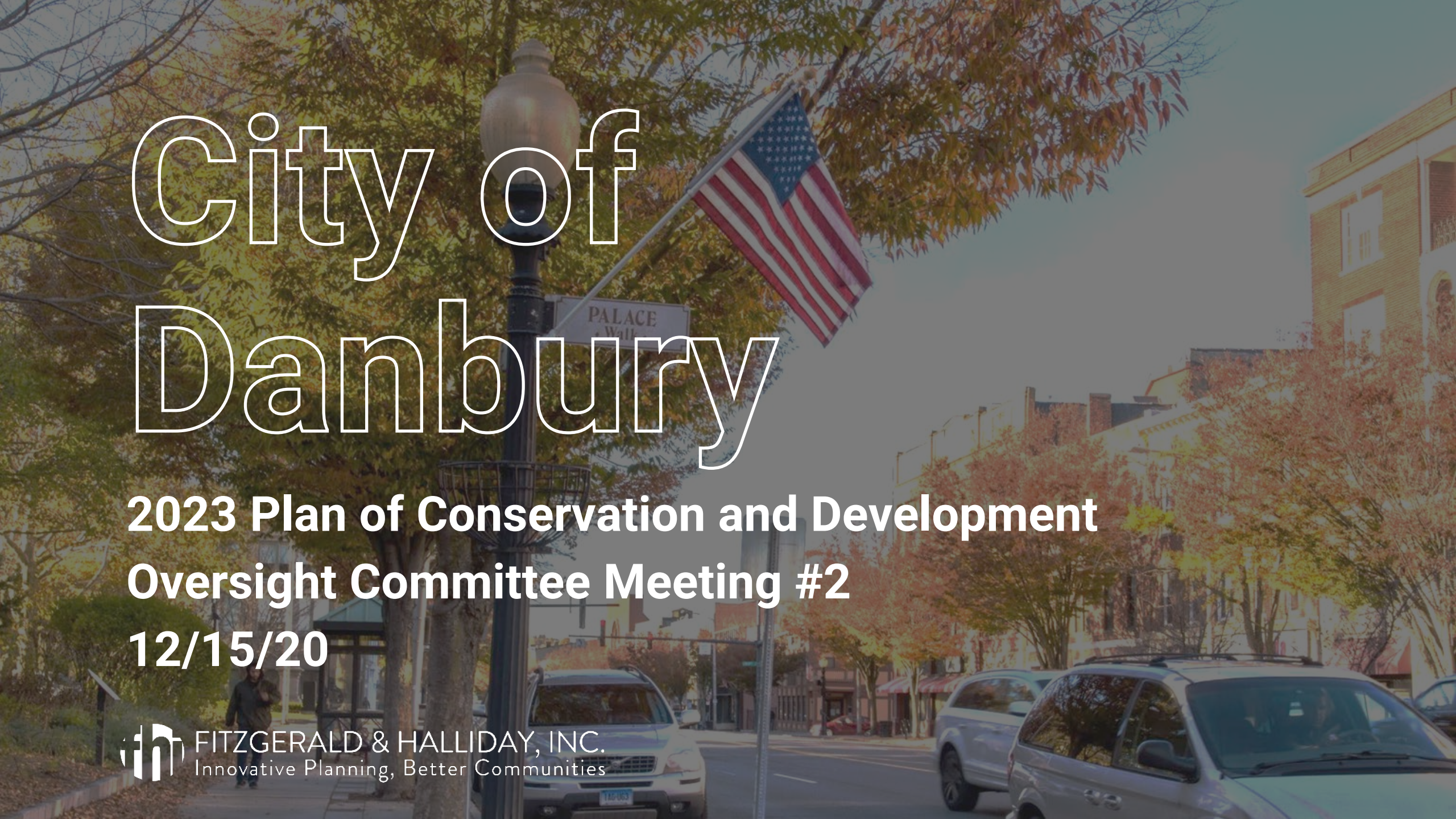


City of Danbury

2023 Plan of Conservation and Development
Oversight Committee Meeting #2
12/15/20

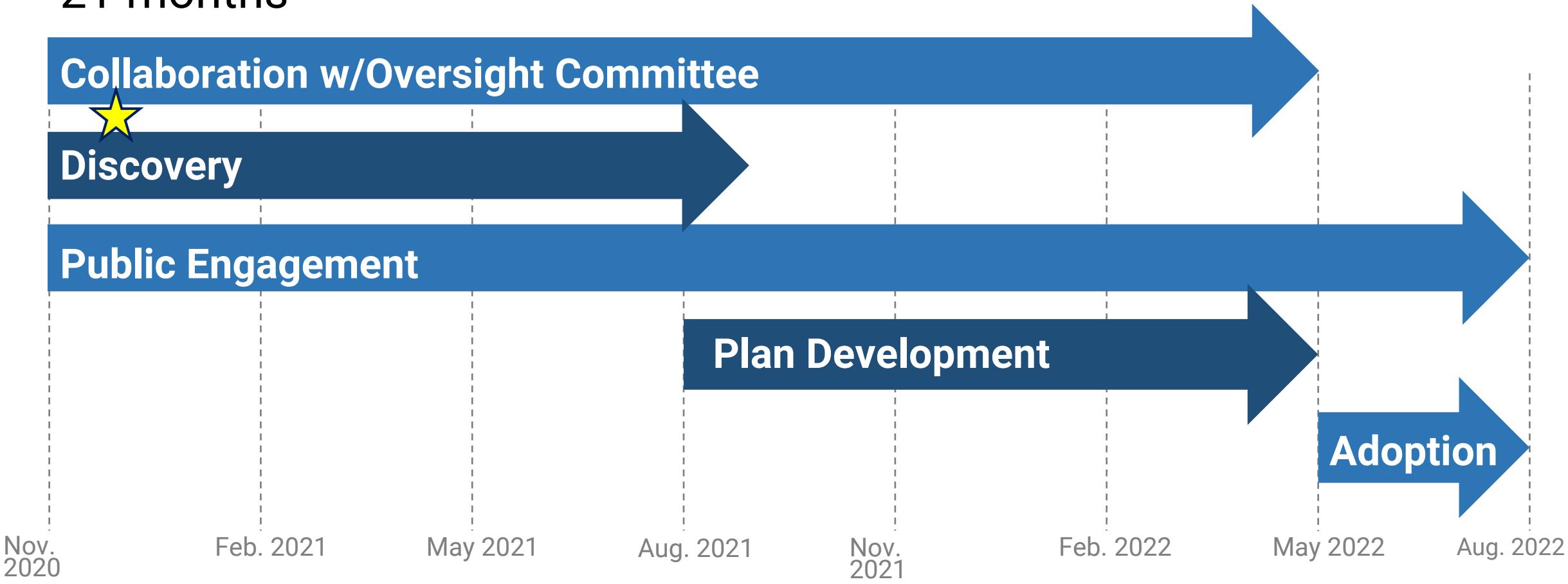
FITZGERALD & HALLIDAY, INC.
Innovative Planning, Better Communities

Agenda

1. Review of Project Schedule and Status
2. Introduction of branding concepts (Lumi)
   - Discuss concepts presented
   - Discuss message that should be conveyed
3. Review of Public Engagement Plan
   - Discuss strategy and schedule
   - Brainstorm creative strategies for conducting outreach
   - Identify key stakeholders
   - Discuss target dates for outreach
4. Next Steps
   - Upcoming work
   - Agenda for January Meeting
   - Secure 2021 meeting dates

Project Schedule

21 months



Lumi

City of Danbury

Plan of Conservation & Development

Logo Concept

Logo Concept

Creative Direction Notes

+ **Utilitarian,** we feel the logo should look and represent functionality -- communities want their governments to be pragmatic, grounded, and practical. Emphasizing what is necessary -- we are weary of being too stark.

+ **Modern,** we want the logo to be clean, clutter free, and represent the progress the project aims to achieve in the coming years.

+ **Modular,** while we want the logo to be unique and identifiable, we feel the design system overall should be easily replicable for individuals across the various agencies and organizations. So as to create work that feels unified at all times.

Logo Concept

Concept 001

+ **Continuous,** we enjoyed the idea of something that was ongoing, and hinted at the desired movement and growth of the city.

+ **Font,** the use of DIN in this concept plays into the practical approach we referred to earlier. The font was created for use in engineering and technical applications -- providing a very stripped down, yet clean, and unfettered typeface.

