
POTOMAC AVENUE REVITALIZATION STRATEGY
Draft Statement of Work

The Office of Planning seeks an Urban Design, Planning, Transportation/Infrastructure, and Real Estate/Market Advisory Consultant Team to conduct a community engagement process for the Potomac Avenue Revitalization Strategy. The resulting plan will provide a revitalization strategy for the area.

PROJECT GOALS

The goal of this project is to build on the many existing planning efforts for the area centered around the Potomac Avenue Metro area, add to those as necessary, and develop a final, actionable revitalization plan. As a guiding principle, buildings that are eligible for historic preservation will be treated as such.

This project grew out of a one-day charrette completed in 2004 by the American Planning Association as part of their annual conference. The report from the charrette covered typical planning topics for the Potomac Avenue area. Many other plans have also covered one or more aspects of the area. These plans include area transportation plans, general Capitol Hill area plans, and housing authority plans.

As a result, this project has two major emphases:

1. Topical focus areas
 - a. Economic analysis
 - b. Special site planning for several blocks
2. Implementation
 - a. Implementation of existing plans.
 - i. What is the current status of the plans covering the area? What are the gaps and opportunities?
 - ii. How can / should existing plans be adapted and/or implemented within the context of this new, overall plan?
 - b. Implementation of any new recommendations made by this plan. What steps will the City and other stakeholders need to take to implement the overall plan? Cross-list all implementation actions necessary.

This revitalization strategy should include an implementation matrix with priorities and milestones. The approximate horizon of implementation for the site plans will be 20 years for the specific privately owned sites detailed in this Statement of Work.

All goals should be pursued in close coordination with the community, and by building on other analyses underway or completed for the area without duplication.

PROJECT AREA

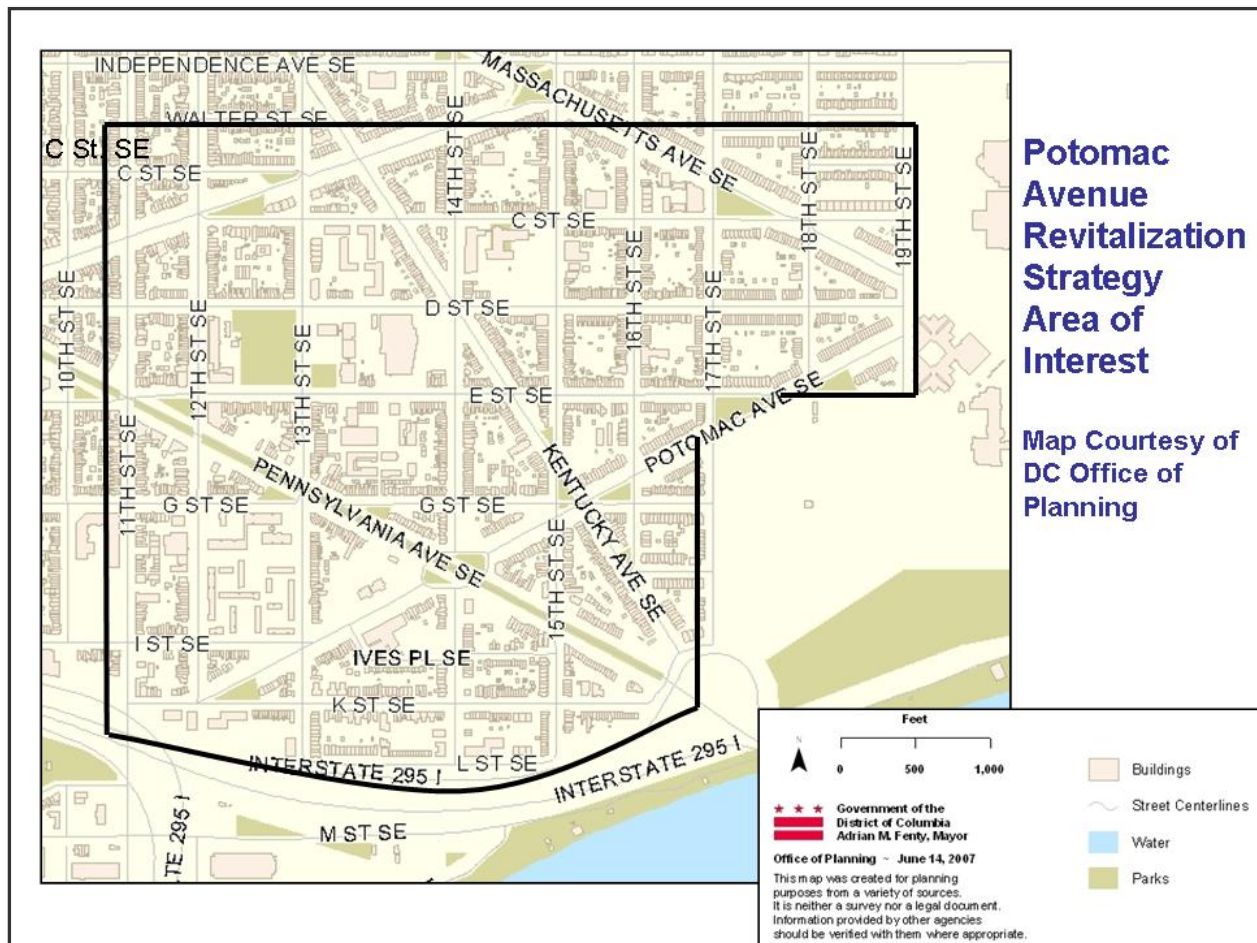
The revitalization study will focus on a core area with connections into a secondary area.

