

THE PROCESS

The City of West Fargo and its consultant, Town Planning and Urban Design Collaborative (TPUDC), led an open public engagement process unlike any other planning effort in the city. Over the course of 12 months, the city offered an array of engagement opportunities, using a number of creative techniques to try and reach a broad cross-section of West Fargo and spread the word about the West Fargo 2.0 project. In today's busy world, where there is no one way to reach people, West Fargo went above and beyond to reach constituents, inventing creative ways to engage the public and generate buzz.

WORD-OF-MOUTH

The City of West Fargo planning staff spent hours of time communicating directly with other city departments, stakeholders, and members of the public. In person, word-of-mouth communication and having champions of the project were critical to building excitement for the project.

PUBLIC MEETINGS

In November 2016, the West Fargo 2.0 team held a project kick-off, where close to 80 residents attended to hear about the project, learn about the process and provide some initial feedback on what is important to them. In January 2017, the team held two visioning sessions, one at city hall and one at the Rustad Recreation Center, which were attended by approximately 100 participants, including elected and appointed officials, residents, and city staff members. These two interactive workshops were focused on reaffirming the broad vision, and encouraging participants to articulate their wishes and hopes for the future of the city.

SOCIAL MEDIA AND WEBSITE

TPUDC and city staff maintained a web presence (www.wf2point0.com) and the project's Facebook page was used to help disseminate information about the project and upcoming events. The project website was used to post documents and gather public input through the use of discussion boards, map-based exercises, photo-sharing, and more. The website remained active throughout the entire process with more than 2,500 visitors and more than 2,000 individual visits. The team also used the project's Twitter account to share information on the project.



PERSONAL OUTREACH

Emails were sent to community stakeholders, inviting them to participate in all public events as well as the Planapalooza™. In the months leading up to Planapalooza™, TPUDC conducted interviews of policy makers including members of the Planning Commission and City Commission.

DIRECT COMMUNICATION

Monthly project updates and email invitations were sent directly to stakeholders who registered on to the West Fargo 2.0 website (150 subscribers).

MEDIA

City staff supplied press releases to local media that resulted in coverage of events. Before to the Planapalooza™, the West Fargo Pioneer published articles encouraging public participation. Reporters from the West Fargo Pioneer wrote about the Planapalooza™ meetings and events throughout the process. City staff was also interviewed on AM1100 The Flag, AM790 KFGO, WDAY and KVRR several times and invited to share information about the project. TPUDC and city staff designed and produced posters that were displayed in prominent locations throughout the city and provided during events leading up to the Planapalooza™.

TACTICAL URBANISM

As part of West Fest in September 2017, the city created a parklet on Sheyenne Street within the downtown area, installing a temporary tent and tables for conversation which proved to be handy during the rainy weather of that year event. This “parklet” remained in place for the duration of West Fest, drawing additional attention to the project and providing a place for people to gather.



PLAN THE FUTURE

CREATE A COMPREHENSIVE PLAN FOR WEST FARGO

APRIL
20TH-25TH

JOIN US FOR
A SERIES OF
FUN EVENTS

THE CITY OF WEST FARGO
WANTS TO INVOLVE THE
COMMUNITY IN
DEVELOPING THE CITY FOR
THE NEXT GENERATION.

NOW IS YOUR CHANCE TO
PLAY A ROLE IN ENHANCING
THE FUTURE OF
WEST FARGO.

SCHEDULE OF EVENTS

THURSDAY, APRIL 20 - **Prairie Heights Church - 319 32nd Ave E**
 5:30 p.m. - Opening Workshop - Spring Thaw Out Social (FREE Pizza)
Join us for a brief presentation followed by a hands-on workshop where you'll get to give YOUR Community!

