

## Section 2: Planning Process

The McKinney Comprehensive Plan has been developed through a process created specifically for the City. The structure of the planning process allowed for the orderly development of the comprehensive plan, from kick-off meetings and public involvement to analyzing alternative plans and the final adoption by elected City officials.

The comprehensive plan process was designed to be inclusive, not simply allowing for but soliciting public input through each phase of the project. The strength of the process is realized in a plan which captures the vision of the community.

The decision to update the 1990 Comprehensive Plan was made in the summer of 2002. As a first step, City Staff began to develop the first rough drafts of the criteria for the plan - anticipated outcomes, timeline, RFQ for services, etc. It was determined that City Council and the Planning and Zoning Commission would serve as the Joint Committee for the plan, which was anticipated to be developed during 2003. HNTB was the firm selected to develop the plan.

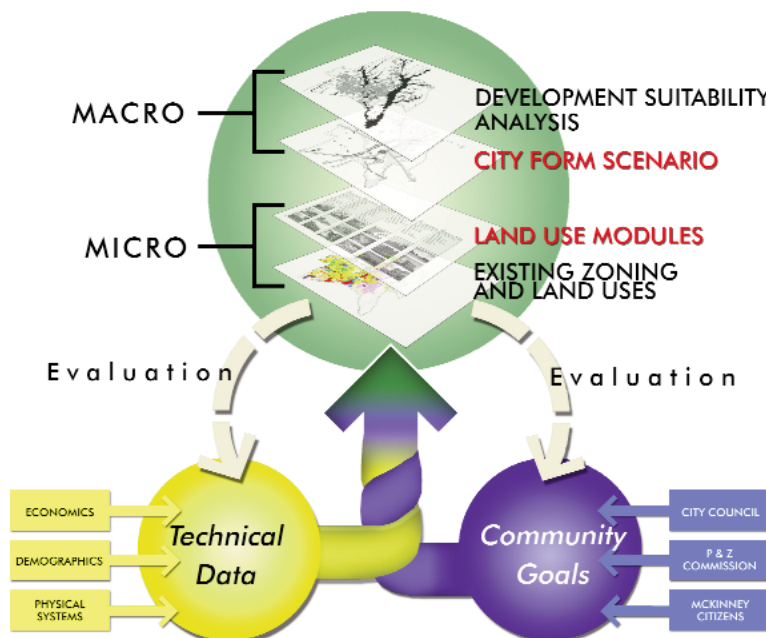
With the selection of HNTB, a project work program-flow chart was created. A key element of the process were monthly Joint Committee meetings and public input meetings which were designed to inform the Joint Committee and the community on issues associated with the plan as well as the progress being made, to receive comments and direction, and to approve draft chapters of the plan.

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### 2.1 Comprehensive Plan Process - Five Phases

Like most projects, the 15-month McKinney Comprehensive Plan process had a life cycle of its own. This cycle of events included an initial period of collecting data,

#### FUTURE LAND USE PLAN DEVELOPMENT PROCESS



*McKinney's future land use plan development process.*

interviewing community stakeholders, and defining the community's goals and objectives - the foundation for developing the plan. With the base established, the main ingredients driving the plan were analyzed and then refined for the eventual selection by the Joint Committee of a draft preferred plan. The draft preferred plan dictated the various elements of the plan. The final stages of the plan process focused on documenting the implementation of the plan through City policy, and the eventual approval of the McKinney Comprehensive Plan document by McKinney's Planning and Zoning Commission and the document's adoption by the McKinney City Council.

The McKinney Comprehensive Plan process was broken down into five distinct phases:

- Phase 1 Community Vision
- Phase 2 Status of McKinney
- Phase 3 Community Needs Assessment and Goal Setting
- Phase 4 Comprehensive Plan Elements
- Phase 5 Implementation

*The comprehensive plan elements developed guidelines, policies, and programs to address issues critical to McKinney's growth and helped achieve community goals and objectives.*

The Community Vision phase established the internal structure for conducting the overall plan process. This included kick-off meetings, establishing meeting schedules throughout the plan process, gathering base data, conducting stakeholder interviews with community leaders and concerned citizens, creating a communications program, and developing preliminary goals and objectives for the plan.

The Status of McKinney phase examined the opportunities and constraints existing in the community and what this meant for growth and development of McKinney. Opportunities and constraints included both natural and man-made features that positively or negatively impact the community. A final goals and objectives statement by the Joint Committee was desirable during the Status of McKinney phase to move the project forward. Both the Community Vision phase and Status of McKinney phase helped form the base for developing the plan.