CITY OF DANBURY
Plan of Conservation and Development

Logo Concept

Concept 002

+ **Unified,** with this concept we like the duality of symbolism within the logo concept. With both appearance of a road within the bowl of the ‘D’ logo as well as three separate lines banded into forming something greater.

+ **Font,** Aktiv Grotesk is deployed both to balance the heavier logo as well emphasize the neutrality and simplicity we had been aiming for.

City of Danbury
Plan of Conservation and Development

Logo Concept

Concept 003

+ **Practical Symbolism,** with this concept we were far more blatant with what the abstract logo represents -- as we see the overlapping of a leaf (conservation) with streets (development). While keeping the symbolism as stripped down as possible.

+ **Font,** we liked Brandon Grotesque's use here for how its geometric typeface complimented the shape based logo -- in addition to the font's relative pervasiveness in marketing campaigns, being seen as a plus.

CITY OF DANBURY
PLAN OF CONSERVATION
AND DEVELOPMENT

Logo Concepts

Concept 001

Concept 002

Concept 003

Lumi

GET IN TOUCH

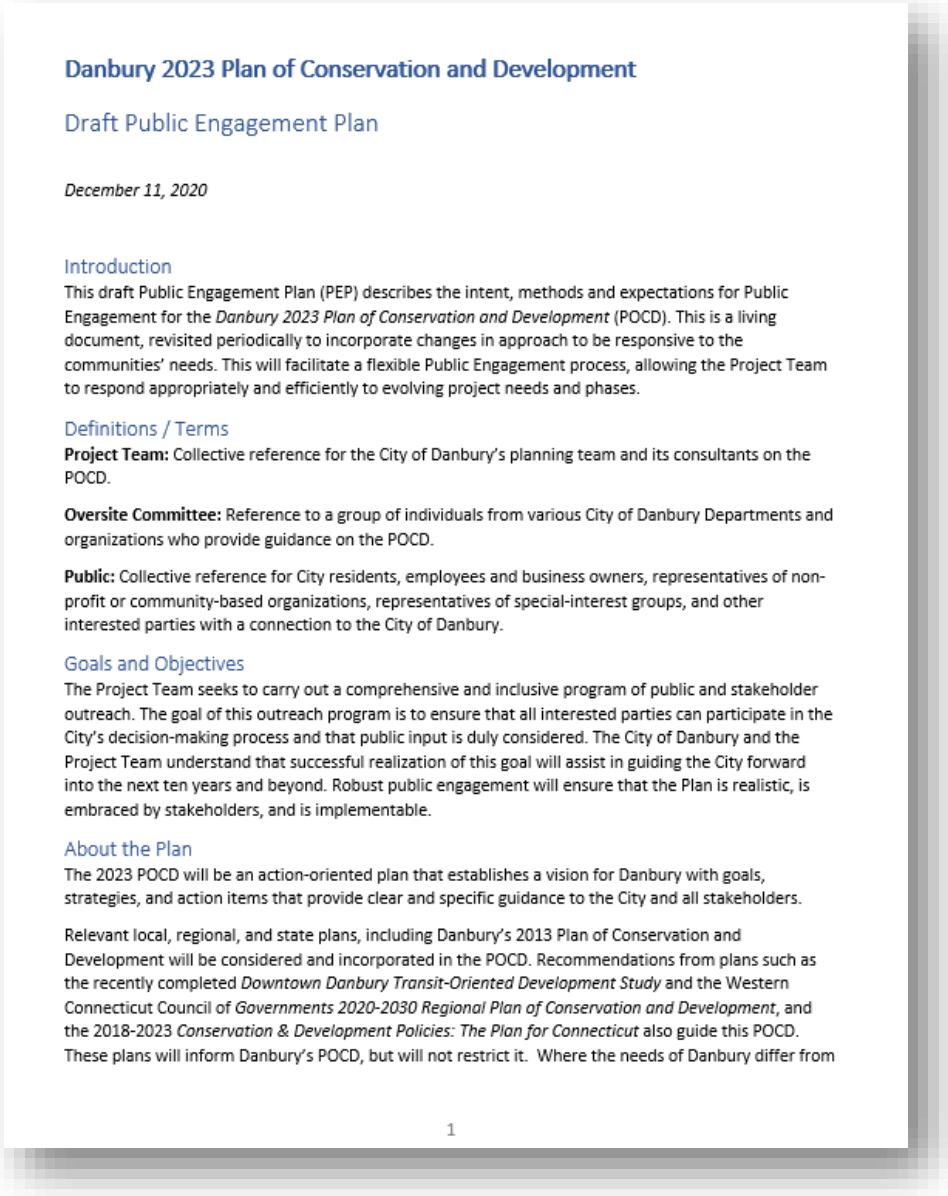
Melissa Melonson, Founder | CEO

melissa@lumiagency.com

917.488.4536

Public Engagement Plan

- Allows us to further refine our scope with a specific approach towards public engagement, while coordinating with you on the details
- Strategy is to engage wide audience of residents, property owners, business owners, and other key stakeholders
- Focus on connecting with underrepresented communities



Danbury 2023 Plan of Conservation and Development

Draft Public Engagement Plan

December 11, 2020

Introduction

