

1.2 PROCESS

The City of Lee’s Summit counted on its citizens to fuel the community’s comprehensive plan update. To ensure everyone had a voice and to maximize community input, we used various methods of outreach such

as surveys, workshops, stakeholder interviews, focus groups, pop-up events and community presentations. Citizens shared their views and hopes for the future of Lee’s Summit.

The Comprehensive Plan Process



DEVELOPING THE STORY OF LEE’S SUMMIT

January - June 2020

Strengthen relationships & build a common sense of direction. Create a shared understanding of where we’ve been, where we are and where we are going.



CREATING CONSENSUS

June - November 2020

Engage the community to understand goals and priorities



CRAFTING THE PLAN

November 2020 - February 2021

Build partnerships, draft recommendations and identify implementation strategies



ADOPTING THE PLAN

February - April 2021

Presented plan to the community leadership. Made modifications and the Comprehensive Plan was adopted on _____, 2021.

SCHEDULE	January 2020 1	February 2020 2	March 2020 3	April 2020 4	May 2020 5	June 2020 6	July 2020 7	August 2020 8	September 2020 9	October 2020 10	November 2020 11	December 2020 12	January 2021 13	February 2021 14	March 2021 15	April 2021 16	May 2021 17		
PHASES	PHASE 1: Launch			PHASE 2: Discovery						PHASE 3: Creating Consensus					PHASE 4: Crafting the Plan			PHASE 5: Plan Adoption	
PROJECT MANAGEMENT TEAM	<p>0: Phasing Meeting Kickoff Data Request Complete Workplan 1/13</p> <p>1: Review Current Snapshot Trends Draft Mapping Protocol Map Review 1/27</p>	<p>2: Cultural & Recreational Amenities Community Health, Safety & Well-Being Collaborative Relations with Educational Partners 2/10</p> <p>3: Sustainability & Environmental Conditions City Services Public Facilities 2/24</p>		<p>4: Multimodal Transportation 4/9</p> <p>5: Resilient Economy 4/20</p> <p>6: Strong Neighborhoods & Housing Choice 4/27</p>	<p>7: Resiliency & Sustainability 5/4</p> <p>8: Natural Resources & Environment 5/11</p> <p>9: Stormwater, Infrastructure & Utilities 5/18</p>	<p>10: Land Use & Scenario Development 6/8</p>		<p>11: Fiscal Impact Tool Future Land Use Goals Design Guidelines 8/10</p>	<p>12: (continuation) Fiscal Impact Tool Future Land Use Goals Design Guidelines 9/14</p>	<p>13: Airport Master Plan Coordination 10/2</p> <p>14: (continuation) Fiscal Impact Tool Future Land Use Goals Design Guidelines 10/19</p>	<p>15: Connectivity: Greenway Master Plan & Thoroughfare Master Plan 11/11</p>		<p>16: Fiscal Impact Tool Future Land Use 1/15</p> <p>17: Policies, Design Guidelines & Strategies 1/25</p>	<p>18: Policies, Design Guidelines & Strategies 2/8</p>	<p>19: Property Reserve, Inc. 3/19</p> <p>20: Draft Plan Review 3/22</p>	<p>21: Lee's Summit Economic Development Council 4/8</p> <p>22: Lee's Summit R7 School District 4/23</p>			
CITY STEERING COMMITTEE	<p>1: Issues Identification & Trends 1/29</p>						<p>2: Cultural & Recreational Amenities Community Health, Safety & Well-Being Collaborative Relations with Educational Partners 7/29</p>	<p>3: City Services Public Facilities Infrastructure Multimodal Transportation 8/26</p>	<p>4: Sustainable Environment Neighborhoods & Housing Resilient Economy 9/9</p> <p>5: Fiscal Impact Tool Market Analysis Land Use 9/30</p>	<p>6: Goals Objectives Measures Strategies 10/28</p>			<p>7: Fiscal Impact Tool + Land Use Plan 1/27</p>	<p>8: Review Draft Plan 2/24</p>			<p>9: Outcomes, Measures & Implementation 5/5</p>		
CITY COUNCIL/ PLANNING COMMISSION WORKSHOPS								<p>1: Issues, Trends & Guiding Principles 9/8</p>		<p>2: Building Blocks 11/10</p>	<p>3: Fiscal Impact Tool & Building Blocks 12/17</p>		<p>4: Design Guidelines, Fiscal Impact Tool & Land Use 2/9</p>	<p>5: Land Use Scenarios, Policies & Strategies 3/11</p>	<p>6: Outcomes & Draft Plan 4/27</p>	<p>7: PC Workshop 5/13</p> <p>8: Adoption/Hearing 5/20</p>			
COMMUNITY ENGAGEMENT							ONLINE SURVEYS & DISCUSSION FORUM												
										Community Workshop #1 11/16 - 11/19			Community Workshop #2 1/13				Community Workshop #3 4/14		