The core area boundaries are as follows:

- Western edge: 11th Street
- Eastern edge: 19th Street
- Northern edge: C Street SE
- Southern edge: Southeast freeway/Barney Circle

The secondary area includes the following sites and connections:

- Anacostia riverfront to the south and east of the primary area
- Congressional Cemetery
- Connections to Capitol Hill West, Stadium area



PROJECT AREA DESCRIPTION

The Potomac Avenue area represents the Southeast corner of the Capitol Hill neighborhood in the District of Columbia. Tree-lined streets generally follow the grid of L'Enfant's plan, with three diagonal streets: Pennsylvania Avenue, Potomac Avenue, and Kentucky Avenue. The metro rail stop at Potomac Avenue

lies on the Orange and Blue Lines, which lead to the Capitol, downtown, and Virginia suburbs to the west, and to Maryland suburbs to the east. Pennsylvania Avenue in this area is a major arterial, with three travel lanes in each direction, as well as on-street parking. In the southeast corner of the area, Pennsylvania Avenue crosses the Anacostia River after passing through Barney Circle, where it intersects with the Southeast Freeway. Several drive-through establishments are located along Pennsylvania.

Several schools are within the study area, and a series of retail and commercial venues generally center on Potomac Avenue, which runs from northwest to southeast through the neighborhood. A Safeway grocery store is located just north of the main intersection in this area, Potomac and Pennsylvania Avenues (Potomac Circle). Corner stores provide neighborhood services and convenience items. Just east of the study area lies the Congressional Cemetery, an underutilized public asset with many historic grave markers.

The housing stock originates from the late 19th and early 20th centuries, and is dominated by row houses. The area is also home to two public housing facilities, Potomac Gardens and Hopkins Apartments. Jenkins Row, a new condominium complex with ground-floor retail is currently under construction at Potomac Circle. Developers have shown a strong interest in this area in general, and most empty parcels are under active development. The Capitol Hill historic district ends just west of this area.

Surrounding areas have been studied extensively in recent years and have undergone or will soon undergo considerable changes. To the northeast of the study area lies “Reservation 13,” also known as the Hill East Waterfront area. This is the former site of the D.C. General Hospital, and the current site of the D.C. Jail. Recent plans have been made to improve waterfront access to the Anacostia through this area. Barney Circle, the southeast corner of the study area, is slated for significant improvements following on the completion of the 11th Street Bridges project. Barracks Row, along 8th Street SE, recently underwent major streetscape improvements, and is a burgeoning retail and dining area serving both residents and visitors.

PRIOR EFFORTS AND PLANS

A careful examination of existing and ongoing plans in the Potomac Avenue area will be important for assessing gaps in current implementation. The actual analysis needed is described in more detail under “Tasks and Deliverables.” Existing and ongoing plans are listed below.

Land use

APA Charrette report: In 2004, the American Planning Association (APA) annual meeting was held in Washington, DC. As a component of the conference, the APA organized a pro-bono Community Assistance Program community planning charrette. The 2004 charrette focused on the Potomac Avenue Metro Station. The challenge to the charrette participants was to determine key planning principles in economic development, housing, and place-making that establishes a focused framework for revitalization and identify priority strategies and best practices for implementation.