This draft Public Engagement Plan (PEP) describes the intent, methods and expectations for Public Engagement for the *Danbury 2023 Plan of Conservation and Development* (POCD). This is a living document, revisited periodically to incorporate changes in approach to be responsive to the communities' needs. This will facilitate a flexible Public Engagement process, allowing the Project Team to respond appropriately and efficiently to evolving project needs and phases.

Definitions / Terms

Project Team: Collective reference for the City of Danbury's planning team and its consultants on the POCD.

Oversite Committee: Reference to a group of individuals from various City of Danbury Departments and organizations who provide guidance on the POCD.

Public: Collective reference for City residents, employees and business owners, representatives of non-profit or community-based organizations, representatives of special-interest groups, and other interested parties with a connection to the City of Danbury.

Goals and Objectives

The Project Team seeks to carry out a comprehensive and inclusive program of public and stakeholder outreach. The goal of this outreach program is to ensure that all interested parties can participate in the City's decision-making process and that public input is duly considered. The City of Danbury and the Project Team understand that successful realization of this goal will assist in guiding the City forward into the next ten years and beyond. Robust public engagement will ensure that the Plan is realistic, is embraced by stakeholders, and is implementable.

About the Plan

The 2023 POCD will be an action-oriented plan that establishes a vision for Danbury with goals, strategies, and action items that provide clear and specific guidance to the City and all stakeholders.