1.3 COMMUNITY ENGAGEMENT

During the engagement process, the City provided balanced and objective information to the community participants enhancing their understanding of problems, alternatives, opportunities and solutions. Those involved took the vision and goals established in the City's Ignite Strategic Plan and developed

policies, strategies, and a future land use plan to implement them over the next 20 years. The process resulted in a plan, but also strengthened community partnerships.

The Lee's Summit IGNITE Comprehensive Plan offered multiple opportunities for residents and businesses to engage and share their vision for a vibrant community and continue the path forward to an exceptional quality of life for all generations.

Response to COVID-19

Community engagement activities started in July 2020 after establishing a modified engagement strategy in response to the COVID-19 pandemic. Traditional in-person engagement opportunities pivoted to digital engagement tools and virtual stakeholder meetings to meet CDC guidelines for social distancing. The virtual tools and techniques focused on safety while maintaining an inclusive, meaningful, multi-faceted, adaptable, innovative and creative engagement process. Even during a pandemic, the IGNITE Comprehensive Plan offered many ways for thoughtful and diverse input on important community topics.

Online Engagement

The City of Lee's Summit Comprehensive Plan's online presence (www.igniteourfuture.net) provided in-depth information about community planning areas. It also served as a vital engagement hub for numerous activities. These opportunities offered convenient ways to participate, including:

- discussion forums,
- surveys,
- a podcast series,
- videos,
- a big ideas quick poll and
- conversation kits.

Branded kiosks with iPads were distributed throughout the community to drive engagement on the IGNITE Comprehensive Plan website and allow participants to complete surveys in person. Three locations offered the kiosks:

- City Hall
- Longview Community Center
- J. Thomas Lovell Jr. Community Center

Lee's Summit's Creative Services Department also provided communications to residents, business owners, and community partners to encourage participation in the online engagement tools. Social media posts, the City Portal newsletter and e-blasts distributed information to the community related to engagement opportunities.

Mapping the online survey respondents that provided their contact information helped ensure a geographic representation of the community.



Stakeholders

Pulse Panel

COVID-19 prompted the creation of the Pulse Panel to ensure diverse representation and quality input throughout the engagement process. The 79 members of the Pulse Panel reflected a representative cross-section of the Lee's Summit community. The Pulse Panel participants completed a series of quick polls on topical issues to 'take the pulse' of the community.

Topical Focus Groups

A series of four virtual focus group discussions provided an opportunity to gain perspective on housing, economic development, workforce development, and design guidelines. Participants represented a range of local and regional organizations:

- Cityscape Residential
- Downtown Lee's Summit Main Street
- Home Builders Association
- Kansas City Area Economic Development Council
- Lee's Summit Chamber of Commerce
- Lee's Summit Economic Development Council
- Lee's Summit Housing Authority
- PRAXM Management
- University of Central Missouri

Community Workshops

Throughout the planning process, residents participated in three virtual workshop opportunities to gather in-depth feedback on the community's goals and preferences related to the various plan elements.

