

PHASE I – LAUNCH (JANUARY-APRIL 2016)

- **Purpose:** Kick off the process with an exploration of emerging idea and trends, current conditions, and existing policy to begin to define the key directions for the plan
- **Product:** Finalize a structure for the overall planning process; begin to identify key themes and priorities for plan
- **Sample Engagement Tools:** Website, Topical Tours, Community Connections Conference, Artist-Designed Infographics, Promotional Video, Digital Ideation Wall

PHASE II – KEY DIRECTIONS (MAY-OCTOBER 2016)

- **Purpose:** Develop and refine key directions, providing the overall structure and outline for the plan
- **Product:** Overview of key directions for each major topic, backed up by data and analysis and informed by community input
- **Sample Engagement Tools:** Tweet with a Planner, Street and Cultural Festivals, Meeting-in-a-Box, Community Mapping, Key Directions meeting

PHASE III – PROPOSED POLICY FRAMEWORK (NOVEMBER 2016-SEPTEMBER 2017)

- **Purpose:** Create draft City policy that is responsive to the key directions and comprehensive in scope
- **Product:** A draft framework document covering policy topics and high level implementation steps for all major topics covered by the plan
- **Sample Engagement Tools:** Augmented Reality, Mobile Engagement, Trade-Off Explorer, Community Workshop

PHASE IV – DRAFT POLICY DOCUMENT (OCTOBER 2017-JANUARY 2018)

- **Purpose:** Further develop the elements developed into Part III into a cohesive, comprehensive document, highlighting major themes and priorities
- **Product:** Draft comprehensive plan document for review
- **Sample Engagement Tools:** Social Media, Community Workshop, Digital Workshop

PHASE V – FORMAL REVIEW (FEBRUARY-DECEMBER 2018)

- **Purpose:** Provide for an extensive and thoughtful review process at all levels that informs the plan development
- **Product:** A final comprehensive plan for City and Metropolitan Council review and approval
- **Sample Engagement Tools:** Interactive Plan, Pop-Up Galleries, Restaurant Table Tents and Coasters, Community Connections Conference