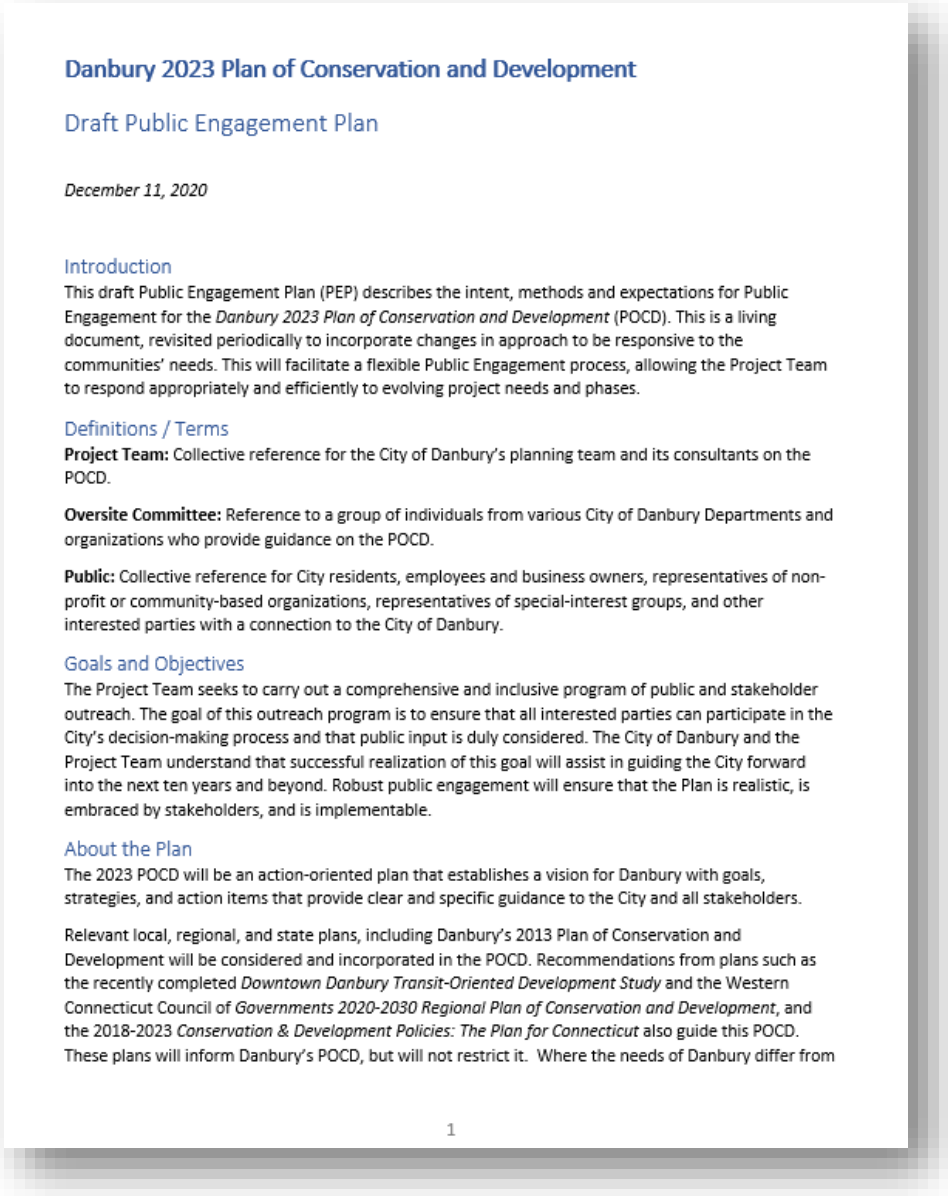
Relevant local, regional, and state plans, including Danbury's 2013 Plan of Conservation and Development will be considered and incorporated in the POCD. Recommendations from plans such as the recently completed *Downtown Danbury Transit-Oriented Development Study* and the Western Connecticut Council of *Governments 2020-2030 Regional Plan of Conservation and Development*, and the 2018-2023 *Conservation & Development Policies: The Plan for Connecticut* also guide this POCD. These plans will inform Danbury's POCD, but will not restrict it. Where the needs of Danbury differ from

1

Public Engagement Plan

The plan provides details and goals for the following engagement:

- Oversight Committee schedule and meeting agendas
- Project webpage
- Social media presence and protocols
- Media outreach
- Online survey(s)
- Public meetings
- Pop-up events
- Presentations
- *Translation Services (as a component of all elements above)*



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1

Project Webpage

For each one of these engagement tools, what ideas do you have to make them successful?

Purpose and Utility:

- Provide overall information and background about the 2023 POCD
- Provide the POCD schedule, meeting information, newsletters, and summaries of public meetings and other reports of POCD milestones
- Provide access to information in other languages through a Google Translate feature
- Provide regular updates on Plan progress
- Advertise meetings and events

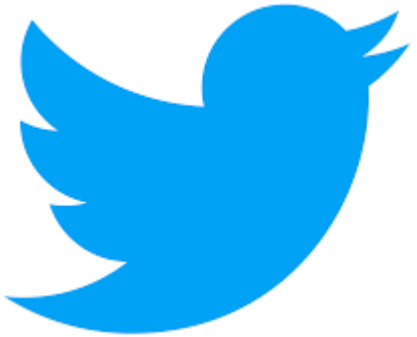
Launch Goal: Mid-January?

Social Media

Purpose and Utility:

- Share project information
- Promote public meetings, events, and surveys
- Expand contact list

Launch Goal: Mid-January?



