

Public Engagement Plan + Schedule

FORT WALTON BEACH DOWNTOWN DESIGN GUIDELINES

Kimley»Horn

Contents

Engagement Schedule	2
Overall Metrics	3
Engagement Points	3
Online Survey	3
Purpose.....	3
Method.....	3
Metrics for to Consider for Successful Engagement	3
Community Charrette.....	4
Purpose.....	4
Who	4
Method.....	4
Stakeholder Committee Meeting #1	4
Purpose.....	4
Method.....	5
Stakeholder Interviews	5
Purpose.....	5
Method.....	5
City Council Workshop	5
Purpose.....	5
Method.....	6
Stakeholder Committee Meeting #2	6
Purpose.....	6
Method.....	6
City Council Presentation	6
Purpose.....	6
Method.....	6

Engagement Schedule

The following dates and times are tentative and will be confirmed with the Client as the project moves forward.

Engagement Point	Proposed Date/Time	Proposed Location	Notification Details	Additional Logistics	Summary Memo
Online Survey	Online survey open June 18 to July 19	Survey123	Advertising by Client.	Draft 5/27. Virtual review week of 6/10.	To be delivered with summary of interviews.
Community Charrette	June 20, 2024 5:30-7:30 pm	Gulfview Building	City provide public notice no later than 10 days prior.	Review draft materials with client on June 13 th .	Post-meeting summary to be sent to the Client.
Stakeholder Committee Meeting #1	July 16, 2024 9 -10:30am	Gulfview Building	City notify stakeholders no later than 10 days prior.		Post-meeting summary to be sent to Client.
Stakeholder Interviews	July 15/16, 2024 (times TBD)	TBD		To be scheduled concurrently with Stakeholder Meeting #1.	To be delivered with the summary of the survey.
City Council Workshop	August 13, 2024	Council Chambers			Post-meeting summary to be sent to Client.
Stakeholder Committee Meeting #2	October 15, 2024	Gulfview Building	City notify stakeholders no later than 10 days prior.		Post-meeting summary to be sent to Client.
City Council Presentation	November 19, 2024	Council Chambers		Draft PowerPoint to be sent to Client by November 11 th .	Subject to shift to December if guideline revisions are significant from Stakeholder Mtg #2.

The engagement points outlined in this Public Engagement Plan are critical milestones as illustrated by the schedule. Asking the right questions to the right people at the right time during this process will ensure that the residents in Fort Walton Beach feel heard and included in this process. The schedule illustrates how the various engagement points will work together to support content development for the planning process.

Overall Metrics

While some individual metrics have been provided below, overall metrics to consider for the entire engagement process include:

- How many engagement opportunities were offered?
- What stage of the project were these offered at?
- What levels of participation opportunities were offered? Were these passive or active opportunities?
- Who was involved? Was there diversity in age, gender, geography, income, education, race, etc.?
- How many people were reached compared to responded?
- How satisfied were participants with the process?
- How much high-quality feedback was received?
- How relevant was the feedback to this process?
- Were those involved satisfied with the opportunities provided to engage?
- How many changes in the final product were motivated by public input?

Engagement Points

Online Survey

Purpose

To offer a quick, online option that is mobile-friendly for stakeholders and residents to give their feedback about Downtown Design Guidelines from the comfort of their homes, at work, or on the go.

Method

A Survey123 tool will be developed. The draft (not to exceed one page) will be shared with the Client for one round of consolidated revisions prior to being input into the Survey123 tool. This tool allows for various question types including multiple choice, ranking, free response, and geolocated point collection.

Metrics for to Consider for Successful Engagement

- How many people are visiting the webpage?
- How many people are taking the survey?
- How long are people spending on the webpage?
- How many people are engaging with the project on social media?
- How many people have signed up for project related updates?
- What is the quality in feedback received?

- What is the spatial dispersion of resulting GIS-based data?
- How diverse are the respondents? How is this being captured?

Community Charrette

Purpose

The purpose of this event will be to facilitate a charrette to articulate the aspirations of the stakeholders in real time, while hosting a discussion on the priorities of the Downtown seen from various people in the community while making each person feel listened to and considered equally.

Who

- Downtown business owners
- Downtown property owners
- Chamber leadership
- Downtown organizations and special interest groups
- Downtown residents
- Downtown realtors/brokers

Method

The meeting will be held in a “charrette” style format. The Consultant shall provide a presentation to introduce the charrette team, to define the purpose of the event, review the history of the Downtown and efforts made to date, and to identify opportunities and constraints. The presentation will be provided to the Client for review at least three (3) business days prior to the meeting. Client comments will be addressed at least 24 hours prior to the meeting time and date.

The remainder of the meeting will be utilized to gain input from the stakeholders through a visual preference survey and breakout sessions. The visual preference survey will focus on site, landscape, and street design, as well as building and vertical structure design elements (i.e. signage, site amenities). The Consultant will facilitate up to two (2) breakout stations for stakeholders to engage in design as well as values and character.

