

The New Hanover County Unified Development Ordinance (UDO) project team recognizes the critical importance of involving all stakeholders early and often during the development of a comprehensive land use code. As the project enters the drafting phase, it is critical to provide detailed information on when and how stakeholders will be involved throughout the duration of the project. This Public Engagement Strategy sets forth the anticipated process for public engagement, and can be modified or supplemented to ensure that effective methods of public engagement are conducted in order to arrive at a product that will be commonly accepted for the community as a whole. The following general steps outline the project approach to engagement:

1. Project Kick-Off (Completed)

- a. Meet with Planning & Land Use and Engineering staff
- b. Interview multiple focus groups to gather feedback about current regulations and processes

2. Blueprint Report Presentation (Completed, April 2017)

- a. Present summary of Blueprint Report to Board of County of Commissioners and Planning Board.
- b. Present full Blueprint Report to Technical Committee
- c. Public presentation of Blueprint Report
 - i. April 27, 2017, 6-8 p.m. – public drop in
 - ii. Summary of Blueprint Report presented via PowerPoint at 6 and 7 followed by Q&A
- d. On-line posting of Blueprint Report, Presentation, and Meeting Notes

3. Drafting Process (Summer 2017 through Spring 2018)

The UDO will be drafted in three sections: (1) Draft Districts, (2) Draft Development Standards, and (3) Draft Procedural Regulations and General Provisions. For each section of draft regulations we prepare, we will follow the same public outreach process:

Section 1: Draft Districts (Fall 2017)

- a. **Surveys and Speaking.** During each section drafting process we will provide opportunities for public input through project website surveys and staff presentations. We have identified the first six potential survey questions and answers for staff review and will continue with this approach as the project moves forward.
- b. **UDO Section Summary.** Following staff and Technical Committee review of the draft section we will post a summary of that draft section on the project website.
- c. **Leadership Review.** County staff will present the draft section to the NHC ELT for review and discussion. Following ELT review and approval, we will post the full draft section on the

project website and the County will make hard copies of the draft section available for public review.

- d. **Public Comment.** We will host a series of public meetings over a two-day period to gather feedback on the draft section. Participation in these meetings will be geared toward specific audiences and will follow a published agenda and PowerPoint presentation designed to cover the range of issues relevant to that audience. We anticipate scheduling meetings for three groups, described below. Meetings will be open to all members of the community to attend, and publication of the meeting dates, times and locations will be through New Hanover County's automated project notification e-mails, or "Sunshine List," as well as published on the project website.
 - i. General Public – to provide a high-level summary of the updates in the draft section, answer questions about the draft or the project, and accept input on the drafts;
 - ii. UDO Super Users – those members of the community who's work makes them regular users of the County's land development regulations to answer questions about both content and process; and
 - iii. UDO Topic Areas – within each draft there will be a number of topics of particular interest to community members that will be the subject of individual meetings to discuss the approach to the topic and potential outcomes. We will identify potential topic areas in the ELT draft and identify final topic area meetings approximately two weeks prior to the meeting date.
- e. **Outreach Follow-Up.** Following each round of drafting and public feedback we will work with County staff to review feedback and comments collected during the Public Comment meetings to determine whether additional revisions or redrafting on any specific areas of the Section 1 Draft is necessary. We will make those edits as we prepare the next section of draft regulations and will make the revised version of the draft available as part of the full public review draft that will be prepared for the adoption phase of the project.
- f. **Additional Review.** Following the preliminary review process for any draft section of regulations, the County may decide that a specific issue or regulatory approach that has gathered significant mixed feedback and that represents an issue of county-wide importance requires additional discussion or refinement. Where this is the case, County staff will suggest an approach and timeframe to the ELT to address the changes. County staff will lead any additional review processes with input and support from the consultant team regarding best practices and drafting options.

Section 2: Draft Development Standards (Winter 2017-2018)

- a. **Surveys and Speaking.** During each section drafting process we will provide opportunities for public input through project website surveys and staff presentations.
- b. **UDO Section Summary.** Following staff and Technical Committee review of the draft section we will post a summary of that draft section on the project website.