Local Media Outreach

Purpose and Utility:

- Issue press releases and announcements to local media such as Tribuna and News-Times to broadcast to a wide audience

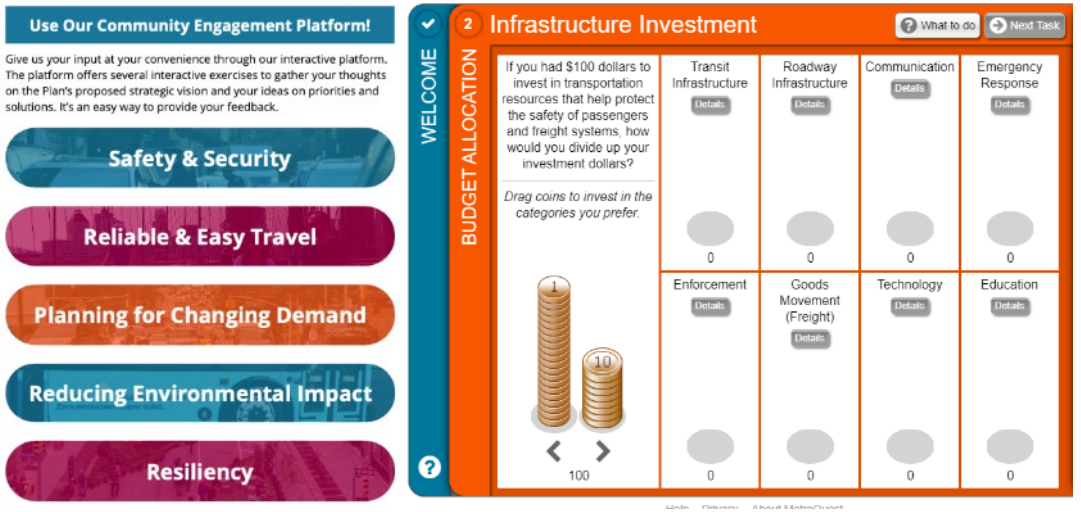
Launch Goal: Mid-January and commensurate with public engagement events?

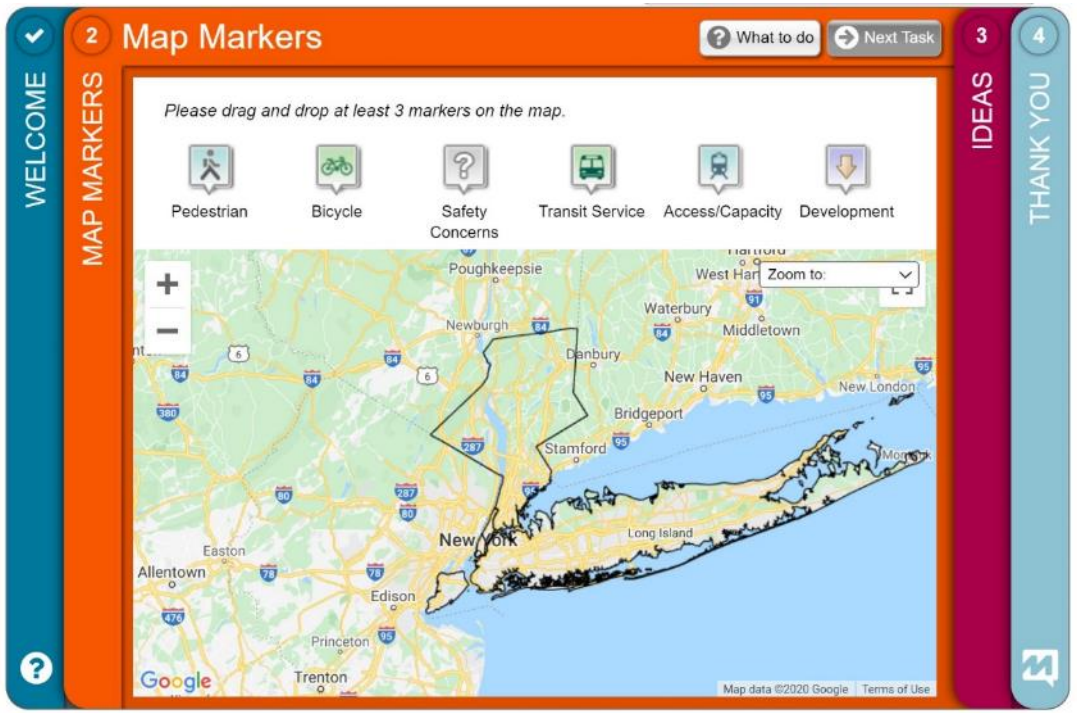
Online Survey

Purpose and Utility:

- Canvas wide audience and ask direct questions to general public regarding specific topics to be addressed by Plan
- Conduct one or more tailored surveys to reach targeted audiences

Launch Goal: Late Winter/Spring?





