

SHAPE SIOUX FALLS

2050

COMMUNICATION + PUBLIC ENGAGEMENT PLAN



A Communication + Public Engagement Plan outlines the strategies, methods, and proposed schedule of outreach and events for the Shape Sioux Falls Comprehensive Plan.

Importance of Community Engagement

Comprehensive plans are meant to reflect a shared vision for the future of the community. Public engagement is critical to ensure the vision identified in the Plan adequately reflects the actual interests of community members. A series of interactive and fun engagement opportunities are planned for the Shape Sioux Falls Comprehensive Plan update including a variety of in-person and online activities to reach as wide an audience as possible.

Community outreach should be equitable and intuitive. Equitable engagement provides opportunities for anyone who wants to be heard in a manner that is accessible for them. Whether the interaction with the public is in-person, online, or out in the community, the planned activities will be easy to use and understand. Some will prefer in-person workshops, others will thrive in an online environment, and some will do best in one-on-one stakeholder interviews. Whatever their preference - there is an engagement opportunity for everyone. While the Communication Plan identifies an overall framework for engagement, the outreach process will also remain flexible and adapt to changes that might arise during the planning process.

Planned Engagement Activities:

- Advisory Committee Meetings
- Community Listening Sessions
- Interactive Engagement Website
- Stakeholder Interviews + Focus Groups
- Community Survey
- Pop-Up Events
- Public Visioning Neighborhood Workshops
- Public Open House



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Project Team

Confluence and Kendig Keast Collaborative make up the Consultant Team hired by the City of Sioux Falls to complete an update to the long-range Comprehensive Plan.

Project Team

The City of Sioux Falls has hired a Consultant Team to help assist in the update to the Comprehensive Plan. Key members of the project team are identified below. **Christopher Shires** is the Project Manager and Principal-In-Charge.

Confluence, a landscape architecture, urban design and planning firm, is the project lead, and is supported by **Kendig Keast Collaborative**.



Community Stakeholders

Advisory Committee

Christopher Shires

Confluence
Project Manager +
Principal-in-Charge



Gary Mitchell

Kendig Keast
Collaborative
President



Jane Reasoner

Confluence
Senior Planner



Abbey Eckberg

Confluence
Project Planner



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Proposed Engagement Schedule

The project schedule presented below highlights the targeted timeline to complete this Comprehensive Plan update. This schedule is flexible and adaptable to any potential conflicts or items that need additional time and focus.

Proposed Engagement Schedule

Dates are subject to change. Please check the City or project websites to confirm dates.

 Denotes total number of months completed in project timeline.

Phase 1: Project Kick-Off		
Project Kick-Off Meeting and City Tour with City staff	May 30, 2024	
Communication and Public Engagement Plan	July 2024	
Bi-Weekly Check-In Meetings	Ongoing throughout planning process	
City Council Information Meetings (2-3 meetings)	August 2024	
Planning Commission Updates (2-3 meetings)	August 2024	
Project Kick-Off with Advisory Committee (AC #1)	July 29, 2024	
Phase 2: Public Engagement		
Engagement + Publicity Review with City staff	July 2024	
Online Engagement	Begins in August and continues through to adoption	
Community Listening Sessions (2-3 meetings)	August 2024	
Stakeholder Interviews + Focus Group Meetings	September-October 2024	
Community Survey Draft Review	August 2024	
Community Survey Starts	September-December 2024	
Pop-Up Events (3 events)	September 2024	
Public Visioning Neighborhood Workshops (4 workshops)	October 2024	
Public Input + Survey Results Review with CPAC (AC #2)	January 2025	
Public Input + Survey Results Public Presentation	January 2025	
Phase 3: Draft Plan		
Draft Plan Review with City staff (3-4 meetings)	March-July 2025	
Draft Plan Review with CPAC (AC #3-#5)	April-July 2025	
Draft Plan City Presentations (2 meetings)	August 2025	
Public Open House	August 2025	
Planning Commission Public Hearing	September 2025	
City Council Public Hearing	October 2025	

Ongoing Meetings

There are a series of planned check-in meetings scheduled throughout the planning process. This includes bi-weekly check-in meetings with City staff, City Council informational meetings, Planning Commission update meetings, and media briefings.