The phase titled Community Needs Assessment and Goal Setting took the information gathered during the first two phases to identify community needs. During this phase of the process, goals and objectives as well as the local issues tied to community planning and growth management were refined through citizen input and the involvement of McKinney's elected and appointed officials. Alternative city form scenarios and similar development plans were presented for public consideration and comment. The result was an approved draft preferred plan by the Joint Committee that provided direction for developing the various elements making up the Comprehensive Plan.

Based on the selected draft preferred plan, the Comprehensive Plan Elements phase of the planning process involved the steps that developed guidelines, policies, and programs to address issues critical to McKinney's growth and helped achieve community goals and objectives.

The Implementation phase was the final stage in the comprehensive plan process. This last phase was the culmination of the 15-month long plan process where City policy was developed to guide McKinney's future development. This was the phase where pen met paper as adoption drawings and the adoption report were developed in final draft form for review, public input, and refinement for the ultimate approval and adoption of the final document.

## 2.2 Communication and Public Input

An important component of the plan process was establishing a method of communication to inform McKinney residents and to solicit public input during the development of the plan. During the comprehensive plan project various communication tools were used to get the message out to the public about the project and to foster community participation. In addition, several avenues were available to solicit public input and incorporate the public's values into the comprehensive plan. Methods used to promote and to solicit public input into the comprehensive plan project included the following:

- Joint Committee meetings (12 meetings)
- Public input sessions following Joint Committee meetings (12 sessions)
- Stakeholder interviews (establish goals and objectives)
- Phone Survey
- Citizen surveys (establish goals and objectives)
- Community meetings (3 meetings)
- Stakeholder group meetings
- McKinney Project Office (from January 2003 to October 2003)
- City of McKinney's McKinney City Times newsletter (7 issues)
- McKinney Comprehensive Plan web page (<http://compplan.mckinneytexas.org/>)

### Joint Committee Meetings

Throughout the comprehensive plan process (from January 2003 through the early Spring 2004), there have been 12 monthly Joint Committee meetings held. Committee meetings, made up of members of the McKinney City Council and McKinney Planning and Zoning Commission, were used to introduce or update committee members regarding the progress of the comprehensive plan process. Committee members would ask questions, voice concerns, and provide City staff and planners with HNTB guidance for the plan's development. Joint Committee meetings were open for the public to attend.

### Public Input Sessions

Following the Joint Committee meetings, public input sessions were conducted for citizens to become involved. The 12 public input sessions allowed residents to ask questions of City staff and planners with HNTB and provided a means for citizens to express their concerns and desires for McKinney's development.

### Stakeholder Interviews

At the onset of the comprehensive plan process, approximately 100 stakeholder interviews were conducted with elected and appointed city officials, concerned citizens, neighborhood leaders, and representatives from the business community and educational districts. Stakeholder interview questions consisted of many of the same questions found in the citizen survey found on the City's comprehensive plan web page. Interviews were conducted in private with the individuals knowing that their comments were not for City or public review. These discussions lasted about 30 minutes for each of the 100 people interviewed.

Information obtained from these interviews helped planners with HNTB gain a better grasp of the values and current issues facing the community. This is a standard process for the planning team to get a quick cross-section of community input.



*Public presentation during a monthly Joint Committee meeting (McKinney City Council and McKinney Planning & Zoning Commission).*



*Public input sessions*

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### Phone Survey

The City of McKinney retained Raymond Turco & Associates, a public opinion research firm, to conduct a scientifically accurate attitudinal survey of city residents to ascertain their viewpoint on issues involving city planning and city services. The surveys were conducted over the phone between March and April of 2003. This opinion survey was conducted to serve as a major public involvement component of the City's comprehensive plan update. The questionnaire was designed to examine residents' attitudes about city services, quality of life, proposed public improvement, economic development, and city initiative.

The information gathered in the report allows elected officials and City staff to better understand attitudes and desires of its citizenry regarding this important subject area. The results of the survey were presented during a Joint Committee presentation. The results of the survey provided city leaders the assurance that a broad cross-section of the community had provided input in the development of the goals and objectives. A copy of the community survey is included in the appendix of this plan.

