



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: February 19, 2026		Subject: Town Center Communication Plan Project	
		Staff Member: Jeanna Troha, Assistant City Manager, Amanda Guile – Hinman, City Attorney	
		Department: Administration/ Legal	
Action Required		Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable	
		Comments: N/A	
Staff Recommendation: N/A			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
<input checked="" type="checkbox"/> Council Goals/Priorities: 4.1 Hire consultant to develop and conduct education and outreach campaign on Town Center Plan, Urban Renewal, and other infrastructure funding sources.	<input checked="" type="checkbox"/> Adopted Master Plan(s):	<input checked="" type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

Provide staff direction to advance City Council Goal 4.1.

EXECUTIVE SUMMARY:

The City Council established Council Goal 4.1 “Hire consultant to develop and conduct education and outreach campaign on Town Center Plan, Urban Renewal, and other infrastructure funding sources” in the spring of 2026 to address concerns related to the 2019 Town Center Plan and failed May 2024 Urban Renewal Advisory ballot measure. In July 2025, staff engaged CFM Advocates to assist the city in outreach and education.

CFM Advocates met with City Councilors to understand their concerns and expectations during the summer of 2025 before enlisting DHM Research to conduct professional focus groups. The focus groups, held in October 2025, provide valuable information regarding community sentiment regarding the adopted Town Center Plan and urban renewal financing. The city also requested community input during a community outreach effort in November 2025 and received 555 responses. DHM Research and CFM Advocates shared their findings with City Council in December 2025.

The outreach efforts in late 2025 provide CFM Advocates and City staff with a better understanding of community desires, concerns, and questions regarding both the adopted Town Center Plan and urban renewal financing. CFM has prepared a high-level communication strategy for the City Council’s consideration. This communication strategy will provide education to the community from April – July 2026. The strategy is intended to provide clear information to help community members understand the Town Center Plan (what it is and what it is not) and related development code language that guides the implementation of the Town Center Plan. The communication strategy will also clarify urban renewal and how it could be used to support development in the Town Center area.

City staff is seeking Council feedback on the proposed communication strategy. If the Council would like to advance the communications strategy, a final plan will be presented to the City Council for consideration at the March 2, 2026 City Council meeting.

EXPECTED RESULTS:

Provide directions to staff regarding the communications strategy to advance Council Goal 4.1.

TIMELINE:

The communication strategy would be implemented immediately upon approval and conclude in July 2026.

CURRENT YEAR BUDGET IMPACTS:

Potential budget impacts are expected to be available for City Council consideration in March.

COMMUNITY INVOLVEMENT PROCESS:

There was over two years of public outreach to develop the adopted 2019 Town Center Plan. The purpose of this work will be to actively educate the community about the Town Center Plan and urban renewal financing. This project will not reexamine the Town Center Plan.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

Increase understanding of the Town Center Plan and urban renewal.

ALTERNATIVES:

The City Council could decide to modify or choose not to advance the communication strategy further. If the City Council chooses not to proceed with a Town Center communications strategy, then Council Goal 4.1 will not move forward.

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. Strategic Communications Plan Memo from CFM dated February 4, 2026