(Accessible at: <http://www.planning.org/cap/pdf/2004finalreport.pdf>)

Comprehensive Plan: The DC Comprehensive Plan is a general policy document that provides overall guidance for future planning and development of the city. The 2006 Plan contains four new citywide elements: Infrastructure, Educational Facilities, Arts and Culture, and Parks, Recreation, and Open Space. The new implementation element describes how the plan will be carried out, designates the agencies responsible for action, and establishes a timeline for the actions required for implementing the 2006 plan. Some of the planning priorities for the Capitol Hill Area Element include the effects of growth on quality of life and community character, the effects of future infill development within the neighborhood, future development on surplus public property, availability of and access to retail stores, services, open spaces, and parking, encroachment of non-residential uses into row house neighborhoods, housing affordability, and concerns on the impacts of overflow traffic. Four areas within the Capitol Hill Planning area were

designated as “focus areas”. One of the focus areas was the Pennsylvania Avenue Corridor. Some of the policy items that deal with this focus area include improving design of the Avenue, sustaining existing businesses, supporting the revitalization of vacant commercial space and moderate density mixed use development around the Potomac Avenue metro station, improved streetscaping, and redeveloping Potomac Gardens to allow for new mixed income housing.

(Accessible at: <http://planning.dc.gov/planning/frames.asp?doc=/planning/lib/planning/AreaElements-122006.pdf>)

Anacostia Waterfront Initiative Framework Plan (see also Great Streets Initiative): The Anacostia Waterfront Initiative (AWI) is a multi-agency effort initiated to revitalize the areas around the waterfront of the Anacostia River by creating a hub of Economic Development and bringing thousands of new jobs, residents and visitors. There are ten AWI Project Areas. As of May 16, 2006, eight projects or plans have been completed, and nine projects are in varying stages of completion. The Anacostia Waterfront Corporation, which was created to implement the AWI, has since been dissolved. Implementation of the AWI is now under the jurisdiction of the Mayor’s Office.

(Accessible at: http://planning.dc.gov/planning/cwp/view,a,1285,q,582200,planningNav_GID,1708.asp)

Pennsylvania Avenue SE Corridor Land Development Plan: The Corridor Land Development Plan seeks to transform and unify Pennsylvania Avenue SE into a world-class boulevard. This effort includes an existing conditions analysis, a redevelopment framework plan, a public outreach strategy, and a land development plan. The plan provides a revitalization strategy for surrounding neighborhoods and a framework to guide future development. The study area for the Corridor Land Development Plan includes all properties fronting Pennsylvania Avenue SE from Southern Avenue to the intersection of 2nd Avenue SE and Independence Avenue.

(Accessible at: http://www.pennavese.com/project_o.htm)

Transportation

Capitol Hill Transportation Study: The Capitol Hill Transportation Study was initiated in August 2006 and examines existing and projected transportation conditions within the study area. Traffic analysis tools were employed to test two-way conversion of Constitution and Independence Avenue at 17th and 19th Streets.

(Accessible at: <http://ddot.dc.gov/ddot/cwp/view,a,1249,q,628239,ddotNav,%7C32399%7C.asp>)

AWI Transportation Master Plan: This is a comprehensive plan for implementing transportation improvements throughout the Anacostia Waterfront Initiative (AWI) area. This plan identifies the relationships among planned and proposed projects, notes potential environmental and community impacts, explores project construction phasing, sets priorities for project development, estimates funding needs, defines a comprehensive public involvement process, and identifies steps necessary to move projects toward implementation.

(Accessible at: <http://www.ddot.dc.gov/ddot/cwp/view,a,1249,q,620910.asp>)

11th Street Bridges Project: The 11th Street Bridges Project is an outgrowth of the Middle Anacostia River Crossing study, which identified the need to improve the connectivity across the Anacostia River and provide direct access both north and south serving regional and local traffic. The Draft Environmental Impact Statement was released in the Summer of 2006 and the Final Environmental Impact Statement is expected to be released in Summer 2007.

(Accessible at: <http://www.11thstreetbridgeseis.com/reports.asp?DocGroupID=10033>)

Middle Anacostia River Crossings Study: The Middle Anacostia River Crossings Study evaluated existing traffic conditions and assessed improvement options to enhance mobility in the area, including addressing missing interchange movements on the Anacostia Freeway at Pennsylvania Avenue and the Southeast Freeway at Barney Circle. The study also investigated alternative uses of existing lane capacity

on the Southeast Freeway between 11th Street and Barney Circle, as well as the potential for increased pedestrian and bicycle access within the study area and along the Anacostia River.