- c. **Leadership Review.** County staff will present the draft section to the NHC ELT for review and discussion. Following ELT review and approval, we will post the full draft section on the project website and the County will make hard copies of the draft section available for public review.
- d. **Public Comment.** We will host a series of public meetings over a two-day period to gather feedback on the draft section. These meetings will be geared toward specific audiences and will follow a published agenda and PowerPoint presentation designed to cover the range of issues relevant to that audience. We anticipate scheduling meetings for three groups, described below. Members of the community will be invited to attend any of these meetings and will be advised that the meeting discussion will be focused on the specific agenda items for that group:
 - i. General public – to provide a high-level summary of the updates in the draft section and answer questions about the draft or the project;
 - ii. UDO Super Users – those members of the community who’s work makes them regular users of the County’s land development regulations to answer questions about both content and process; and
 - iii. UDO Topic Areas – within each draft there will be a number of topics of particular interest to community members that will be the subject of individual meetings to discuss the approach to the topic and potential outcomes. We will identify potential topic areas in the ELT draft and identify final topic area meetings approximately two weeks prior to the meeting date.
- e. **Outreach Follow-Up.** Following the drafting and public feedback tasks, we will work with County staff to review feedback and comments collected during the Public Comment meetings to determine whether additional revisions or drafting of the Section 2 draft is necessary. We will make those edits as we prepare the next section of draft regulations and will make the revised version of the draft available as part of the full public review draft that will be prepared for the adoption phase of the project.
- f. **Additional Review.** Following the preliminary review process for any draft section of regulations, the County may decide that a specific issue or regulatory approach that has gathered significant mixed feedback and that represents an issue of county-wide importance requires additional discussion or refinement. Where this is the case, County staff will suggest an approach and timeframe to the ELT to address the changes. County staff will lead any additional review processes with input and support from the consultant team regarding best practices and drafting options.

SECTION 3: Draft Procedural Regulations and General Provisions (Spring 2018)

- a. **Surveys and Speaking.** During each section drafting process we will provide opportunities for public input through project website surveys and staff presentations.
- b. **UDO Section Summary.** Following staff and Technical Committee review of the draft section we will post a summary of that draft section on the project website.

- c. **Leadership Review.** County staff will present the draft section to the NHC ELT for review and discussion. Following ELT review and approval, we will post the full draft section on the project website and the County will make hard copies of the draft section available for public review.
- d. **Public Comment.** We will host a series of public meetings over a two-day period to gather feedback on the draft section. These meetings will be geared toward specific audiences and will follow a published agenda and PowerPoint presentation designed to cover the range of issues relevant to that audience. We anticipate scheduling meetings for three groups, described below. Members of the community will be invited to attend any of these meetings and will be advised that the meeting discussion will be focused on the specific agenda items for that group:
 - i. General Public – to provide a high-level summary of the updates in the draft section and answer questions about the draft or the project;
 - ii. UDO Super Users – those members of the community who’s work makes them regular users of the County’s land development regulations to answer questions about both content and process; and
 - iii. UDO Topic Areas – within each draft there will be a number of topics of particular interest to community members that will be the subject of individual meetings to discuss the approach to the topic and potential outcomes. We will identify potential topic areas in the ELT draft and identify final topic area meetings approximately two weeks prior to the meeting date.
- e. **Outreach Follow-Up.** Following the drafting and public feedback tasks, we will work with County staff to review feedback and comments collected during the Public Comment meetings to determine whether additional revisions or drafting on any specific areas of the Section 3 Draft is necessary. We will make those edits and combine them with the edits from Sections 1 and 2 as we prepare the full public review draft for the adoption phase of the project.

Additional Review. Following the preliminary review process for any draft section of regulations, the County may decide that a specific issue or regulatory approach that has gathered significant mixed feedback and that represents an issue of county-wide importance requires additional discussion or refinement. Where this is the case, County staff will suggest an approach and timeframe to the ELT to address the changes. County staff will lead any additional review processes with input and support from the consultant team regarding best practices and drafting options.

4. UDO Project Adoption (Summer 2018)

- a. **Full Draft Review.** Following the outreach phase of the drafting process, we will prepare a full draft of the UDO for County staff and Technical Committee review. We will revise this draft as indicated by staff and the Technical Review Committee and release the public review draft of the New Hanover County UDO for review and comment for a period of time as identified by the County. We anticipate that all public comments made during this time will be submitted in writing to staff not through any additional outreach meetings.

- b. **Adoption Draft and Adoption Process.** We will collect the public comments that we receive from the full draft review and catalog them for submission to County decision-makers along with the adoption draft of the UDO. We will support County staff through the statutorily-mandated adoption process. Following the completion of the adoption process, we will revise the adoption draft as identified by County decision-makers and provide the County with an adopted version of the UDO. At 6 and 12 month intervals following the adoption of the UDO, we will work with County staff to identify and rectify provisions and sections that may need revision. These revisions will then follow the prescribed text amendment review and adoption process for incorporation into the UDO.
- c. **Administrative Manual.** While the UDO is in the adoption process, we will prepare an administrative manual that will be designed to help users understand basic UDO requirements. Following staff review of the draft administrative manual, we will post it on the project website for comment. We will make revisions as identified through our discussions with County staff and post the final version of the administrative manual to the County's website.