Community Workshop #1 – November 2020

Participants from each of Lee's Summit's four Council Districts provided input on the 5 Big Ideas and shared feedback related to community priorities.

Community Workshop #2 – January 2021

As a continuation of the November workshop, participants engaged in more detailed discussions about the Big Ideas of innovative industrial and sustainable infrastructure.

Community Workshop #3 – April 2021

This final workshop allowed participants to learn how community input on the 5 Big Ideas influenced the draft plan. Attendees provided feedback on the Future Land Use map, Activity Centers, and topics of connectivity, proximity and open space.

Boards, Commissions & Community Partners

City Staff presented draft elements of the IGNITE Comprehensive Plan to several City Boards & Commissions and Community Partners. Feedback from these organizations helped refine the plan topics. The groups included:

- Arts Council
- Livable Streets Advisory Board
- Parks & Recreation Board
- Lee's Summit Economic Development Council
- Lee's Summit R-7 School District
- Property Reserve, Inc.

Lee's Summit, Missouri

ENGAGEMENT PLAN DIAGRAM

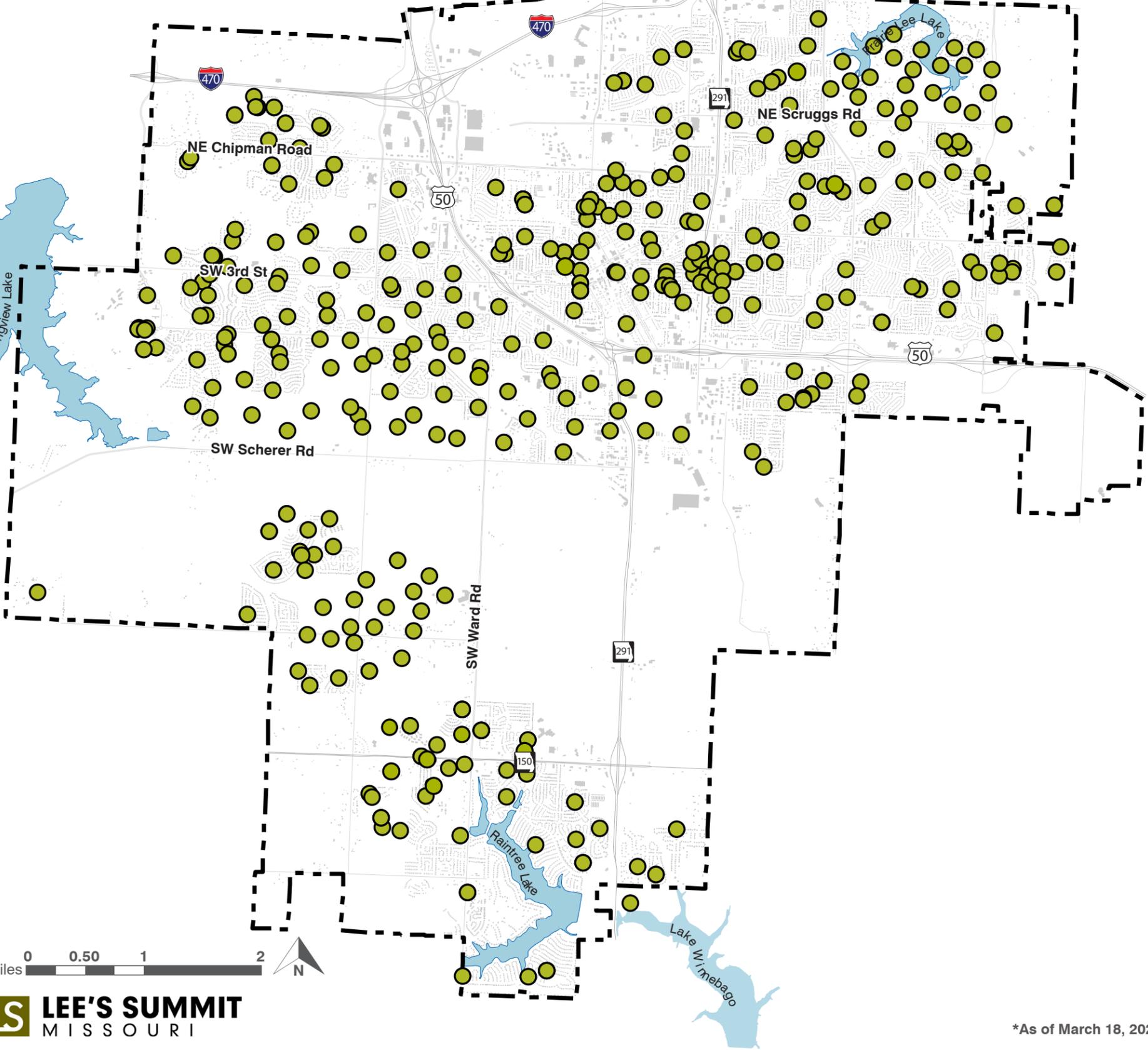
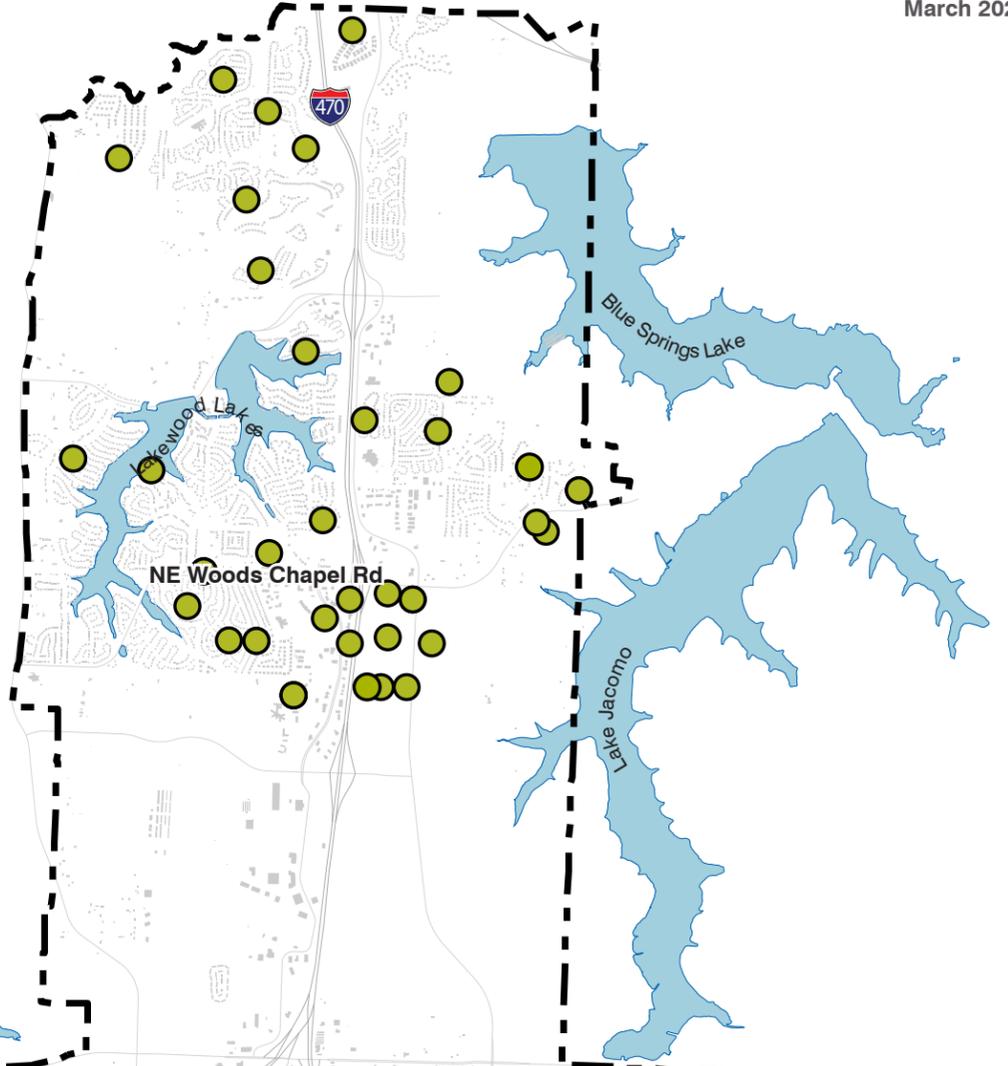
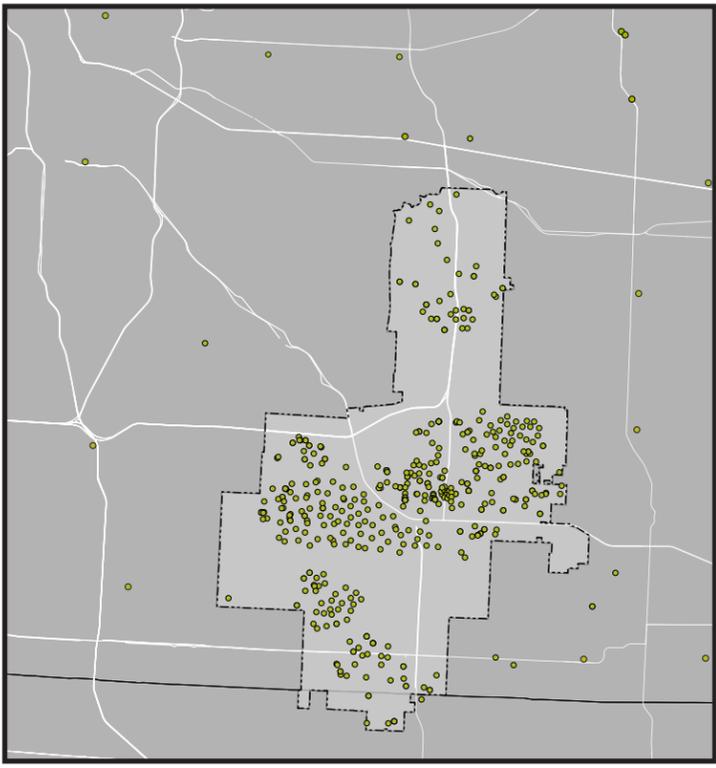
SCHEDULE		January 2020	February 2020	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
PHASES		PHASE 1: Launch					PHASE 3: Creating Consensus										PHASE 5: Plan Adoption	
		PHASE 2: Discovery							PHASE 4: Crafting the Plan									
THEMES							ANNOUNCE PLANNING PROCESS + COMMUNITY SNAPSHOT	QUALITY OF LIFE	MULTIMODAL TRANSPORTATION + FACILITIES & INFRASTRUCTURE	STRONG NEIGHBORHOODS & HOUSING CHOICE + SUSTAINABLE ENVIRONMENT	RESILIENT ECONOMY + LAND USE & COMMUNITY DESIGN	5 BIG IDEAS		5 BIG IDEAS	FUTURE LAND USE + POLICIES	DESIGN GUIDELINES	1ST DRAFT PLAN	FINAL DRAFT PLAN
PREP	ENGAGEMENT PLAN																	
	BRANDING + TEMPLATES																	
ONE-WAY COMMUNICATION	WEBSITE + FORESIGHT HUB																	
	CITY NEWSLETTER ARTICLES																	
	E-BLAST TO LISTSERV																	
	PRINTED PIECES																	
	PODCASTS & VIDEOS																	
TWO-WAY COMMUNICATION	SOCIAL MEDIA POSTS																	
	ONLINE SURVEYS / QUICK QUESTIONS																	
	KIOSKS																	
	CONVERSATION KIT																	
	COMMUNITY GROUP PRESENTATION																	
	PULSE PANEL & MOBILE ENGAGEMENT																	
	TOPICAL FOCUS GROUPS																	
	COMMUNITY WORKSHOPS																	