(Accessible at: <http://www.ddot.dc.gov/ddot/cwp/view,a,1249,q,620301.asp>)

Great Streets Initiative: The Great Streets Initiative was announced in March of 2005 and focuses on six major corridors in the District of Columbia. The purpose is to increase local neighborhood livability and economic development by improving the physical, economic and safety condition of the corridors and create a new environment that invites private investment and neighborhood pride. Pennsylvania Avenue SE from the Sousa Bridge to Southern Avenue was one of the designated corridors.

(Accessible at: <http://www.greatstreetsdc.com/draftreports.asp>)

Pennsylvania Avenue Scenic Byway Corridor Management Plan: The purpose of the Pennsylvania Avenue Scenic Byway Corridor Management Plan was to provide a means for the maintenance, protection and enhancement of important community resources along designated roadways in the District; to interpret and promote those resource and related intrinsic qualities for the enjoyment and education of the residents and visitors; and to establish community-based goals and strategies to manage the intrinsic qualities while enhancing the economic benefits derived from people traveling the byways. Pennsylvania Avenue SE is a key focus of the corridor management plan.

(Accessible at: <http://ddot.dc.gov/ddot/cwp/view,a,1247,q,560801.asp>)

Site specific

Strategic Plan for the Historic Congressional Cemetery: This plan details priorities that will lead to the eventual achievement of the long-range goal of the Association for the Preservation of Historical Congressional Cemetery. These priorities address monuments and vaults, landscaping, infrastructure, public awareness/history, funeral/burial services, safety/security, and organizational structure and staffing.

(Accessible at: <http://www.congressionalcemetery.org/Services/Admin/StrategicPlan2000.pdf>)

Potomac/Hopkins Neighborhood Revitalization Master Plan: Prior to the development of the master plan for the Potomac and Hopkins sites, a mixed income program was developed for the HOPE VI program. Although the program was not funded, the goals of creating a neighborhood that was much more diverse, with market rate as well as low income units was preferred in order to bring more stability and character to the neighborhood. The ultimate goal was to create a one for one replacement of all low-income units and then add enough market rate units to assure a 50/50 split of family dwelling units. (Contact District of Columbia Housing Authority)

Hill East Waterfront Plan: This draft master plan was developed through a series of public meetings and an intensive planning workshop. Nine core principles emerged for the site, which lies on the eastern fringe of the Hill East neighborhood on the west bank of the Anacostia River.

(Accessible at: <http://www.dcwatch.com/issues/Res13-020331.htm>)

TASKS & DELIVERABLES

The Potomac Avenue Revitalization Strategy must be consistent with the neighborhood and economic development goals of the community residents, as well as the District of Columbia. The Strategy should also be consistent with the principles of the District's Comprehensive Plan and Zoning Regulations, although changes may be proposed as relevant. The Strategy must assist residents and stakeholders in implementing prioritized steps for revitalization based on sound market analysis and a thorough understanding of prior planning efforts.

Task 1: SYNTHESIS OF PRIOR EFFORTS AND IMPLEMENTATION GAP ANALYSIS

Task 1.1

Develop a comprehensive report that synthesizes and evaluates the existing efforts (detailed in the preceding section) and their implementation status. The assessment and presentation of implementation for other planning efforts should follow the timeline and time horizon in each plan.

The report should be organized under the following headings, and may include the items listed below:

Transportation

- Traffic assessments and forecasts
- Parking issues
- Curb cuts/access management
- Pedestrian access to the Anacostia River
- Pedestrian Safety
- Other

Housing

- Opportunity sites for housing development, including number of potential units
- Expansion of mixed-income housing areas
- Predicted future development based on existing regulations
- Other

Public Realm

- Connections across the Anacostia River
- Connections to Congressional Cemetery
- Connections to Capitol Hill West, Barracks Row
- Connections to Stadium
- Wayfinding
- Place-making
- Other

Task 1.2

Develop a technical report that includes the following:

- Gap analysis of proposed plans (may include recommendations for additional study)
- Implementation gaps and strategy for completion
- Obstructions to implementation
- Milestones for implementation

Deliverables for Task 1:

Technical Report on existing plans and implementation

TASK 2: DEVELOP SPECIFIC SITE RECOMMENDATIONS

Task 2.1

The revitalization study should make recommendations for several blocks which contain special interest for future development and produce an inventory of potential redevelopment sites over a 20-year time horizon. For each of the three blocks, the consultant team should examine current uses, impacts of the Comprehensive Plan on the block, description of ownership, agencies responsible for public land, and alternative sites for government and private uses. Site connections to the surrounding area should be examined with a special focus on opportunities for developing on-site and off-site housing, particularly public housing. The Industrial Site Plan for the District should inform the planning process for potential relocation of industrial uses.

