



Community Engagement Plan

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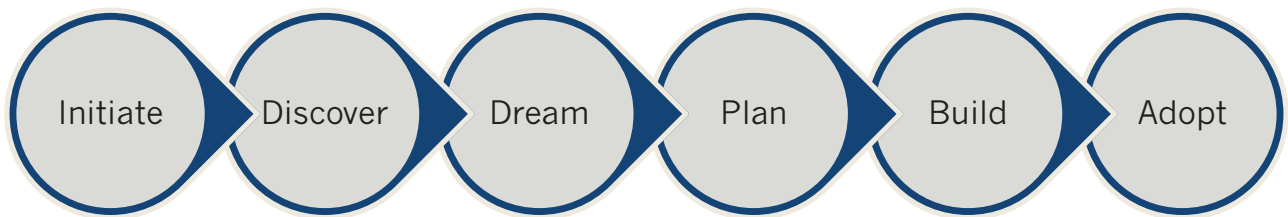
1. PROCESS

In the beginning of 2023, the City of Huntington initiated the process to update the City's Comprehensive Plan, Plan2025. The updated Comprehensive Plan will address the City of Huntington's land use policy and development for the next 10 years. Specifically, the Comprehensive Plan will: address current development trends, determine a vision for how the community would like to see Huntington develop, and provide a plan to achieve this vision.

This document, the Community Engagement Plan, is an overview of the City's approach to engaging the public. This plan will allow all people to bring their voices into the planning process and to share their own ideas, backgrounds, and experiences to plan for a better Huntington.

Timeline

The Comprehensive Plan update process includes six phases, as shown below, with opportunities for community input at each phase. A more detailed timeline is provided in the Appendix.



2. GUIDING PRINCIPLES

The following public engagement principles are used to guide and ensure meaningful public participation throughout the planning process.

1. **Inclusive** of diverse perspectives
2. Provide **multiple and meaningful** ways for the public to engage in the planning process
3. **Repeated** public engagement from start to finish of the planning process
4. Ensure **each round of public engagement builds on the previous round** of engagement
5. Remain **transparent** about how input will be used in the process

3. PLANNING GROUPS

The following groups play a formal role in the Comprehensive Plan update process. A brief description of each group's role is provided below.

Planning staff

Planning staff will play a role in keeping the community informed, assisting with questions and the planning process feedback, and providing insight to proposed policies and actions for successful implementation of the Comprehensive Plan. The consultant team will work closely with Planning staff.

Steering Committee

The Steering Committee, representing the citizens of Huntington, is a working group that will work closely with the Planning staff and the consultant team to guide the Comprehensive Plan update. Input from the Steering Committee will supplement regular interactions with Planning staff and input received from the various public input opportunities.

Planning Commission

According to West Virginia Code 8A-3-3, the Planning Commission is responsible for preparing the Comprehensive Plan. As a result, the Planning Commission will advise and work closely with the Planning staff and the consultant team on the policy direction and priorities for the Comprehensive Plan.

4. COMMUNITY STAKEHOLDERS

Community stakeholders are individuals or groups who have an interest in the future of Huntington. A diverse group of stakeholders will be engaged to provide additional context for the community and ensure historically underrepresented voices are represented. This will be done through a combination of focus groups and interviews.

Land use	
Local builders and developers	Architects and designers
Realtors	Local banks

Housing	
Huntington WV Housing Authority	Fairfield CDC/RenewAll
Tri-State Home Builders Association	Landlords
Huntington Land Reuse Agency	Marshall University Student Affairs

Transportation	
KYOVA	Tri-State Transit Authority
WV Department of Highways	Bike and Pedestrian Advocacy Committee

Infrastructure	
Public works	Huntington Stormwater Utility
Huntington Sanitary Board	Huntington Municipal Parking Board

Economic development	
Center for Rural Health Development, Inc.	Old Central City Association
Huntington Municipal Development Authority	Advanced Manufacturing Center
Huntington Regional Chamber of Commerce	Huntington Area Development Council
Downtown Huntington Partners	Coalfield Community Development
Unlimited Future, Inc.	MU Center for Innovation and Entrepreneurship

