

To: Members of the City Council

From: Dana L. McDaniel, City Manager

Date: June 8, 2021

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Re: Dublin 2035 Framework – Expert and Public Engagement

Summary

City Council committees have begun their Theme Committee work on the Dublin 2035 Framework, focusing on developing the “big ideas” for their assigned theme (Quality of Life, Infrastructure, Land Use and Economics) as part of Milestone One. The next phase of the 2035 Framework is Milestone Two, which includes our public and expert engagement phase. The following outlines the next steps to conduct this important part of the Framework development.

Background

Staff and the consultant team have outlined the milestones needed to complete the Dublin 2035 Framework, and Council members and staff have been led through a number of exercises to start the conversation. Each Council Committee has had the opportunity to meet twice on their assigned theme and identify their initial big ideas. Staff and the consultant team are working to compile these initial ideas that were generated as part of Milestone One, and these will be shared collectively with City Council as part of the June 21, 2021 work session.

The timeline below shows the next step in the 2035 Framework development as Milestone Two, which includes expert and public engagement.

Theme Committee Milestone Timeline

Dublin 2035 Framework *Shaping the Big Ideas*

This graphic depicts the timeline for the Theme Committee work for the Dublin 2035 Framework. Each milestone is not associated with a committee meeting but can include several meetings to achieve the necessary outcomes. City Council will receive periodic updates on milestone progress for framework.



The focus of Milestone Two includes the following:

- Reviewing key research findings and supporting data;
- Incorporating community ideas, insight, and interests;
- Learning expert perspectives on essential topics and areas of interest; and
- Identifying additional stakeholders to engage in the conversation including Board and Commission members.

Staff has outlined a strategy to meet the focus for Milestone Two regarding the expert and public engagement.

Expert Engagement

At the outset of the 2035 Framework development, Council expressed an interest in hearing from and engaging with experts to push our thinking and develop transformative ideas to guide the City of Dublin into 2035 and beyond. As part of the June 21, 2021, Council Work Session, staff and the consultant team have arranged for a futurist speaker, Nikolas Badminton of Futurist.com, <https://nikolasbadminton.com/about> to make a virtual presentation to City Council.

The meeting and presentation will be live streamed for the public. Following the presentation there will be an opportunity for City Council to ask questions and have a discussion with Mr. Badminton, as well as an opportunity for the public to provide questions and comments. The public comment and question portion will be handled similarly to a regularly scheduled Council meeting, where the public can submit comments or questions ahead of the meeting, or in real time through the website. These would then be shared with Council and Mr. Badminton following the presentation. Staff anticipates the presentation, discussion and question/answer portion of the work session would take 90 minutes, with the first 30-40 minutes dedicated to the presentation. The final portion of the meeting would be dedicated to PlanningNext reviewing the consolidation of all the "Big ideas" gathered thus far with City Council. The goal of this portion of the meeting is to gather Council's thoughts on the "Big ideas" produced thus far, additional ideas generated following the expert presentation, and interest for additional expert engagement on any topics or ideas raised.

In preparation for the expert presentation on June 21, staff and the consultant team have shared the work completed to date by the Council Committees with Mr. Badminton. Additionally, staff has developed a webpage (<https://dublinohiousa.gov/dublin-2035>) dedicated to the 2035 Framework with information about our expert engagement and Council discussion planned for June 21 meeting, as well as access to the previous committee sessions and the upcoming public engagement. Information about Mr. Badminton's presentation has also been shared by our Communications & Public Information team through all our various channels including Dublin News Now eNews, GoDublin, resident and business group outreach (HOAs, HDBA, Crawford Hoying, etc.), and social media outlets.

Public Engagement

In addition to the importance of expert engagement, City Council directed staff and the consultant team to develop a robust public input campaign for the 2035 Framework. The goal of the public engagement portion is to gather input from residents, workers, visitors and anyone who is passionate about the future of Dublin. The public engagement portion will include several components that will happen in a series of events over the course of the summer and into the early fall.

Community Input – Big Ideas

The next engagement opportunity will be a call for the community to submit their “Big ideas” through a questionnaire. The goal of this opportunity is to provide an initial introduction to the Dublin 2035 Framework process, gather insight from participants through specific questions and prompts, and collect demographic information to monitor engagement. This will help continue the launch of the public engagement efforts and is not intended to serve as the only form of public insight for the development of the 2035 Framework.

The format and intent of this community input questionnaire follows the “big idea” approach and interest in gaining participant’s aspirations for Dublin in 2035. This initial engagement approach is a qualitative exercise, while a quantitative survey will be considered later in the process, following the refinement and prioritization of the 2035 Framework as part of Milestone Three. Industry experts including Saperstein and Associates and Nik Badminton have provided insight into the development of this initial community input questionnaire and communication strategies. Demographic data collected as part of this initial community input will be monitored and the communication strategy will be modified to ensure the results are representative of the entire Dublin community. The results of this questionnaire will be collected and shared with City Council at the completion of the input period.

The community input questionnaire will be launched after Mr. Badminton’s presentation to Council in June and run through the month of July. It will be promoted across several social media platforms and email distribution lists. Outreach will continue throughout the entire response window with multiple rounds of promotions sharing the opportunity to participate. In addition to supporting an online presence, staff and the consultant team recommend mailing a post card to all Dublin residents with an invitation to learn about the 2035 Framework and participate in the initial community input questionnaire, as well as any future opportunities. Staff and the consultant team will also provide staffed and unstaffed opportunities at such locations as the North Market, the Dublin Market at Bridge Park, Historic Dublin, CML- Dublin Branch, Riverside Crossing Park and plazas to promote participation.

The draft format of this initial input opportunity includes a brief introduction to the 2035 Framework, Council’s interest in hearing from participants about what big ideas they envision for the community, and examples or prompts of transformative ideas to spark their creativity. The participants will be promoted to not only share their big ideas and visions for 2035, but also share why this idea is important to them, the benefits and outcomes their idea hopes to generate, and what makes this idea right for Dublin. They would also be asked to share demographic information so staff and the consultant will be able to determine if communication strategies need to be adapted to reach a representative population of Dublin.

Stakeholder engagement

Stakeholder engagement was also highlighted as an important opportunity in the development of the 2035 Framework. Staff and the consultant team plan to attend and gain direct feedback from the Planning and Zoning Commission, Architectural Review Board and the Board of Zoning Appeals at their regularly scheduled meetings in July. Additionally, representatives from Washington Township and the school districts will be engaged during this timeframe to gain their input. The results of these engagements will also be collected and shared with City Council.

Community Survey

Staff and the consultant team have also begun to discuss the development of a quantitative community survey to be conducted following City Council's review of all of the public input and expert engagement in late summer and early fall. The survey would follow Council's further refinement of the big ideas based on these inputs, and Council's review and prioritization of the 2035 Framework. Staff and the team will work with City Council to further outline the potential merit of this initiative and its format as the 2035 Framework proceeds.

Recommendation

Staff recommends proceeding with the engagement approach as outlined above.