FRIDAY, APRIL 21 (SPECIALTY DISCUSSIONS) - **City Hall - 800 4th Ave E**
 9 a.m. - Services, Facilities & Infrastructure
 10:30 a.m. - Housing & Neighborhoods
 12:30 p.m. - Transportation, Mobility & Parking
 2 p.m. - Business, Tourism & the Economy
 3:30 p.m. - Downtown Revitalization & Redevelopment

SATURDAY, APRIL 22 (SPECIALTY DISCUSSIONS) - **City Hall - 800 4th Ave E**
 9 a.m. - Parks, Open Space & Natural Resources
 10:30 a.m. - Sustainability & Resiliency

SUNDAY, APRIL 23 - **City Hall - 800 4th Ave E**
 6:30 p.m. - Public Pin-up & Review

TUESDAY, APRIL 25 - **Prairie Heights Church - 319 32nd Ave E**
 7:30 p.m. - Closing Presentation - The work to review
ART CONTEST WINNERS WILL BE ANNOUNCED!

PLANAPALOOZA 2017

What's a Planapalooza?
 |planruh|pub|loozuh| n.
 A Planapalooza is an intense, participatory design, and public input process where you are invited to work directly with your neighbors, fellow business owners and a multidisciplinary consulting team. The entire process is open to the public at all times. So please join us as we work together to prepare a Comprehensive Plan that will protect and enhance West Fargo and set a clear vision for the future.
 For more information visit: www.Facebook.com/westfargo2.0
 and/or: www.wf2point0.com

PRESENTED BY:

PLANAPALOOZA™

From April 20 through April 25, 2017, the citizens, business owners and visitors of West Fargo were invited to participate in a multi-day planning and design charrette called Planapalooza™ to continue honing the issues and wishes of the community for the future.

Planapalooza™, an intensive and fun community planning and design event, brought together the citizens of West Fargo to think about the future of the city. This interactive engagement process provided an open forum for the public to work closely with Planning Staff and consultants from TPUDC to identify big ideas and generate a vision that will drive policy decisions for the city while also building local capital and community-driven action. The Planapalooza™ team, along with city planning staff, set up a full working office and studio at City Hall, with more than 250 members of the public stopping by to attend meetings, provide input, or talk with the planners.

On the first evening of the charrette, TPUDC delivered an introductory presentation on comprehensive planning and the project at Prairie Heights Church. Immediately following the presentation, the TPUDC charrette team facilitated a hands-on “speed-planning” workshop where the public was invited to roll up their sleeves, draw and brainstorm their ideas for improving three areas of the city: the sewage lagoons, downtown and 32nd Avenue and Sheyenne Street intersection. Working over base maps, participants identified key areas where infill, redevelopment, or other interventions should be focused. On the second and third day of the charrette, the team conducted technical meetings on a variety of topics important to the project. These included economic development, infrastructure, transportation, development, environmental concerns, and more. Meanwhile, members of the team began developing plan alternatives, while gathering information from these meetings in real time.

On the third night of the charrette, a public pin-up/open house was held in the studio, giving the team a chance to present alternative plan scenarios based on ideas generated by the public. Over 35 people assembled to see the draft plans and provide feedback on what they liked about the ideas presented, and where further work was needed.

During the remainder of the charrette, members of the public continued to filter into the studio, adding their ideas, talking to the team, and filling out questionnaires. Feeding off this buzz of activity, the team entered production mode, synthesizing ideas, collaborating over design challenges, preparing renderings, and compiling existing conditions images.



Based on all the input from the public gathered at the hands-on workshop, stakeholder meetings, the pin-up, and drop-ins, the charrette team developed examples of how the three master planned areas could look if re-development and new development were to occur at those locations. The plans depict possible redevelopment and infill scenarios, building configurations, parks and plazas, street connections, and public facilities.

A final presentation took place on the last day of the charrette at Prairie Heights Church, at which time all of the work produced during the week was presented and explained. The meeting was attended by over 85 members of the community.

DRAFT WEST FARGO 2.0 PLAN REVIEW

A first draft of this document was released February 2018, giving everyone a chance to review and comment. Paper copies were made available and the draft plan was added to the project website where stakeholders could comment on various sections of the plan. Finally, a West Fargo 2.0 Open House was held in March 2018 for two days, providing an opportunity for the public to review, discuss, and comment on the draft. About twenty comments were received and analyzed to prepare the final plan, which was completed in April 2018.