Public Launch: Mid-June

Survey Responses

March 2021



ENGAGEMENT SUMMARY (JULY - NOVEMBER 2020)

SURVEY RESPONSES

 **1,178**
TOTAL RESPONSES

TOP 3 CATEGORY RESPONSES

- 1** 512 COMMUNITY VISION
- 2** 308 QUALITY OF LIFE
- 3** 126 HOUSING

 **65** FORUM DISCUSSION COMMENTS

TOP CATEGORY COMMENTS

- 1** HOUSING
- 2** TRANSPORTATION

TOPICAL FOCUS GROUP PARTICIPANTS

DESIGN GUIDELINES
ECONOMIC DEVELOPMENT
HOUSING
WORKFORCE DEVELOPMENT

Community Representation:

Cityscape Residential
Downtown Lee's Summit Main Street
Home Builders Association
Kansas City Area Economic
Development Council
Lee's Summit Chamber of Commerce
Lee's Summit Economic Development
Council
Lee's Summit Housing Authority
PRAXM Management
University of Central Missouri

BOARD & COMMISSION PRESENTATIONS

Arts Council
Livable Streets Advisory Board
Parks & Recreation Board
Lee's Summit Economic Development
Council
Lee's Summit R-7 School District
Property Reserve, Inc.

PULSE PANEL QUICK POLLS

 **6** 160 RESPONSES
POLLS **79** MEMBERS

PODCAST

7
PODCASTS

6,830 LISTENS

MEDIA COVERAGE

 **110,259**
AUDIENCE

 **11** TV & RADIO MENTIONS

EBLAST COMMUNICATIONS

PULSE PANEL

1,314 SENT

788 OPENS

60% OPEN RATE

COMMUNITY WORKSHOPS

4,170 SENT

1,742 OPENS

42% OPEN RATE

COMMUNITY BRIEFING NEWSLETTER

43,265
SENT



20,240
TOTAL OPENS

*Cross posted on social media

SOCIAL MEDIA



29 FACEBOOK POSTS

58,141 PEOPLE REACHED

*Shared by many community partners

FACEBOOK AD

12,592
REACH



444
LINK CLICKS

33,111
IMPRESSIONS

559 POST ENGAGEMENT

 **27**
TWEETS

9,610
FOLLOWERS



1,084 LISTENS



IGNITE LANDING PAGE

6,615 UNIQUE PAGEVIEWS

27 NEXTDOOR POSTS

69,672 IMPRESSIONS

SURVEY RESPONSE SUMMARY

Community Vision

Top 3 responses: What will Lee's Summit need to focus on to attract and retain the Builder Generation?

- Transportation services for those who don't drive or don't want to drive (57%)
- Maintenance provided housing options (38%)
- Allow modifications to houses so they can continue to live at home (age in place) (31%)

Top 3 responses: What will Lee's Summit need to focus on to attract and retain the Baby Boomer Generation?

- Maintenance provided housing options (38%)
- Programs and facilities to help people stay healthy and active (30%)
- Transportation services for those who don't drive or don't want to drive (29%)

Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation X?

- Programs and facilities to help people stay healthy and active (36%)
- Local arts, culture, shopping and entertainment options (36%)
- Nearby parks and open space within a 10 minute walk of their home (32%)

Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation Y?

- Local arts, culture, shopping and entertainment options (49%)
- Housing options with various price points to accommodate all people from this generation (37%)
- Nearby parks and open space within a 10 minute walk of their home (35%)

Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation Z?

- Local arts, culture, shopping and entertainment options (41%)
- Nearby parks and open space within a 10 minute walk of their home (29%)
- Housing located within walking distance to nearby shopping and services (27%)

Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation Alpha?