Site 1. The block bounded by 13th St. on the west, 14th St. on the east, D St. to the north and E St. to the south. This site is currently occupied by the following entities:

- International Graduate University
- US Government property
- Shoe repair academy
- Counseling center for the elderly

Site 2. The eastern half of the block for Site 1 (above): This site currently contains a shopping center that includes a Safeway supermarket.

Site 3. The block bounded by 13th St. on the west, 14th St. on the east, E St. to the north and G St. to the south. This site contains the following properties:

- DC Public works site
- DDOT site
- Private Sites

The property owned by the D.C. government is zoned CM1 (industrial). DC's Comprehensive Plan calls for this area to be rezoned for residential use, impacting both the public and privately owned parcels located at the site.

The Consultant Team should create a report on existing site conditions covering the following for each site:

- Existing zoning, including any new zoning rulings and related policy
- Existing land use patterns and surrounding uses
- Inventory of businesses, including typology, ownership, building conditions, square footage, and vacant/abandoned properties
- Inventory of residential structures, including general building conditions and vacant/abandoned properties
- Inventory of public properties and facilities
- Infrastructure assessment, including planned infrastructure/facility improvements
- History of neighborhood and inventory of existing historic/cultural resources
- Potential historic sites
- Potential for being part of a redevelopment of public housing
- Potential contamination or need for site remediation

Task 2.2

Based on the existing site conditions, recommend optimal future uses for each site and develop a relocation plan for existing uses if necessary. For relocation, describe the number of acres to be

relocated, other available and feasible sites in the city available for the existing use. The plan should also recommend improvements to street connectivity that respect the intent of the L'Enfant plan.

A discussion of relocation will be necessary at least for public uses on Site 3 (the industrial block). This should include a careful description of the benefits and costs of moving these uses to alternative sites, along with a discussion of the probable availability of alternative sites in the future.

Task 2.3

Present Potomac Avenue Revitalization Strategy plans and massing scenarios, use programs and respective pro formas that estimate land values and development costs and illustrate unique use and parking strategies. The Team must engage the District and the community about the pros and cons of each strategy in order to arrive at a preferred series of recommendations.

Task 2.4

The consultant team should develop urban design guidelines for potential redevelopment. These guidelines should provide general recommendations about setbacks and how the potential buildings would relate to the streets.

Deliverables for Task 2:

- Existing conditions report for specified sites
- Technical memo on potential uses and relocation of existing uses for specified sites
- Potomac Avenue Revitalization Strategy scenarios
- Recommendation(s) and implementation plan for specified sites

TASK 3: MARKET ANALYSIS

Task 3.1

Summarize the retail market demand study commissioned by Penn East, Inc and the study conducted for the Pennsylvania Avenue element of the Great Streets Initiative. Taking into account these studies, develop a report with a 5-year time horizon that includes the following:

- Analysis of retail conditions and trends
- Differentiate between locally-serving and destination retail
- Identification of underserved and niche retail opportunities currently not offered in the study area
- Revitalization framework for retaining and attracting retail
- Level of retail supportable by the local community and connections to housing

Task 3.2

In light of this market analysis, assess existing transportation plans and their impact on new parking options, parking demand management, traffic impacts, transportation enhancements, and pedestrian and bicycle circulation. Contextualize retail opportunities in this area with respect to commercial development already existing or planned in the following nodes:

- Barracks Row
- Pennsylvania Avenue West of 11th
- Pennsylvania Avenue East of Anacostia River up to 27th St SE
- Broader Market: Massachusetts Avenue and H Street

Task 3.3

Create a strategic public investment plan that examines costs for needed infrastructure and priorities and finance tools that are available for implementing improvements. Any policy changes needed to accelerate these improvements should be noted.

Deliverables for Task 3:

1. Retail Market Analysis Report and Revitalization Framework Plan
2. Strategic Public Investment Plan

Task 4: MEETINGS, OUTREACH AND COMMUNICATION TOOLS

Task 4.1

Formulate and implement a comprehensive public outreach strategy that will maximize public participation in this multi-stakeholder planning process. This strategy will provide both the consultant and the Office of Planning with a mechanism that will allow for an open-ended process for communication with the various stakeholders and a meaningful exchange of ideas between all interested parties.

Please see Appendix A to this Statement of Work for the Office of Planning Public Outreach Standards.

Task 4.2

The Office of Planning, in coordination with the Office of Council Member Tommy Wells, will form an Advisory Committee comprised of the many stakeholders in the study area, including Advisory Neighborhood Commissions (ANCs), neighborhood and civic organizations, business associations, property owners and investors, and faith-based and non-profit organizations. The Advisory Committee will work closely with the Office of Planning, consultant team and other government agencies in guiding and developing the plan strategies.

