



THE PLANNING PROCESS

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The City of Chesterfield and its consultant, Town Planning and Urban Design Collaborative (TPUDC), led an open public engagement program, delivering a planning process unlike any other prior effort conducted for the city. In today’s busy world, a multi-faceted approach is necessary to maximize citizen participation. Chesterfield went above and beyond to reach constituents, inventing creative ways to capture the attention of the public, generate buzz about the project, and solicit input. Over the course of the planning process, the City offered an array of community events and other input opportunities. The combination of traditional and unconventional techniques used to effectively engage a broad cross-section of Chesterfield residents and other stakeholders resulted in hundreds of people participating in the process. The ideas and opinions offered throughout helped shape the new vision for the future of Chesterfield.

THE CITY OFFERED AN ARRAY OF COMMUNITY EVENTS AND OTHER INPUT OPPORTUNITIES.

01

COMMUNITY KICK-OFF

JAN. 2019

02

PLANAPALOOZA

MARCH 27TH
APRIL 3RD

03

COMMUNITY OPEN HOUSE

FEB. 2020

PUBLIC MEETINGS

COMMUNITY KICK-OFF

In January 2019, the City hosted a project kickoff event facilitated by the consultant. An estimated 100 residents and other stakeholders attended the opening presentation to hear about the project, learn about the process, and express ideas and concerns. The project team also held a visioning session. Over 85 people attended, including elected and appointed officials, residents, and city staff members. The interactive workshop focused on reaffirming the broad vision and encouraging participants to articulate their desires and expectations for the future of the city.

100

RESIDENTS

Attended the Opening Presentation



PLANAPALOOZA™

Planapalooza™ is a design workshop during which citizens and stakeholders attend presentations, share insights and data in technical meetings, and join the consultant team in an open design studio set up in City Hall to facilitate informal dialogue between the stakeholders and the planners and designers. The range of activities hosted at City

Hall fostered an environment of collaboration and creativity. The eight-day event was well attended. Over 150 people participated in the event, which began with an opening presentation on March 27, 2019. Planapalooza™ concluded on April 3, 2019 with a work-in-progress presentation showcasing the products of the event.

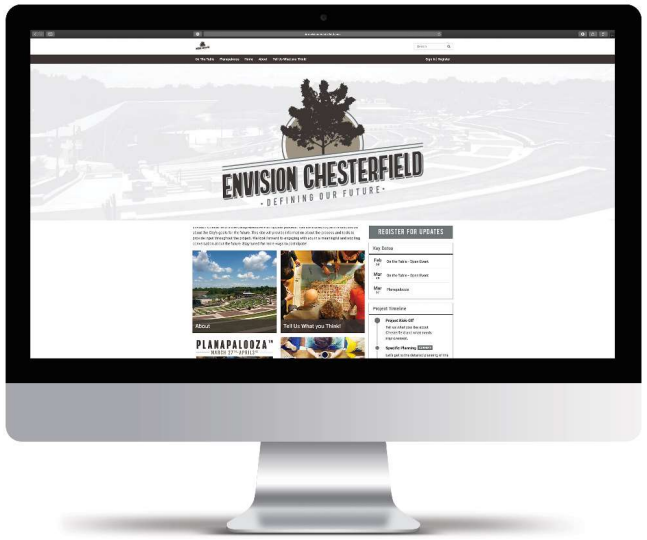


COMMUNITY OPEN HOUSE

Following the completion of the draft Comprehensive Plan, the public was invited to review the document and see how their input helped shape the plan. During an open house held in February, attendees learned about the contents of the plan and gave feedback on the recommendations and strategies for implementing the plan.

WEBSITE AND SOCIAL MEDIA

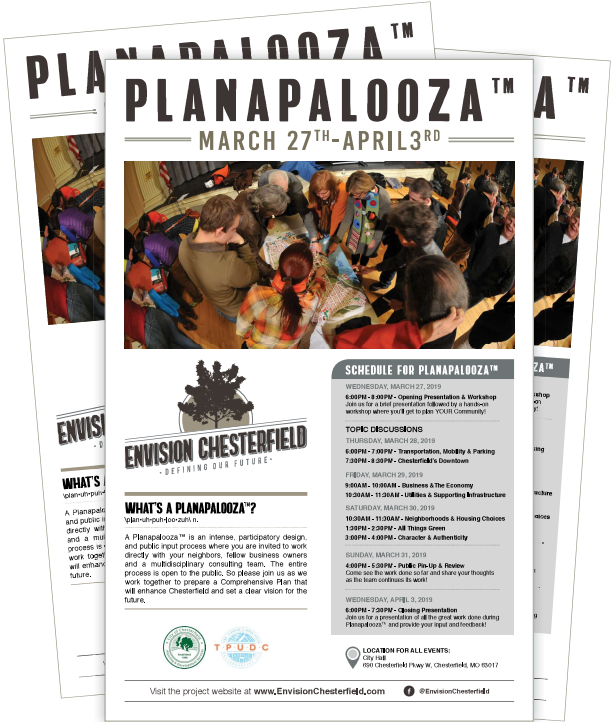
TPUDC and city staff maintained a web presence (www.envisionchesterfield.com), and the project’s Facebook page was used to help disseminate information about the project and upcoming events. The project website was used to post documents and gather public input through discussion boards, map-based exercises, photo-sharing, and more. The team also used the project’s Twitter account to send out meeting reminders and drive traffic to the website, which remained active throughout the entire process.