- Local arts, culture, shopping and entertainment options (38%)
- More traditional and non-traditional educational opportunities and vocational training (34%)
- Nearby parks and open space within a 10 minute walk of their home (30%)

Quality of Life



Quality of Life strategies that received 50% or greater 'Very Important' responses:

- Train police officers in mental health and crisis intervention.
- Continue building and filling in gaps in sidewalks, bike lanes and trails to make it easy to walk and bike.

Improve Police Department training, administration and fiscal efficiency.

Improve access to mental health and addiction services.

Develop a program to recruit and retain highly motivated, qualified employees to ensure an effective and efficient public safety/emergency service workforce.

Strong Neighborhoods & Housing Choice

Top 3 Responses: What are the most important features of vibrant, quality neighborhoods?

- Clean, well-maintained properties (78%)
- Safety (74%)
- Green space & parks (63%)



Top 3 Responses: Lee's Summit's future housing should...

- Provide a range of pricing to allow for attainable housing for various generations and all people (64%)
- Attract families (54%)
- Attract young professionals (41%)

Top 3 Responses: What types of housing options do we need more of in Lee's Summit?

- Small single-family homes on a lot (69%)
- Lofts above commercial space (36%)
- Owner-occupied condominiums (32% tie)
- Senior housing (32% tie)

Top 3 Responses: What methods do you think would help ensure everyone in Lee's Summit has access to safe and quality housing?

- Proactive code enforcement (60%)
- Management of absentee landlords (54%)
- Fines and penalties for non-conforming properties (49%)

Sustainable Environment

Top 3 Responses: Which sustainability issues should be Lee's Summit's top concern?

- Sustainably managed growth and development (58%)
- Natural resource preservation (45%)
- Water quality of our lakes and streams (38%, tie)
- Waste management (38%, tie)

Top 3 Responses: What methods will help ensure a thriving community for present and future generations?

- Encourage alternative waste disposal such as recycling and composting (70%)
- Implement green infrastructure (e.g., rain gardens, bioswales, permeable pavement) (60%)
- Increase renewable energy use (58%)



SURVEY RESPONSE SUMMARY

Resilient Economy



Top 3 Responses: What is the most important way to strengthen Downtown Lee's Summit?

Promote art, culture, recreation, nature and fun experiences to bring our spaces like Downtown to life with more people. (29%)

Promote, support and invest in businesses that serve local needs and/or support locally owned and produced goods and services. (24%)

Pursue additional shared parking to support areas with high occupancy rates. (12%)

Top 3 Responses: We cannot have another Downtown Lee's Summit, but what elements of this Great American Downtown do we want in other areas of town?

I can enjoy culture, art and entertainment there. (59%)

It is a clean and safe place to take my family and friends. (41%)

It has a mix of uses like retail, services and housing. (37%)

How important is it for Lee's Summit to attract businesses that keep more residents in the city during working hours?

Very important (46%)

Important (49%)

Resilient economy strategies that received 50% or greater 'Very Important' responses:

Keep infrastructure capacity in line with demand ensuring that structures and networks are appropriately sized to adequately serve existing and future development. (69%)

Continue to attract a variety of businesses that fit our high quality of life. (65%)

Encourage the reuse of vacant or deteriorating properties over building new. (65%)

Prioritize efforts to fix up the appearance of older properties, especially strip centers. (62%)

Strengthen innovation by attracting and encouraging start-ups and small businesses. (57%)

Pursue development that generates enough local government revenues to pay for the services and infrastructure needed to support it. (53%)

Maintain the small town feel as we grow by connecting people to places and each other. (51%)

Promote, support and invest in businesses that serve local needs and/or support locally owned and produced goods and services. (51%)

Plans for post-disaster economic recovery before a disaster happens to help our community resume economic activities following damage or destruction by a natural or human-made disaster. (51%)

Make Lee's Summit a regional destination with authentic experiences, unique shopping and local dining. (51%)

Encourage the redevelopment of areas that are undervalued without moving people out of their neighborhoods. (51%)

Multimodal Transportation

Multimodal transportation strategies that received 40% or greater 'Very Important' responses:

Continue synchronization of traffic signals along priority circulation routes and major thoroughfares to minimize vehicle idling and emissions.