### Community Meetings

During the second week of April 2003, three community meetings were held in different sections of McKinney. These meetings were held to let citizens view the work produced to date on the Comprehensive Plan and to encourage public input. Items displayed for public review included the Joint Committee endorsed goals and objectives, alternative city forms, and maps of McKinney. A PowerPoint presentation gave those attending a step-by-step briefing of the comprehensive plan process and the work conducted to date.

Meetings were designed to foster public input, either through direct questions and answers or by asking residents to physically give their preference on the maps to the city forms they preferred for their neighborhoods and the City as a whole. During the community meetings, people were in attendance to record public comments.

### Stakeholder Group Meetings

As a result of direction by the Joint Committee in August, HNTB and City staff conducted a series of focused stakeholder meetings to solicit input midway through the comprehensive plan update process. Staff tried to coordinate a series of meetings with 6 to 12 people who had interest or expertise in a particular aspect of the community and its development - east side residents, west side residents, retail developers, industrial developers, the McKinney Independent School District, and property owners in the ETJ (extraterritorial jurisdiction). The input from these groups was reviewed by staff and incorporated into the goals and objectives and draft future land use plan and module plan as appropriate. An update was provided to the Joint Committee in October.

### McKinney Project Office

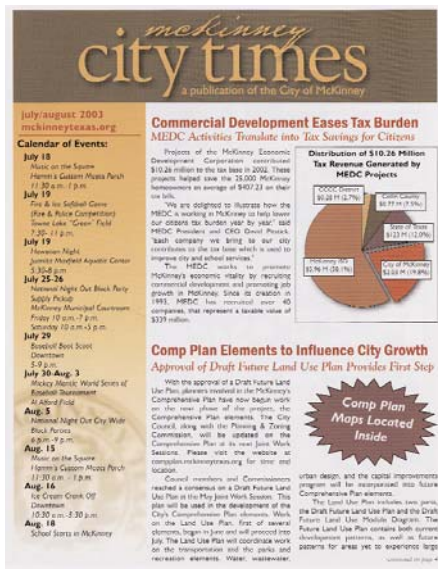
From January 2003 to October 2003, a McKinney Project Office was established. Three planners with HNTB's Dallas Urban Design and Planning division were relocated to office in the City of McKinney's Planning Department. The presence of HNTB planners was done to help facilitate internal communications between McKinney City staff and HNTB planners and to have available to McKinney resi-



dents project members to answer questions or take comments related to the Comprehensive Plan.

## City of McKinney's McKinney City Times Newsletter

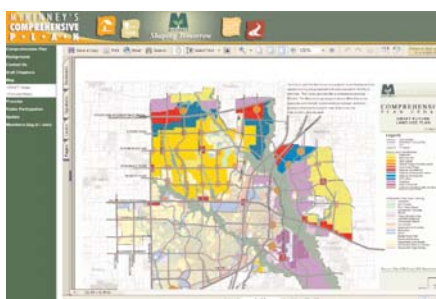
Throughout the 15-month long period, the City of McKinney's *McKinney City Times* newsletter ran seven stories regarding the comprehensive plan process. The stories contained information ranging from the Comprehensive Plan's initial kick-off to the community meetings in April 2003 and from the Joint Committee's endorsement of the draft preferred plan to the adoption of the Comprehensive Plan's final report. Besides text, the newsletter provided colorful maps and photos showing the progress being made in the plan process.



## McKinney City Times newsletter

## McKinney Comprehensive Plan Web Page

In January 2003, a McKinney Comprehensive Plan web page was created by City staff from public information and planning. The web page was linked from the City's home page on the Internet. The web page provided updates and a range of information regarding meetings, maps, plan process, glossary of terms, project timeline, draft goals and objectives, the citizen survey questionnaire, draft chapters, contact information, and background information regarding HNTB and its planning staff.



## McKinney Comprehensive Plan web page

Other communication tools used to get the word out ranged from the time-tested 'word-of-mouth' means to more sophisticated tools of today - cable channel interviews and email distribution list. In addition, the City developed an official comprehensive plan logo and generated news releases for the local media. Both McKinney City staff and planners with HNTB were available for interviews to reporters from the *McKinney Courier-Gazette*, the *McKinney Messenger*, and *The Dallas Morning News*.

With many of the mediums listed above, both telephone numbers and email addresses were made available so McKinney residents could ask questions or provide community input for the comprehensive plan to planners. Several additional means were used in the plan process to seek community participation and gather the values citizens have associated with McKinney.