Bi-Weekly Check-In Meetings

Intent

To help keep the planning process on schedule, City of Sioux Falls staff and the Consultant Team will participate in virtual bi-weekly check-in meetings over video conference. Confluence team members will be present at every meeting. Other Consultant Team members may attend as needed. The purpose of these meetings will be to review progress on key deliverables, discuss upcoming meeting materials and agendas, identify future meeting dates and deadlines, and any check-in on the status of the project timeline.

Who will attend

From the Consultant Team:

- Christopher Shires | Confluence
- Jane Reasoner | Confluence
- Abbey Eckberg | Confluence
- Gary Mitchell | Kendig Keast Collaborative (as needed)

From the City of Sioux Falls staff:

- Erin Bofenkamp | City of Sioux Falls
- Jenna Harris | City of Sioux Falls
- Brett Kollars | City of Sioux Falls
- Fletcher Lacock | City of Sioux Falls
- Maria Lancto | City of Sioux Falls
- Kurt Peppel | City of Sioux Falls
- Albert Schmidt | City of Sioux Falls
- Jeff Schmitt | City of Sioux Falls
- Kevin Smith | City of Sioux Falls

City Council Information Meetings

Intent

The Consultant Team will provide summary information on the Comprehensive Plan update status to periodically be shared by City staff at City Council information meetings (typically every Tuesday at 4pm).

The Consultant Team will also attend 2-3 information meetings to present an update to the City Council, as may be desired by the City, at each phase of this project. In total, this would include 2-3 in-person meetings.

Planning Commission Updates

Intent

The Consultant Team will provide summary information on the Comprehensive Plan update status to periodically be shared by City staff at Planning Commission informational meetings (typically 1st Tuesdays of the month at noon).

The Consultant Team will also attend 2-3 meetings to present an update to the Planning Commission, as may be desired by the City, at each phase of this project. These meeting dates would ideally coincide with the City Council informational meeting dates. In total, this would include 2-3 meetings.

Media Briefings

Intent

The Consultant Team will provide additional summary information on the plan update status to periodically be shared by City staff at the regular media briefing meetings held by the City. The Consultant will attend any media briefing if available when such briefing may coincide with another in-person project meeting. These briefings are typically scheduled for Wednesdays at 10:30 AM.

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Comprehensive Plan Advisory Committee

A Comprehensive Plan Advisory Committee (CPAC) will play a critical role in the review, formation, and implementation of the updated Shape Sioux Falls Comprehensive Plan. The Advisory Committee will be composed of identified community stakeholders and leaders.

Comprehensive Plan Advisory Committee

Intent and Role

The role of the Comprehensive Plan Advisory Committee (CPAC) is to serve as an advisor to City staff and the Consultant Team by providing initial feedback on the plan update's direction and priorities, identifying areas of concern and opportunities, and evaluating and considering public input. The CPAC will also be asked to review the various draft plan components and deliver final recommendations for consideration by the Planning Commission and City Council as part of their review and adoption of the updated Comprehensive Development Plan. The CPAC further serves the important role of being a community ambassador for the Comprehensive Development Plan - promoting awareness of public input events, encouraging participation, and ultimately, advocating for the plan's goals and priorities.

Planned Meetings

The Advisory Committee is anticipated to meet approximately 5 times over the next 12 months. It is our plan to hold these meetings in-person in the evening. Each meeting will last approximately 90 minutes. The Consultant Team will generally conduct the meetings, make presentations, and provide handouts. The meetings will be interactive with feedback requested from all committee members. The committee members may be asked to review materials and plan drafts prior to the meeting.

Overview of Meeting Agendas + Tasks

- ***Project Kick-Off Meeting with Advisory Committee***
 - Review the project scope + schedule.
 - Review the roles and responsibilities of the Advisory Committee.
 - Identify key stakeholders and desired public input process and outcomes.
 - Review the major chapters and elements of the current plan, goals, and desired focus areas for the plan.
- ***Public Input + Survey Results Review with Advisory Committee***
 - The Consultant Team will share all of the information gathered from the various engagement activities.
 - Discuss preferred direction of the plan update.
- ***Draft Plan Review with Advisory Committee (3 meetings)***
 - The Consultant Team will present elements/chapters of the draft plan update to the City staff and Advisory Committee, record feedback and comments, and update and modify the drafts as requested. We anticipate 3 meetings with the Advisory Committee to review the plan draft.