Maintain membership with the Kansas City Area Rock Island Railroad Corridor Coalition and support feasibility studies conducted for potential transit routes.

Establish an annual reviewing process for sidewalk improvements.

Identify and map high traffic pedestrian and bicycle areas that may benefit from traffic calming.

Develop a visually engaging and clear city map highlighting the routes for bikes, walking, transit and other important features like park and ride locations, trail heads, etc.



Facilities & Infrastructure

Facilities strategies that received 50% or greater 'Very Important' and/or 'Important' responses:

Maintain safe and reliable water and sewer systems in accordance with industry best practice standards.

Work with the owner of the Property Reserve, Inc. (PRI) property to develop a master plan for this area to anticipate future facility needs. This area encompasses approximately 4,000 acres of undeveloped land within the city limits that will be transformational to the future of Lee's Summit.

Educate decision makers about benefits of green construction; that it's energy and resource-efficient, supports good indoor air quality, reduces pollution and waste, minimizes overall environmental impact and generates cost savings over time.

Continue educating the public about the cost of providing high quality services and supporting the community's vision for the future.

Provide staffing levels to meet current service demands and recognized standards.

Continue providing high quality police and fire services to ensure community safety.

Infrastructure strategies that received 60% or greater 'Very Important' responses:

Continue the use of technology to reduce costs and consider new technologies as they arise.

Continue synchronization of traffic signals to minimize stop-go travel along major thoroughfares and continue participation in the Kansas City Metropolitan area Operation GreenLight.

Provide data and analytics to City Council to support the need for improvements.

Coordinate development of water and wastewater infrastructure through master planning.

Focus on maintenance and improvement of streets.

Align the master planning and strategic planning efforts with the comprehensive plan.

Continue the water main replacement program.



COMMUNITY WORKSHOP SUMMARY

COMMUNITY WORKSHOP #1 PARTICIPATION (NOVEMBER 2020)

DISTRICT 1	DISTRICT 2	DISTRICT 3	DISTRICT 4
<u>42 REGISTRANTS</u> 21 ATTENDEES	<u>46 REGISTRANTS</u> 18 ATTENDEES	<u>45 REGISTRANTS</u> 28 ATTENDEES	<u>30 REGISTRANTS</u> 13 ATTENDEES

COMMUNITY WORKSHOP #1 POLL RESPONSES

OVERALL BIG IDEA PRIORITIES

TOP 3 RESPONSES



BIG IDEA PRIORITIES

District 1	District 2	District 3	District 4
<ol style="list-style-type: none"> 1. Improve ability to bike/walk for recreation and transportation 2. Build new neighborhoods to meet changing housing market and allow more choice 3. (tie) Focus higher density residential and commercial businesses into activity centers 3. (tie) Preserve natural resources, greenways and open space 	<ol style="list-style-type: none"> 1. Improve ability to bike/walk for recreation and transportation 2. Focus higher density residential and commercial businesses into activity centers 3. Attract new jobs with flextech industrial and grow new entrepreneurs with maker spaces 	<ol style="list-style-type: none"> 1. Improve ability to bike/walk for recreation and transportation 2. Preserve natural resources, greenways and open space 3. (tie) Build new neighborhoods to meet changing housing market and allow more choice 3. (tie) Improve maintenance of infrastructure and locate new public facilities to maintain high quality services as we grow 	<ol style="list-style-type: none"> 1. Attract new jobs with flextech industrial and grow new entrepreneurs with maker spaces 2. Improve maintenance of infrastructure and locate new public facilities to maintain high quality services as we grow 3. Preserve natural resources, greenways and open space

COMMUNITY WORKSHOP #2 PARTICIPATION (JANUARY 2021)

32 REGISTRANTS
19 ATTENDEES

COMMUNITY WORKSHOP #3 PARTICIPATION (APRIL 2021)

29 REGISTRANTS
12 ATTENDEES