Task 4.3

The Office of Planning will establish an Interagency Work Group to provide District & federal government coordination in plan development and implementation. The Working Group will be comprised of representatives from various agencies, including:

- Office of Planning
- Office of the Deputy Mayor for Planning & Economic Development
- District Department of Transportation
- Department of Public Works
- Department of Consumer & Regulatory Affairs
- Department of Housing & Community Development
- Department of Parks & Recreation
- National Park Service
- Office of Neighborhood Services
- National Capital Revitalization Corporation
- D.C. Marketing Center
- D.C. Public Schools
- D.C. Public Libraries
- Washington Metropolitan Area Transit Authority

Task 4.4

As deemed necessary by the Office of Planning, the Consultant Team will attend and conduct public meetings, advisory committee meetings, interagency work group meetings, briefings, and workshops to present its findings and participate in plan development and implementation discussions. The consultant team will also provide meeting facilitation as needed for meetings.

Deliverables for Task 4:

- Public outreach strategy
- Notes, summaries and photographs of all public engagement events
- Project webpage and public information documents
- Consultant team attendance at up to six (6) community presentations open to the general public
- Consultant team attendance at up to eight (8) advisory group meetings
- Consultant team attendance at up to eight (8) work group meetings
- Consultant team attendance at up to two (2) briefings to key government officials throughout the planning process

Notes on Task 4:

Delivery of Public Outreach Strategy is due 2 weeks from award of contract.

Delivery of notes, summaries & other public information documents, as well as photographs of all public engagement events are due throughout the planning process as determined by the Office of Planning.

Delivery of project webpage is due 3 weeks from award of contract.

Consultant Team will attend & conduct meetings, as required by the Office of Planning, throughout the duration of the planning process.

APPENDIX A

Office of Planning Public Outreach Standards

The Office of Planning facilitates a public involvement process in the development of all plans completed by the agency. The following guidelines describe OPs public outreach standards for the agency and should be followed by all staff to ensure consistency in outreach strategies.

Public Meeting Date, Location, and Preparation

- Select a meeting location that is central to the project area, accessible by mass transit, and if possible, include some off-street parking.
- For projects that include multiple meetings, hold them at different times during the week so that as many stakeholders in the community can participate (ie. different week nights, Saturday mornings, etc.).
- Make sure that the meeting does not conflict with other scheduled community meetings.
- In addition to community groups, be sure to include local non-profits, CDCs, or NGOs within the project area or those potentially impacted by the project.
- Assess demographics of stakeholders to determine if an interpreter and/or translator will be needed for any public meeting. In doing so, include a column for “primary language spoken” on event sign-in sheets.
- Coordinate with community groups, faith-based organizations, local businesses, and non-profits who conduct business within the project area to determine the language need(s) of the meeting participants and to ensure the participation of limited-English proficient (LEP) residents in meetings.

Notification of Public Meetings

Mail, Internet, and Email Notification

- Work with GIS to create a mailing list for all residents in the project areas. Should a resident indicate on prior sign-in sheets that s/he primarily speaks a language other than English, then forward a meeting notice to the resident in the primary language spoken.
- Garner the assistance of community liaison agencies for the government, such as the Mayor’s Office on Asian and Pacific Islander Affairs (OAPIA) and the Mayor’s Office on Latino Affairs (OLA), to forward notifications by way of their community and residential contacts/list serves.
- Mail notices of meeting at least 14 days before the scheduled meeting.
- Distribute meeting notices through new or existing email lists that include project area stakeholders.
- Post meeting notices on list serves that serve the project area. Posted notices should also be translated to the required LEP languages.
- Post meeting notices on OPs homepage that also included translations to required LEP languages.
- Request that Council members who represent residents in the project area post meeting dates on their websites.
- Mail notices to all past meeting attendees who provided contact information on sign-in sheets.
- If necessary, send meeting notices to ANC commissioners and neighborhood association presidents, and others as identified, by certified mail or send them an email and request a “read receipt”.
- Distribute flyers to churches, local businesses, community-based organizations, schools, and other public facilities in the project area. Flyers are to be culturally appropriate and accurately translated into the target language(s) spoken by the clientele of said organizations.

Material Design

- Use straightforward language that identifies what issues will be discussed.
- Emphasize issues that will generate interest.
- Use wording that will encourage citizen input and avoid sounding like a presentation.

