



**PROJECT:** Charlottesville Zoning Rewrite RHI # 51281  
**SUBJECT:** Engagement Tasks PAGES: 2  
**DATE:** February 9, 2022

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In this memorandum, we outline the engagement tasks we plan to undertake to support the Charlottesville Zoning Rewrite. They are described under five phases, noted in bold below and on the following page.

### **1. Transition from Comprehensive Plan to Zoning Rewrite**

In this phase, which we are currently in, we are or will be working to transition the community process to focus on the zoning rewrite. Tasks include:

- a. Regular coordination meetings with the Cville Plans Together consultant team and NDS.
- b. Regular social media and website updates.
- c. Creating an FAQ focused on the zoning rewrite.
- d. Updating the website with more information about the zoning process.
- e. Creating introductory materials, such as a “Zoning 101” overview presentation.
- f. Coordination with the Steering Committee and Peer Engagers.

### **2. Review of Diagnostic & Approach Report**

In this phase, we will work to plan for, facilitate, and summarize community and stakeholder review of, and input related to, the Diagnostic and Approach report. Tasks will include:

- a. Regular coordination meetings with the Cville Plans Together consultant team and NDS, as well as potential meetings with the staff technical workgroup.
- b. Regular social media and website updates.
- c. Updating the FAQ.
- d. Creating summary material and a presentation to increase community understanding of the report.
- e. Creation of a survey, comment form, and/or other mechanisms for gathering community input.
- f. Planning for, creating outreach materials for, executing outreach/advertisement for, attending/facilitating, and summarizing input from in-person and virtual community events.
- g. Attending meetings with community groups.
- h. Facilitating a meeting with the Steering Committee.
- i. Facilitating a joint Council/Planning Commission work session.

### **3. Interim Updates**

In this phase, we will provide periodic communications to update the community about the zoning process. Tasks will include:

- a. Regular coordination meetings with the Cville Plans Together consultant team and NDS.
- b. Regular social media and website updates.
- c. FAQ updates.
- d. Periodic updates at Planning Commission and/or Council meetings.

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#### **4. Review of Draft Zoning Modules and Map**

In this phase, we will work to plan for, facilitate, and summarize community and stakeholder review of, and input related to, the draft zoning modules and map. Tasks will include:

- a. Regular coordination meetings with the Cville Plans Together consultant team and NDS, as well as meetings with the staff technical workgroup.
- b. Regular social media and website updates.
- c. Updating the FAQ.
- d. Creating summary material and a presentation to increase community understanding of the proposed zoning and changes from current zoning. This will include high level summaries of changes by neighborhood planning area, as well as an interactive map.
- e. Creation of a survey, comment form, and/or other mechanisms for gathering community input.
- f. Planning for, creating outreach materials for, executing outreach/advertisement for, attending/facilitating, and summarizing input from in-person and virtual community events.
- g. Attending meetings with community groups.
- h. Facilitating a meeting with the Steering Committee.
- i. Facilitating a joint Planning Commission work session.

#### **5. Final Proposed Zoning and Support for the Adoption Process**

In this phase, we will facilitate the adoption process. Tasks will include:

- a. Regular coordination meetings with the Cville Plans Together consultant team and NDS, as well as meetings with the staff technical workgroup.
- b. Regular social media and website updates.
- c. Updating the FAQ.
- d. Facilitating a meeting with the Steering Committee.
- e. Creating summary material to increase community understanding of the final proposed zoning and changes from current zoning.
- f. Creating materials (e.g., presentations) for Planning Commission and Council hearings.
- g. Working with NDS to advertise the public hearings.

**Total Fee: \$143,810.00**