

PUBLIC PARTICIPATION STRATEGY MATRIX

Audience ↓	Stage I Initiate Project Provide information about the existing city Zoning Code and the upcoming rewrite process	Stage II Issues & Opportunities Gather information, learn issues and opportunities	Stage III Analysis Analyze the existing Zoning Code, related ordinances and plans	Stage IV Zoning Code Outline Present, review, and refine outline	Stage V Code Drafting Produce, present, review and revise Zoning Code text	Stage VI Review and Adopt Zoning Code Review and Adopt Zoning Code	Stage VII Draft Zoning Map Prepare, review and refine Zoning Map	Stage VIII Review and Adopt Zoning Map Review and Adopt Zoning Map
Audience A: Community Wide	Appoint Zoning Code Rewrite Advisory Committee (ZCRAC) Construct and launch web site Initial informal outreach to media Produce slide presentation summarizing project goals and schedule	ZCRAC meeting Maintain Web site; post information Outreach to media Provide slide presentation to organizations and groups that request it	ZCRAC Meeting Maintain Web site, post information Outreach to media	ZCRAC Meeting Maintain Web site, post information Outreach to media	ZCRAC Meetings (2) Maintain Web site, post information Outreach to media	ZCRAC Meeting Maintain Web site, post code drafts and hearing notices Outreach to media	ZCRAC Meetings (2) Maintain Web site, post information Outreach to media	Maintain Web site, post map drafts and hearing notices Outreach to media
Audience B: By Geographic Area		Hold first round community sub-area meetings	Hold second round community sub-area meetings	Second round community sub-area meetings (see Stage III)	Hold third round community sub-area meetings and first Community Summit		Hold fourth round community sub-area meetings and second Community Summit	
Audience C: Decision-Makers	Briefings by Consultants and Staff	Briefings by Consultants and Staff	Briefings by Consultants and Staff	Briefings by Consultants and Staff	Briefings by Consultants and Staff, Community Summit	Public hearings before Plan Commission and Common Council on Zoning Code text	Briefings by Consultants and Staff, Community Summit	Public hearings before Plan Commission and Common Council on Zoning Map
Audience D: Technical Reviewers and Administrators	Create Inter-Agency Work Group	Inter-Agency Work Group meeting	Inter-Agency Work Group meeting	Inter-Agency Work Group meeting	Inter-Agency Work Group meetings (2)	Inter-Agency Work Group meeting	Inter-Agency Work Group meetings (2)	