Media relations

The Office of Planning's Public Information Officer shall:

- Contact local newspapers, including the ethnic media, to post meeting notices at least 10 days prior to the meeting date; be sure to get meeting notices to them within filing deadlines for information to be included in their next issue.
- Issue a press release that informs the ethnic media about the outreach activity's purpose and objectives.
- Encourage local newspapers to write articles about the meeting or planning process.
- Contact radio and TV stations, including those stations that target various ethnic groups, for public service announcements.

Other Strategies

- Distribute flyers at metro stations.
- Drop off flyers to be distributed at community groups, faith-based organizations, local businesses, and schools.
- Work with DDOT to post community meeting dates and times on traffic control signs.
- Post flyers and posters in high traffic areas.
- For projects that include a specific site, notify all property owners or residents living within a 200' radius and ensure that the notice is culturally appropriate and in the language(s) of the target population(s).
- Post meeting dates and times on the DC citywide calendar.
- Require that stakeholder participation on advisory committees include that members assist in advertising public meetings and disseminating information.
- Air video of public meetings on DC cable.
- Post signs for meetings on information panels on Metro cars.

Monitor Success of Outreach

- Work with GIS to map addresses of meeting attendees who provided information on meeting sign-in sheets.
- Work with GIS to determine language needs of meeting attendees who provided information on meeting sign-in sheets.

Community Relations

Key Strategies

- Create a list of key groups and stakeholders at the beginning of the project.
- Emphasize personal interaction with community groups early in the planning process.
- At the beginning of each planning initiative, notify all residents within project area of the purpose of the planning process, key deadlines, and first public meeting.
- Generate excitement about the project early on.

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- Encourage the involvement of key community leaders, such as ANC commissioners, the executive directors of CBOs that deal with LEP clients, as well as the heads of community associations and other groups identified as stakeholders.

Suggested Outreach during Public Process

- Call each impacted ANC commissioner and heads of stakeholder groups to notify them of each public meeting at least seven days before the event.
- Call or meet with challenging community members before meetings so that they can discuss their issues with an Office of Planning staff person prior to the meeting.
- Meet with community leaders and other participants to go over the presentation before each meeting.
- Make phone calls to let prior meetings attendees know of future meeting dates. Use Language Line Services, the District's over-the-phone interpretation contractor, to contact LEP attendees.
- Post current project information, FAQs, notes from meetings, and dates of future meetings on the internet (OPs website or other). Keep in mind that this material needs to be translated to the required LEP languages.
- Make any documents distributed at public meetings available at the local public library in the reference section. Keep in mind that this material needs to be translated to the required LEP languages.

PUBLIC OUTREACH CHECKLIST

Getting Started

- _____ Work with GIS to create a mailing list
- _____ Make a list of key stakeholders in the community and map boundaries of ANCs and community groups
- _____ Identify centrally located meeting location
- _____ Determine if an interpreter and/or translator will be required at any community meetings
- _____ Establish project website

Meeting Notification

- _____ Post two meeting notices in two widely-read/distributed local newspapers at least 10 days prior to any public meeting. Include local ethnic media when posting notices.
- _____ Post meeting dates and times on the DC citywide calendar
- _____ Mail notices so that they will be delivered 10-12 days before the meeting date. Forward meeting notices to residents in their native language should OP know this information in advance.
- _____ Post a minimum of 10 – 20 posters in key locations within the project area (ie. Libraries, metro stations, etc.)
- _____ Send an email notification to stakeholders and list-serves two days before the meeting date
- _____ Make phone calls to each ANC commissioner in the study area, and to key stakeholders several days before the meeting
- _____ If necessary, send meeting notices to key stakeholders by certified mail or send them an email and request a “read receipt” to the Chair of affected ANCs
- _____ Hand-deliver flyers to businesses and churches in the area. Translate the flyers when necessary.

_____ Call DC Cable to request video taping of first public meeting

Meeting Follow-up

- _____ Update project website
- _____ Make any relevant documents distributed at public meetings available at the Office of Planning and local public library in the reference section

Second Meeting

- _____ Post two meeting notices in two widely-read/distributed local newspapers at least 10 days prior to any public meeting
- _____ Post meeting dates and times on the DC citywide calendar
- _____ Mail notices so that they will be delivered 10-12 days before the meeting date. Forward meeting notices to residents in their native language should OP know this information in advance.
- _____ Post a minimum of 10 – 20 posters in key locations within the project area
- _____ Send an email notification to stakeholders and list-serves two days before the meeting date
- _____ Call or meet with difficult community members before meetings so that they can discuss there issues with you prior to the meeting
- _____ Make phone calls to each ANC commissioner in the study area, and to key stakeholders several days before the meeting
- _____ If necessary, send meeting notices to key stakeholders by certified mail or send them an email and request a “read receipt”
- _____ Hand-deliver flyers to businesses and churches in the area. Translate the flyers when necessary.
- _____ Work with GIS to map addresses of meeting attendees who provided information on meeting sign-in sheets

_____ If necessary, work with local ANC or community group to develop outreach strategy suited for the project area and to ensure participation of LEP residents at the meetings.

