City's vision for Bainbridge as a sustainable and thriving place. Public engagement with the Bainbridge community is a key element for the development of the design guidelines. This public engagement plan outlines the goals for engagement, targeted stakeholder groups, and engagement activities and events.

The following are highlights of the overall project scope:

- > Gap Analysis and Existing Conditions Report
- > Public Open House
- > Review and Update Administrative Procedures
- > Design Review Board and City Council Meetings
- > Draft and Final Design Guideline Updates
- > Web-based Design Guidelines (Optional Task)

OBJECTIVES

The public engagement plan should meet the following objectives:

- 1. Build Awareness.** For the public and key stakeholders to meaningfully engage in the project they must be aware of the project and opportunities to learn more about the project and provide input.
- 2. Educate the Public.** The ultimate goal for the public engagement process is to obtain input from the public and key stakeholders, but engagement is more than asking people for their opinions on a particular topic. For this project, the public and stakeholders may not be familiar with the existing design review program, design guidelines, or have a sense of what the options are for improving the program and overall design in Bainbridge.
- 3. Provide a variety of opportunities for input.** Public engagement should always include a variety of ways for the public to provide input. Not everyone is available or has the desire to attend an evening public meeting, but many people will often fill out a survey or attend a focus group if personally invited.
- 4. Reflect the input received.** Public engagement should reflect the public input received. This does not require 100% consensus from the public and key stakeholders, but rather that public input is reflected in the plan or program in a meaningful way.

ENGAGEMENT ACTIVITIES

communications

To build awareness about the project and provide timely project updates and information the City will establish a project web-page on the City's website including a list serv for people to sign up to receive project updates. Additional notices about the project and engagement events will be posted on the City's social media sites.

Focus Groups

As part of the baseline assessment of existing conditions it will be beneficial to facilitate discussion amongst key stakeholders including residents, property owners, business owners, design professionals, and community groups. To maximize the amount of input received up to three focus groups will be held with input from the City on the attendees. The invitation list for focus groups will be done with the City, including property/business owners, design professionals and interest groups.

Deliverable: Stakeholder Interview/Focus Group Summary

Community Meetings (2)

Two public meetings will be held during the project. The first public meeting will be held after the existing conditions report is completed and the second meet will be focused on the draft design guidelines and program amendments.

Community Meeting #1

The first meeting will be to present the findings of the existing conditions analysis, best practices, and opportunities for the design guidelines update. The following is a preliminary agenda:

- Open House: Boards with project information and opportunities for input.
- Presentation: Project overview and Existing Conditions Analysis
- Presentation: Best Practices + Case Studies
- Live Polling + Moderated Q+A
- Small Group Exercise: Focused visual preference and specific to Bainbridge context.

Community Meeting #2

The second community meeting will be focused on presenting draft recommendations and design guidelines for feedback from the public. The following is a preliminary agenda:

- Open House: Boards with draft guidelines, recommendations, and opportunities for input
- Presentation: What we Heard, Draft Guidelines, Recommendations
- Live Polling + Moderated Q+A
- Open House: Continuation of open house and public input

Deliverable: Public Meeting Materials, Public Meeting Summaries

Design Review Board Meetings (4)

The consultant team will attend up to four meetings with the Design Review Board (DRB) to get input from the board early on, to review the existing conditions assessment, and to review draft and final design guidelines.

City Council Meetings (2)

The consultant team will attend two City Council Meetings. The first meeting will be to present the findings from the existing conditions analysis and public engagement. The second meeting will be to present the draft design guidelines for input from the City Council.

SCHEDULE