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Comprehensive Plan Advisory Committee

Comprehensive Plan Advisory Committee Members

- Larissa Deedrich | Sioux Falls Housing & Redevelopment Commission
- Joan Franken | Costello Companies
- Rocky Welker | Habitat for Humanity of Greater Sioux Falls
- Janet Kittens | Planning Commission
- Erik Nyberg | Planning Commission
- Mike Gray | Planning Commission
- Jerry Jongeling | Lincoln County Planning Commission
- Rebecca Kiesow-Knudsen | Lutheran Social Services
- Brian Mulder | Volunteers of America / Representative District 11
- Tammie Denning | Inter-Lakes Community Action
- Erik Gaikowski | Downtown Sioux Falls
- Dr. David O'Hara | Environmental Interest
- Teddi Mueller | Home Builders Association of the Sioux Empire
- Kenley Lamberty | Realtor Association of the Sioux Empire
- Dean Dziedzic | Sioux Falls Development Foundation
- Tom Hurlbert | McKennan Park Neighborhood
- John Nordlie | Oakview Neighborhood
- Sophie Johnson | Souteastern Council of Governments
- Steve Van Buskirk | Van Buskirk Companies
- Luke Jessen | Lloyd Companies
- Kelly Nielson | Nielson Construction
- Brady Hyde | Empire Companies
- Bonnie Duffy | Minnehaha County Planning Commission
- Jeff Kreiter | SFSD
- Jenifer Hoelsing | Visual Arts Committee
- Kadyan Wittman | Representative District 15 / Sioux Falls Family YMCA
- Jesse Deffenbaugh | Deffenbaugh Homes

Key City Staff

- Jason Bieber | Senior Planner
- Jourdyn Brown | Communications Strategist
- Jeff Eckhoff | Director of Planning and Development Services
- Jenna Harris | Policy Advisor
- Brett Kollars | Assistant Director of Parks and Recreation
- Fletcher Lacock | Senior Planner
- Maria Lancto | Urban Planner
- Kurt Peppel | Assistant City Engineer
- Albert Schmidt | Urban Planner
- Jeff Schmitt | Planning Projects Coordinator
- Kevin Smith | Assistant Director of Planning and Development Services
- Erin Bofenkamp | Senior Project Manager

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Interactive Engagement Website

It is important to have both in-person and online activities available for the public. The interactive engagement website will provide dynamic and fun engagement opportunities to hear from all members of the Sioux Falls community.

Interactive Engagement Website

Intent

To help facilitate a robust online engagement strategy, the Consultant Team will set up an interactive engagement website using the platform Social Pinpoint. The website will host information about the planning process and schedule, in addition to hosting engagement activities. The website will be user-friendly and include a variety of activities to garner input on everything from land use to housing and streetscapes.

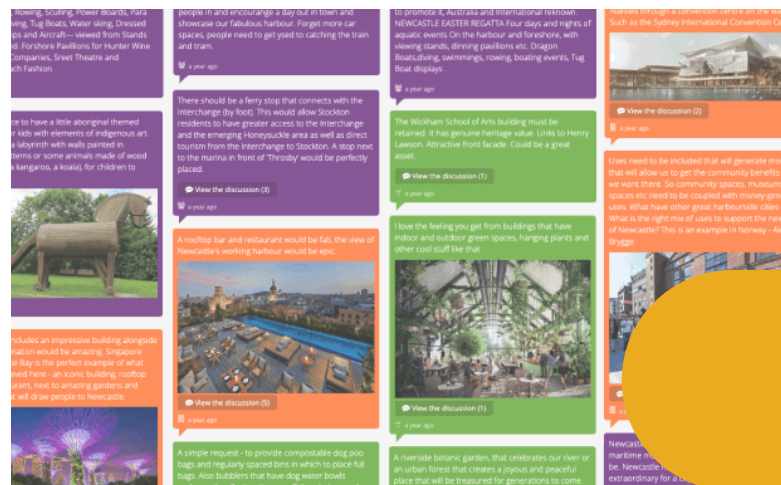
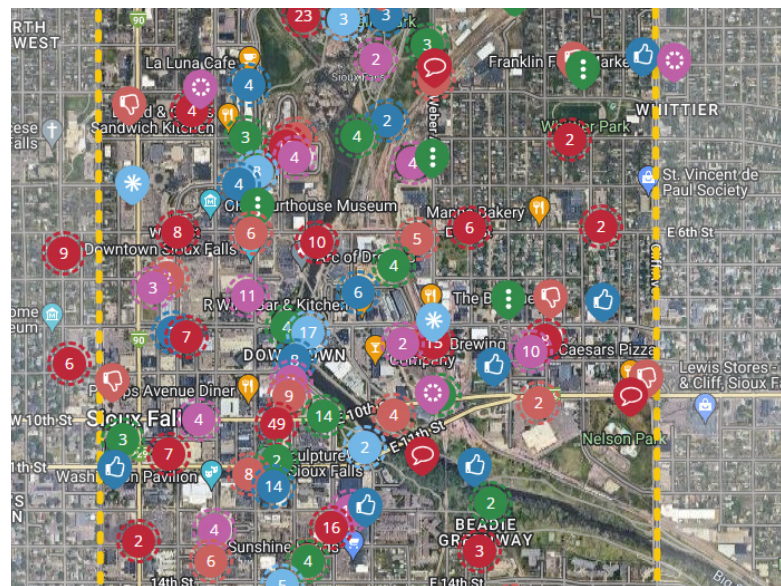
Engagement Activities