_____ List additional outreach being done in areas that had low turn-out

1.

2.

3.

Third Meeting

- _____ Post two meeting notices in two widely-read/distributed local newspapers at least 10 days prior to any public meeting. Include local ethnic media when posting notices.
- _____ Post meeting dates and times on the DC citywide calendar
- _____ Mail notices so that they will be delivered 10-12 days before the meeting date. Forward meeting notices to residents in their native language should OP know this information in advance.
- _____ Post a minimum of 10 – 20 posters in key locations within the project area
- _____ Send an email notification to stakeholders and list-serves two days before the meeting date
- _____ Call or meet with difficult community members before meetings so that they can discuss there issues with you prior to the meeting
- _____ Make phone calls to each ANC commissioner in the study area, and to key stakeholders several days before the meeting
- _____ If necessary, send meeting notices to key stakeholders by certified mail or send them an email and request a “read receipt”
- _____ Hand-deliver flyers to businesses and churches in the area. Translate the flyers when necessary.
- _____ Work with GIS to map addresses of meeting attendees who provided information on meeting sign-in sheets
- _____ If necessary, work with local ANC or community group to develop outreach strategy suited for the project area and to ensure participation of LEP residents at the meetings.
- _____ List additional outreach being done in areas that had low turn-out

1.

2.

3.

Meeting Follow-up

- _____ Update project website
- _____ Make any relevant documents distributed at public meetings available at the Office of Planning and local public library in the reference section

Fourth Meeting

- _____ Post two meeting notices in two widely-read/distributed local newspapers at least 10 days prior to any public meeting. Include local ethnic media when posting notices.
- _____ Post meeting dates and times on the DC citywide calendar
- _____ Mail notices so that they will be delivered 10-12 days before the meeting date. Forward meeting notices to residents in their native language should OP know this information in advance.
- _____ Post a minimum of 10 – 20 posters in key locations within the project area
- _____ Send an email notification to stakeholders and list-serves two days before the meeting date
- _____ Call or meet with difficult community members before meetings so that they can discuss there issues with you prior to the meeting
- _____ Make phone calls to each ANC commissioner in the study area, and to key stakeholders several days before the meeting
- _____ If necessary, send meeting notices to key stakeholders by certified mail or send them an email and request a “read receipt”
- _____ Hand-deliver flyers to businesses and churches in the area. Translate the flyers when necessary.

<p>_____ Work with GIS to map addresses of meeting attendees who provided information on meeting sign-in sheets</p>	<p>_____ Post two meeting notices in two widely-read/distributed local newspapers at least 10 days prior to the beginning of the public review and comment period for the draft plan document. Include local ethnic media when posting notices.</p>
<p>_____ If necessary, work with local ANC or community group to develop outreach strategy suited for the project area and to ensure participation of LEP residents at the meetings.</p>	<p>_____ Allow a public review and comment period 45 days after the release of the draft plan.</p>
<p>_____ List additional outreach being done in areas that had low turn-out</p>	<p>_____ Post a copy of the draft plan on OPs website, and provide at least one hard copy at OP's offices and at least one other public facility within the project area, throughout the public review and comment period</p>
<p>1. _____</p>	<p>_____ Hold one public meeting during the public review and comments period. Ensure the accommodations of an interpreter and/or translator when necessary.</p>
<p>2. _____</p>	<p>_____ Public comments submitted to the Office of Planning must be on comment sheets provided by the office of planning and included as an appendix in the final plan</p>
<p>3. _____</p>	<p>_____ Hold the Mayor's Public Hearing on the plan 45 days after the release of the draft document</p>

Meeting Follow-up

<p>_____ Update project website</p>	<p>_____ Public comments on the plan shall be accepted no later than three business days after the 45-day public review and comment period</p>
<p>_____ Make any relevant documents distributed at public meetings available at the Office of Planning and local public library in the reference section</p>	<p>_____ After all public comments have been received, OP will review comments and identify any significant comments to be addressed in the final plan before submitting it to City Council.</p>

Draft Plan Review and Comments