

Proposed Community Engagement/Outreach Approach - April thru June 2014
Long-Term Wichita 2035 Growth & Community Investment Scenarios

Revised February 18, 2014

Community-wide ‘Come and Go’ Open Houses (April):

- Hold informal community ‘come and go’ meetings at the following proposed Wichita locations from 4:00-7:00 p.m.
Northwest/West - Sedgwick County Extension Office
Northeast/East- WSU Metroplex
Central - Downtown YMCA community room
South - Alford Library
- Provide display boards summarizing the following information:
 - Key issues, trends & challenges facing our community thru 2035; plan development process; WSU survey highlights; ACT ICT results summary
 - Proposed Wichita 2035 Growth & Community Investment Scenarios - concept map; future population/employment growth; pattern of growth; future expenditure categories & resulting investment cost/revenue gap (\$9-10B)
 - Blog boards to post comments, ideas, etc.
- Provide paper voting forms for the following items, to be submitted prior to leaving the open house:
 - Ranking of preference of each scenario’s defining elements and how best to grow
 - Ranking of relative importance of long-term investment within the four general investment categories in furthering Wichita’s future growth and prosperity

‘Community Stakeholder Group’ Formal Presentations & Discussion (May & June):

- Hold formal, separate public meeting presentations/discussions with key ‘community stakeholder groups’ from 5:30 to 6:30 p.m. General invitations would be sent and a meeting presentation would be scheduled for each of the following key stakeholder ‘community stakeholder groups’:
 - Business/Industry
 - Building/Development/Real Estate
 - Engineering/Architecture/Landscape Architecture Design
 - Education
 - Religion
 - Arts & Culture
 - Social Services/Community Health/Health and Wellness
 - Wichita Independent Neighborhoods/Wichita Homeowner Associations/District Advisory Board members
 - Mayor’s youth council
- Centralized meeting venue for all presentations - Downtown YMCA community meeting room
- Meeting presentation format would be as follows:
 - Attendees seated at tables to facilitate small-group discussion

- Formal welcome, meeting outline, PowerPoint presentation (summarizing key issues, trends and challenges ahead, future population/employment growth, planning process, WSU survey highlights, ACT ICT priorities)
- PowerPoint presentation highlighting the three proposed Wichita 2035 growth & community investment scenarios – concept map; pattern of growth; future expenditure categories & the resulting cost/revenue gap (\$9-10B)
- Small-table facilitated discussions & flip-chart recording regarding;
 - ‘Likes’ and ‘dislikes’ about each scenario, recommended changes?
 - Discussion on strategies to close the \$9-10B investment cost/revenue gap
- Small-table sharing of major recommendations back to the group at-large
- Key-pad polling voting for the following:
 - Ranking of each scenario’s defining growth pattern elements and how best to grow
 - Ranking of relative importance of long-term investment within the four general investment categories in furthering Wichita’s future growth and prosperity

Social Media:

- Utilization of Mindmixer web tool – post summary of the three proposed Wichita 2035 growth scenarios and ask questions, feedback and ideas on:
 - What you ‘like’ and ‘dislike’ about each scenario
 - Scenario improvements, new ideas or elements
 - Ranking of each scenario’s defining growth pattern elements
 - Ranking of relative importance of long-term investment within the four general investment categories in furthering Wichita’s future growth and prosperity
- City’s Facebook

Media:

- Meeting with Wichita Eagle editorial board
- Eagle articles about the process – starts with WCC workshop
- Channel 7 notices and information loops
- Media releases on all public meetings

Engagement/Outreach Resources:

- MAPD staff - John Schlegel, Dave Barber, Stephen Banks, Scott Knebel, Scott Wadle, Jess McNeely (*meeting attendance, facilitation and support*)
- Plan Steering Committee members (*meeting attendance and support*)
- Office of Community Engagement staff - Janet Johnson, Alana Hayes, Case Bell, Martha Sanchez (*meeting logistics and support*)
- Activate Wichita staff (*Mindmixer set-up and monitoring*)
- City Communications staff - Lauragail Locke, Tyler Schiffelbein, Van Williams (press releases, Channel 7, etc.)