The Client will be responsible for notifying the stakeholders of the time and place of the meeting. The Client will also be responsible for securing the venue for the meeting space. Up to four (4) members of the Consultant team will arrive at least one hour early to set up the room and prepare for the meeting. The Client will provide the following materials for the meeting:

- PowerPoint Presentation
- Poster Boards
- Visual Preference Survey
- Design materials

Stakeholder Committee Meeting #1

Purpose

To reengage key stakeholders involved in the Downtown master plan as well as engage new stakeholders to:

- Share findings and discovery during existing conditions and plan analysis.
- Share findings and discovery from the community charrette.

- Revisit feedback received while developing the Downtown Master Plan regarding the design guidelines.
- Solicit feedback on high level themes and recommendations for proposed design guidelines.

Method

The meeting will be held in a community “town hall” style format. The Consultant shall provide a 30-minute meeting presentation in PowerPoint format to share the project scope and schedule as well as the findings of the existing conditions and plan analysis as well as the results of the community charrette. The presentation will be provided to the Client for review at least three (3) business days prior to the meeting. Client comments will be addressed at least 24 hours prior to the meeting time and date.

The remainder of the meeting will be utilized to gain input from the stakeholders. The Consultant will also maintain 15 minutes at the conclusion of the meeting for open discussion. The Consultant may provide community meeting handouts as necessary to facilitate the stakeholder meetings.

The Client will be responsible for providing the list of stakeholders and notifying the stakeholders of the time and place of the meeting. The Client will also be responsible for securing the venue for the meeting space. Up to two (2) members of the Consultant team will arrive at least one hour early to set up the room and prepare for the meeting. A meeting summary will be provided by the Consultant post meeting.

Stakeholder Interviews**Purpose**

To listen to engaged stakeholders about their priorities for the process, engagement, and final product. By understanding what they would like to see in Downtown, the project team will be able to identify additional challenges and opportunities. These meetings will be used to supplement the stakeholder committee meeting for those who cannot attend or may have more to contribute after the meeting.

Method

Up to (2) team members will schedule 30-minute interviews over the course of two days concurrent with the Stakeholder Committee Meeting #1. These meetings are scoped to occur individually to ensure compliance with Florida’s broad Sunshine Laws if elected or appointed officials are selected. The meetings will be held with at least one (1) City staff member and one (1) Kimley-Horn representative included.

The Client will be responsible for providing the list of stakeholders to be interviewed and notifying the stakeholders of the time and place of the meeting. The Client will also be responsible for securing the meeting room. A meeting summary will be provided by the Consultant post meeting.

City Council Workshop**Purpose**

To provide an overview of the project and schedule, provide a summary of the existing conditions analysis, the community charrette, the stakeholder committee meeting and the survey results. To seek any additional input from City Council members before drafting the guidelines.

Method

Two (2) members of the Consultant team will attend a regularly schedule City Council meeting and will present a 15-minute PowerPoint outlining the project approach, schedule, existing conditions and plan analysis findings as well as data collected as part of the public engagement tasks. The remainder of the meeting time will be utilized by the City Council members to provide their input to the Consultant compliant with the standard City Council rules and regulations.

The presentation will be provided to the Client for review at least three (3) business days prior to the meeting. Client comments will be addressed at least 24 hours prior to the meeting time and date. A meeting summary will be provided by the Consultant post meeting.

Stakeholder Committee Meeting #2**Purpose**

To return to the stakeholder committee after hearing their priorities and identifying consensus and present the first draft of the Design Guidelines. The meeting will be utilized to seek their comments and input on the draft document.

Method

Similar to the first Stakeholder Committee meeting, the meeting will be held in a community “town hall” style format. The Consultant shall provide a brief 30-minute meeting presentation in PowerPoint format to share the draft Design Guidelines document. The presentation will be provided to the Client for review at least three (3) business days prior to the meeting. Client comments will be addressed at least 24 hours prior to the meeting time and date. The remainder of the meeting will be utilized to gain input from the stakeholders through open discussion. A written comment option will also be provided for those who wish not to speak publicly.

The Client will be responsible for notifying the same group of stakeholders of the time and place of the meeting. The Client will also be responsible for securing the venue for the meeting space. Up to two (2) members of the Consultant team will arrive at least one hour early to set up the room and prepare for the meeting. A meeting summary will be provided by the Consultant post meeting.

City Council Presentation**Purpose**

To present the City Council the Final Draft Design Guidelines as well as the process in which the guidelines were developed, including the public engagement story. The Council should provide any final feedback they may have at this time. This will be the second time the Consultant is presenting to this body on this project.

Method

Up to two (2) members of the Consultant team will attend a regularly schedule City Council meeting and will present a 15-minute PowerPoint outlining the final Downtown Development Guidelines. The remainder of the meeting time will be utilized by the City Council members to provide their final input on the document to the Consultant compliant with the standard City Council rules and regulations.

The presentation will be provided to the Client for review at least five (5) business days prior to the meeting. Client comments will be addressed at least 24 hours prior to the meeting time and date. A meeting summary will be provided by the Consultant post meeting.