The interactive engagement website will include mapping activities that allow participants to drop comments directly on a map of Sioux Falls. An Idea Board will also be included that allows participants to upload images or text describing the type of improvements or amenities desired by the community, as well as identify possible areas of improvement within the city today. A community preference survey will be available, as well as a budget prioritization tool. Image voting will cover precedent imagery related to varying topics (housing, commercial, streetscapes, parks, etc.).

Confluence will create the website and make edits as desired by City staff. The website will first launch in Phase 1 as an information tool about the plan and then will have engagement activities added in Phase 2. After a full draft of the plan is available, it will be uploaded to the website for review and comment. The website will close after the plan is adopted.

Marketing the Website

Confluence will create marketing material to be distributed and released by the City including posters/flyers, social media post graphics and copy, and assistance with creating a press release promoting the website. The City will help promote the event through their city website, social media pages, and contacts with local media.



COMMUNICATION + PUBLIC ENGAGEMENT PLAN

Community Listening Sessions

Community listening sessions will be hosted to gather initial feedback, concerns, and ideas related to the plan update. These listening sessions will be hosted throughout the community to meet with as many residents as possible.

Community Listening Sessions

Intent

Early in Phase 2, the Consultant Team will hold a series of public, community listening sessions to gain initial feedback from the community on areas of focus for the plan update. The intent of this effort is to identify specific issues and items to poll the community on as part of the Community Survey that will be sent out later in Phase 2 by ETC Institute.

Event Details

The Consultant Team will coordinate with City staff to identify a suitable location and time for the Community Listening Sessions during Phase 2. Confluence will create the presentation, informational boards, interactive engagement activities, sign-in sheets, and any other material needed. The Consultant Team will staff the event, but City staff are encouraged to attend and participate.

Event Marketing

Confluence will create marketing material to be distributed and released by the City including posters/flyers, social media post graphics, and assist with creating a press release promoting the event. The City will help promote the event through their city website, social media pages, and contacts with local media.



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Stakeholder Interviews + Focus Groups

One-on-one conversations with key stakeholders and focus groups can provide useful information about the opportunities and struggles facing the City of Sioux Falls. These often candid conversations provide unique insight into the community.

Stakeholder Interviews & Focus Group Meetings

Intent

Early in Phase 2, the Consultant Team will conduct 20 to 30 key stakeholder interviews and 4 to 6 small group meetings to gather additional insight into the existing strengths, challenges, and opportunities facing Sioux Falls. The intent of these discussions is to identify individuals and community groups that may not otherwise participate in the public input process. Individual meetings will be held virtually over Microsoft Teams or Zoom conference calls, and focus group meetings will be held virtually or in-person.

Roles and Responsibilities

At the Kick-Off Meeting, City staff, and Advisory Committee Members will help the Consultant Team identify the names and contact information of individuals and groups they believe should be contacted for a stakeholder interview or focus group meeting. The Consultant Team will reach out via e-mail to the list of potential stakeholders and offer to schedule a meeting. A follow-up e-mail will be sent one week after the initial outreach to ensure all parties are given ample opportunity to respond and schedule an interview.