Public services	
Cabell County Public Library	Hospitals
Continuum of Care/Harmony House	Huntington Black Pastors Ministerial Association
Educators	Cabell County Technical Center
Youth	Seniors

Parks and recreation	
Greater Huntington Park & Recreation District	YMCA
PATH	Huntington Children's Museum
Safety Town	Heritage Farm

5. ENGAGEMENT AND INPUT OPPORTUNITIES

A mixture of in-person and online input opportunities will be provided throughout the planning process. Engagement opportunities are designed to be broadcast to gather as much input as possible and targeted to engage all voices.

Opportunity	Description	Desired outcome	Date
Website	<ul style="list-style-type: none"> • Provide project information • Promote upcoming meetings and events • Allow public inquiry and input 	<ul style="list-style-type: none"> • Inform the public of milestones and events 	February–Duration of process
Community survey #1	<ul style="list-style-type: none"> • 15-minute survey for public to respond to questions about issues and opportunities facing Huntington 	<ul style="list-style-type: none"> • Identify and understand major issues for the community 	March–May 2023
Community events	<ul style="list-style-type: none"> • Tables maintained by City staff • Events to be selected by staff to optimize engagement and exposure for the Comprehensive Plan at highly attended public events 	<ul style="list-style-type: none"> • Increase awareness of the update process and input opportunities 	As opportunities allow
Neighborhood conversations	<ul style="list-style-type: none"> • Neighborhood conversations organized and facilitated by City staff with support from the Steering Committee for neighborhood association and community members • Introduces the Comprehensive Plan process and walks group through discussion points for conversation • Participants take notes on worksheets created by the consultant team and return to City staff 	<ul style="list-style-type: none"> • Increase discussion for neighborhood-specific issues and opportunities 	March–July 2023
Kitchen conversations	<ul style="list-style-type: none"> • Community held conversations with a preloaded template and materials that expands conversations that people are having about the comprehensive plan process 	<ul style="list-style-type: none"> • Increase community outreach in a casual setting, not led by staff, to further opportunities for comments 	May–July 2023
Stakeholder and focus group interviews	<ul style="list-style-type: none"> • Interviews will be conducted to discuss key issues and opportunities for the community • Stakeholders will include representatives, partner agencies, City departments, and builders/developers and others identified with City staff 	<ul style="list-style-type: none"> • Develop a better understanding of the trends, issues, and opportunities facing Huntington • Educate stakeholders on the Comprehensive Plan process 	June–August 2023

Opportunity	Description	Desired outcome	Date
Youth activities	<ul style="list-style-type: none"> • Events and activities designed for school-age children • May include worksheets, facilitated discussion, or visioning exercises 	<ul style="list-style-type: none"> • Engage youth and solicit input 	As opportunities allow
Open house #1	<ul style="list-style-type: none"> • Present quantitative data for Huntington from the past 10 years • Present, identify, and understand major issues (big things we must get right) for the community with questions like those from Community survey #1 • Identify the community's values to form a community vision 	<ul style="list-style-type: none"> • Confirm the big issues facing the community to establish priorities • Confirm the community's values • Begin establishing the community vision 	August 2023
Community survey #2	<ul style="list-style-type: none"> • 15-minute survey to public to respond to more specific questions about the issues identified in Community survey #1 	<ul style="list-style-type: none"> • Confirm the emerging priority issues 	May 2024
Open house #2	<ul style="list-style-type: none"> • Present community vision • Present and understand what progress means to the public on the emerging priority issues identified in previous Open house #1 and Community survey #2 • Present and understand the future land use map 	<ul style="list-style-type: none"> • Confirm what progress means on the emerging priority issues • Confirm the future land and preferred development areas • Confirm community vision 	Summer 2024
Plan adoption public meeting	<ul style="list-style-type: none"> • Planning Commission public meeting with opportunities for public testimony 	<ul style="list-style-type: none"> • Adoption of the Comprehensive Plan update 	Fall/Winter 2024

APPENDIX A: DETAILED PROJECT TIMELINE