Public Meetings

Purpose and Utility:

- Present findings and have open discussions with the general public
- Structure meetings to be productive in an online format
- Consider focus group meeting with targeted stakeholders

Launch Goal: Summer 2021?

Pop-Up Events

Purpose and Utility:

- Canvas wide audience and engage in discussion about the Plan and needs within community
- Conduct in-person at events but prepared to “pop-up” at virtual meetings such as those held by neighborhood groups or social organizations

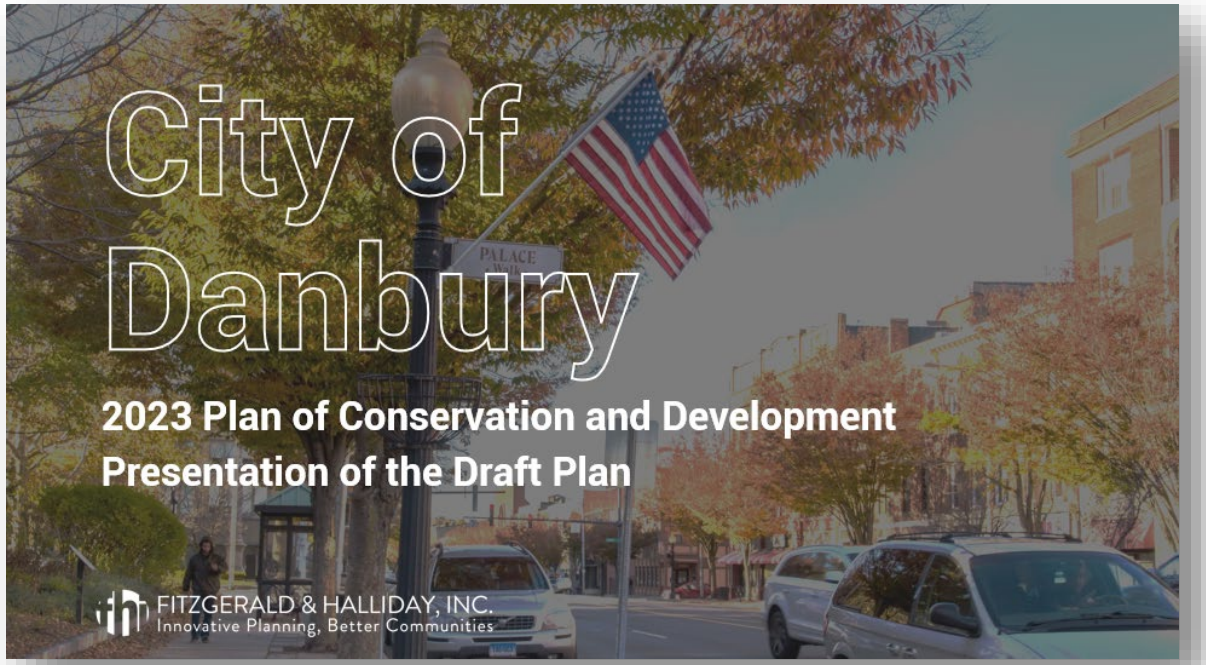
Launch Goal: Late Summer / Fall 2021?

Presentations

Purpose and Utility:

Present draft plan to public and to targeted audience such as City Council prior to bringing the plan to a public hearing

Delivery Goal: Month 18 (hopefully in-person!)?



Who do we need to connect with and how?

- Local community leaders
- Key stakeholders
- Advocates
- Underrepresented communities
- Specific neighborhoods
- Business leaders
- Youth and seniors

Next Steps

1. Refine the public engagement plan and prepare to launch:
   - Project branding and messaging
   - Webpage
   - Press releases
2. Get team's technical experts actively engaged and continue collecting information and data:
   - Reports and studies
   - Demographic data
   - Mapping data
   - Contact information for outreach

January’s Oversight Committee Meeting

- Discus community identity and vision
- Come prepared with thoughts and ideas about what makes Danbury unique and where Danbury should / could be ten years from now
- We will show you examples from other communities and listen to you as we seek to craft a working vision statement for the plan

2021 meeting schedule

- We will continue to meet monthly
- Does 4:00 pm work best?
- Day of week, week of month?