What Makes a Good Stakeholder Interview or Focus Group?

There are many individuals and groups that make for informative stakeholder interview or focus group meetings. This includes, but is not limited to:

- Elected Officials
- Commission and Board Members
- School District Representatives
- Youth Sports Groups
- Economic Development Groups
- Local Realtors and Bankers
- Local Development Community
- Civic Organizations
- New and Long-Time Residents
- Local Business owners
- Nearby City Planning Department Heads
- Anyone else identified by City staff or the Advisory Committee



Community Survey

A statistically valid community survey will identify goals and priorities that can reasonably be attributed to the entire community.

Community Survey

Intent

The ETC Institute will conduct a statistically valid community survey in Sioux Falls. A statistically-valid survey typically has a confidence level of 95% or higher. This means that you have a 95% chance that your results will remain accurate and reliable if the same survey were administered again. This allows the City of Sioux Falls to feel confident in the accuracy of the statement and views shared in the community survey to assist in decision-making.

Preliminary Draft Survey

In Phase 2, the Consultant Team will work with ETC Institute to create a preliminary draft Community Survey. The Community Survey will be a 15-20 minute survey that is up to 6 pages long and includes a cover letter. Input from the Community Listening Sessions will help to inform the type of questions asked within the survey. The preliminary draft will be reviewed with City staff.

Final Draft Survey

After approval of the draft Community Survey, ETC Institute will print and mail up to 4,000 surveys and 4,000 postcards. The goal will be to obtain completed surveys from 300 residents. These surveys can be completed by mail or online.

The process to design, administer, analyze, and prepare a final report for this survey is anticipated to take 4 months. The final report will include:

- Formal report that includes an executive summary of the survey methodology and a description of major findings.
- Charts and graphs that show the overall results of each question on the survey.
- Benchmarking analysis showing how the City compares to other communities – if applicable.
- Priorities-Investment Rating or Importance-

Satisfaction analysis that will identify the items that should receive the highest priority for investment from the City.

- Tabular data that shows the results for each question on the survey, including open ended questions.



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Special Pop-Up Events

Special event booths allow people to engage and learn more about the process in a place they are already spending time. By meeting people where they are, engagement can be received from a wider segment of the population.

Special Event Booths

Intent

To help reach community members that may not show up to traditional in-person public meetings, the Consultant Team and City Staff will attend 5 pop-up events throughout Sioux Falls. These pop-up events will help to secure outreach from members of the public that may otherwise not have attended a meeting.

Event Details

City of Sioux Falls staff will provide a tent, table, and table cloths. Consultant Team members and City Staff will set up informational and/or engagement boards for event attendees to browse and will be available to answer any questions about the planning process. In addition to engagement, these pop-up event booths can create excitement about the planning process, which can help with implementation.

Event Marketing

Confluence will create marketing material to be distributed and released by the City including posters/flyers, social media post graphics and copy, and assistance with creating a press release promoting our presence at the event(s). The City will help promote the event(s) through their city website, social media pages, and contacts with local media.

Coloring Activity

To help attract input from residents of all ages, a special coloring activity will be available for children and adults of all ages to help understand the community's idea and vision for the City of Sioux Falls. Each drawing asks participants to identify their favorite thing about Sioux Falls. Submitted drawings will be displayed at City Center or Carnegie Town Hall.



COMMUNICATION + PUBLIC ENGAGEMENT PLAN

Public Visioning Neighborhood Workshops

A series of hands-on public visioning workshops will be held in neighborhoods across Sioux Falls to gather input from residents in all major quadrants of the community.