The project website helped people, especially those too busy to attend in-person meetings, stay engaged in the process.

PRINT AND BROADCAST MEDIA

City staff supplied press releases to local media that resulted in coverage of events. Beginning with the Kickoff in January 2019, the West Newsmagazine published articles encouraging public participation, and a reporter provided coverage of the Planapalooza™ meetings and events throughout the process. City staff was also interviewed on a local radio station and invited to share information about the project. In the weeks leading up to the Planapalooza™, TPUDC and city staff designed and produced posters that were displayed in prominent locations throughout the city to promote events.



Poster placed around the city promoted upcoming events.

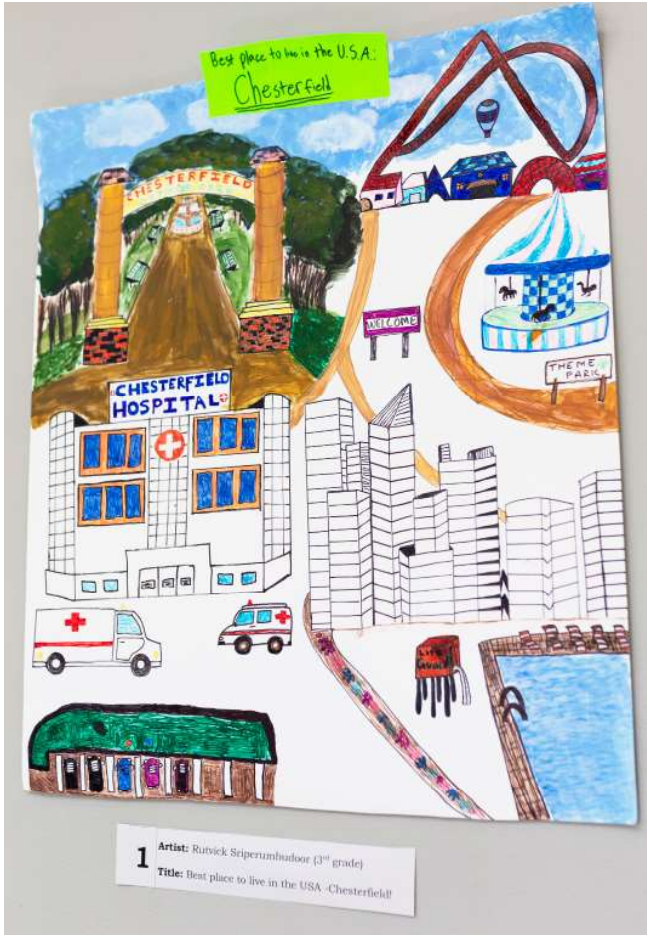
ON THE TABLE

“On the Table” was a one-month opportunity to gather with family, friends, neighbors, and colleagues to have conversations over a meal or coffee, build personal connections, and explore ways to make the community stronger. The informality of this option made the process

more accessible for some community members and expanded the range of input received. Over 35 meetings were hosted in homes, the YMCA, hotels, coffee shops, and other places around the city in February 2019. More than 300 people participated in these small group discussions, which we documented in 23 Discussion Reports submitted by the hosts. The input was summarized in a brief report.

ART CONTEST

The city sponsored an art contest to generate more ideas for the project, as artistic expression can be just as effective in sharing thoughts as verbal and written communication. A total of 12 entries were received: nine photos, two drawings, and one painting.



This painting won first prize in the Art Contest

PLANNING COMMISSION

The Planning Commission represented the community throughout the process. At key points, Planning Commission meetings were utilized for plan development purposes, particularly as the details of the plan were integrated into the draft comprehensive plan document. In this role, the Planning Commission helped identify key stakeholders, acted as a sounding board for the project team as ideas were tested during brainstorming sessions, supported efforts to engage the public in the planning process, and shared insights regarding the opportunities and issues voiced by the community.

COMPREHENSIVE LAND USE PLAN COMMITTEE

Multiple meetings were held with the Comprehensive Land Use Plan Committee. The committee discussed the potential land use impacts from the adjustments made from the current City of Chesterfield Land Use Plan to the provided update. The committee also met multiple times to review and discuss the public draft of the comprehensive plan and offer any input to further the plan creation.

PERSONAL OUTREACH & COMMUNICATION

City staff spent hours communicating directly with other city departments, elected and appointed leaders, and the public. Emails were sent to community stakeholders, inviting them to participate in all public events. TPUDC conducted interviews of policy makers including members of the Planning Commission and City Council. Monthly project updates and email invitations were sent directly to stakeholders who registered on to the project website (978 subscribers). The strong lines of communication were critical to building support—and enthusiasm—for the Envision Chesterfield initiative.

