

#88-20

Zoning Redesign

Community Engagement Strategy Proposal

10.26.20

Timeline

Nov 2020	Community engagement for Listening Tour
Dec 2020	Listening Tour
Jan 2021	Synthesis of Learnings from Listening Tour
	Public Forum on Article 3
Feb 2021 - Sep 2021	Comprehensive engagement strategy for each Article
Oct 2021 - Dec 2021	Council votes on redesigned Zoning Ordinance <i>(pending)</i>

Listening Tour: Purpose

- **To provide context on Zoning Redesign**
 - How have we arrived at this point?
 - What are the Zoning Redesign goals?
- **To listen to residents**
 - What do you know about Zoning Redesign?
 - What are your current concerns? Hopes?
 - How do you resonate with the Zoning Redesign goals?
 - What would make you feel most engaged?

Listening Tour: **Actions**

Nov

Community outreach for the Listening Tour

Meet people where they're at: Community Engagement Planner begins to schedule presentations at stakeholders' meetings (stakeholders include organizations, commissions, boards, neighborhood groups, etc.)

Dec

Listening Tour

Public events: 2x Listening Tour public Zoom events:

- Wednesday, December 2nd, 7-9pm EST
- Thursday, December 3rd, 12-2pm EST

Public video presentation: Post online for public to view at their convenience & encourage Stakeholders to screen at their respective December meetings

Public survey: Disperse survey for public to provide input on Zoning Redesign information & 2021 Community Engagement Strategy

Listening Tour: Draft Agenda

- **Presentation (to provide context on Zoning Redesign) ~ 35 minutes**
 - How did we get here?
 - History of Newton zoning
 - Timeline of Zoning Redesign
 - Why we need Zoning Redesign
 - Zoning Redesign goals
 - Decision-making processes

- **Breakout groups (to listen to residents) ~ 45 minutes**
 - What about Zoning Redesign is clear? What do you need more clarification on?
 - What did you know about the Zoning Redesign goals prior to this meeting? Now that we have gone over them, which ones are most important to you? Which articles feel most relevant to these goals?
 - How would you like to be engaged for Zoning Redesign in 2021?

- **Breakout groups share-out ~ 40 minutes**

Timeline