Public Visioning Neighborhood Workshops

Intent

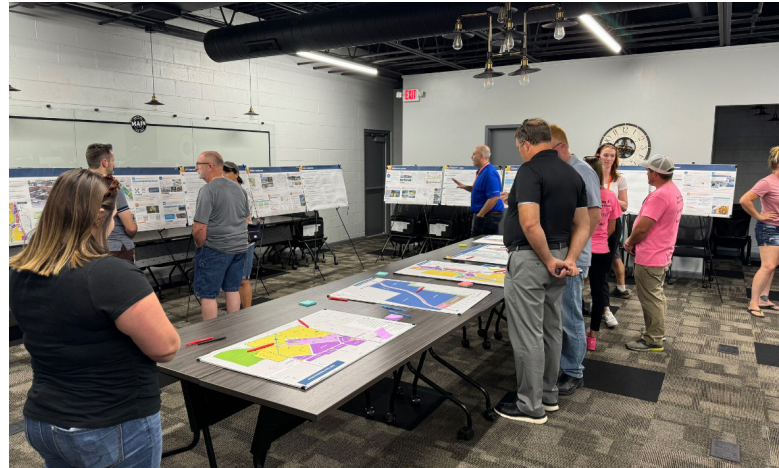
The Consultant Team will facilitate four structured Public Visioning Neighborhood Workshops spread out across the City and planning boundary to identify key issues, priorities, opportunities, and preferences that will guide the direction of the plan update. The workshops will include a presentation that overviews the Comprehensive Plan process and seek input on various aspects of the plan. The workshop will include a project overview session to review the findings of our initial data collection and research. A brief “Comprehensive Planning 101” session will also be provided that addresses why we plan, how it is used, and how it impacts them. Live polling using Mentimeter will be used throughout the presentation to keep the audience actively engaged.

Event Details

Confluence will coordinate with City staff to identify suitable locations and times for the Public Visioning Neighborhood Workshops. Additionally, the Consultant Team will need assistance in obtaining chairs and tables for the event. Confluence will create the presentation, informational boards, interactive engagement activities, sign-in sheets, pens, and any other material needed. The Consultant Team will staff the event, but City staff are encouraged to attend and participate.

Event Marketing

Confluence will create marketing material to be distributed and released by the City including posters/flyers, social media post graphics and copy, and assistance with creating a press release promoting the event. The City will help promote the event through their city website, social media pages, and contacts with local media.



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Other Planning Meetings

Consistent opportunities to receive check-ins on the status of the updated plan, such as engagement heard and draft chapters created, will be essential to the adoption and ultimate implementation of the plan.

Public Input + Survey Results Review Public Presentation

Intent

The Consultant Team will facilitate a public meeting to review the results of the public input and Community Survey. This presentation can be part of an existing community meeting, such as a Planning Commission meeting or other City Council meeting.

Draft Plan City Presentation

Intent

The Consultant Team will present the draft plan at a City meeting, such as a Joint Workshop with the City Council and Planning Commission. The Consultant will record feedback and work with City staff to make any modifications as may be requested.



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Public Open House

After the Advisory Committee and City Staff are comfortable with the draft Comprehensive Plan, there will be a Public Open House to present the draft to the public and accept feedback.

Public Open House

Intent

The Consultant Team will present the Comprehensive Development Plan update at a Public Open House to be held over an afternoon and evening utilizing story boards to explain the different plan elements and chapters. This draft will be posted to the online engagement site to allow for a general public review and comment period.

Event Details

The Consultant Team will coordinate with City staff to identify a suitable location and time for the Public Open House. Confluence will prepare story boards and comment cards to be available during the open house. The Consultant Team will staff the event, but City staff are encouraged to attend and participate.

Event Marketing

Confluence will create marketing material to be distributed and released by the City including posters/flyers, social media post graphics and copy, and assistance with creating a press release promoting the event. The City will help promote the event through their city website, social media pages, and contacts with local media.



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Public Hearings

Once the final draft plan is complete, the public hearing process will begin. These meetings are a key component of the planning process and allow for implementation to begin.

Public Hearings

Intent

The Consultant Team will attend the Planning Commission public hearing and the City Council public hearing for the review and recommendation on the adoption of the Comprehensive Development Plan update. Confluence will assist the City staff with the presentation of the Plan and will make subsequent revisions to the Plan as may be requested by the Commission and Council and submit updated copies to City staff.

Event Details

Confluence will attend and present a summary of the full draft of the updated Shape Sioux Falls Comprehensive Plan. Confluence will answer any questions asked by commission members or elected officials. If needed, Confluence will provide copies of the draft plan and large prints of key elements such as the Future Land Use Plan to use as exhibits.

Event Marketing

The Consultant Team will collaborate with City staff to advertise the public hearing with the Planning Commission. Confluence will create meeting flyers for posting at City facilities, press releases, and graphics for posting on the City's website and social media platforms.

