

Seaside General Plan

Community Engagement Plan

May 19, 2106

Public input and community engagement are essential to the update of the General Plan since the Plan sets forth the desire and vision of the community. The Plan is only successful if the stakeholders have a voice in its development. The community outreach activities implemented for this project gives opportunities for all residents and stakeholder to participate in the process of developing a long-term vision for Seaside. The engagement activities provide a wide variety of opportunities for participation and are targeted at reaching out to members of the community who are typically not involved in civic projects and government meetings.

This Community Engagement plan provides the framework for the engagement process, including the goals, the target audiences and the types and number of activities. The intent of this Community Engagement Plan is to summarize the approach and key outreach activities. Detailed information will be developed for many specific activities as the project moves forward.

Goals of the Process

- To engage and empower the community in the visioning and planning process for *their* community.
- To build capacity in the community so that the community can guide and support the implementation of the General Plan for the next generation of Seaside residents.
- To engage the public at-large in this planning process to ensure the entire community has an opportunity to be heard and involved in the planning process.
- To educate residents about the importance of civic engagement and developing a long-range plan for the City.
- To achieve broad demographic and geographic representation from stakeholders, including input from residents who typically do not participate in civic projects and government meetings.
- To gather meaningful input and feedback from various local stakeholder groups and sectors, and from the community about the General Plan and the Environmental Impact Report.
- To involve stakeholders and the general public at key points in the process with interactive participation that provide a range of ways and to participate in the process and different levels of participation. These include a diversity of activities from informal meetings, to surveys, to social media to large scale community meetings and activities.
- To provide an open and transparent process that facilitates consistent and two-way communication between community members and the City.
- To achieve an end product for which the community feels their voice is heard for which there is community support and ownership for the final plan.
- To build a constituency that supports the implementation of the final plan.

- To develop easily understood informational materials that are language and culturally appropriate.

Types of Information Obtained Through the Public Process

A key to the team's approach is for community members and stakeholders to be actively involved in generating the vision and specific direction for the City's General Plan. Throughout the process, the Seaside staff, colleagues, and the consultant team will ask the community for input. Input may be needed on a variety of topics including the following:

- Key issues facing the City as a whole and in specific neighborhoods within the City.
- Vision for the City of Seaside.
- Strengths and opportunities of the City.
- Where new development should be located and the types of new development.
- Ideas for physical improvements, such as bicycle facilities, sidewalks, streets, parks, and public buildings.
- Ideas for policies and priorities of the City government.
- How to prioritize allocation of the City's limited financial resources.
- Methods for on-going communication between the City, residents and stakeholders.
- How the City should measure success of the plan.

Audience / Targeted Stakeholders

A primary goal of the community engagement is to involve as diverse a group of residents and stakeholders as possible. To assist in this effort, R+A, with the input from the City, will develop a master database of stakeholder groups to ensure the consultant team and/or City communicates with these organizations during the process. This list will be updated throughout the planning process (see below).

- General Plan Task Force (comprised of residents and stakeholders)
- Residents
- Property and business owners
- City Council and City Commissioners
- Community-based organizations
- Youth organizations and schools
- Faith-based organizations
- Topic-area stakeholders such as environmental organizations or transportation services
- Housing advocates and for profit and not-for profit developers
- Social clubs and social service organizations
- Neighborhood associations
- Federal government agencies related to Fort Ord
- State and regional agencies including the Association of Monterey Bay Area Governments
- City elected and appointed officials

Outreach Activities

The project team is planning for an interactive, tailored approach to outreach that will ensure we have involvement from the entire community. To meet the public outreach goals stated above, the project team will reach out to targeted stakeholder groups throughout the City using a variety of activities to engage and inform the entire community. Meetings and activities for which the consultant team is responsible for will take place when most people are available, such as in the evening on weeknights. When needed, there will be language translation available at the various workshops. These activities are described below.

General Plan Task Force

A General Plan Task Force comprised of approximately fifteen individuals will be convened early in the process. The Task Force will be advisory and non-voting. It will include interested citizens, business owners, advocates, and other stakeholders from Seaside, with an emphasis on providing a broad diversity of perspectives. Members will be selected by City staff and the City Council.

R+A will meet with the Task Force up to eight times during the process to obtain high-level feedback on the project issues, the vision, land use and transportation alternatives and key policy topics. The Task Force will also serve as a sounding board for content for public workshops and review workshop materials and the results.

The general flow of meetings is listed below but will be refined as the project moves forward:

1. Kick-off; issues and opportunities
2. Existing Conditions Overview
3. Vision and guiding principles; identifications of areas of land use change
4. Land use and housing
5. Economic development and public services
6. Transportation and infrastructure
7. Health and Equity; Sustainability
8. Review of policy framework or Draft Plan

Meetings held every other month until Public Draft General Plan is released.

Timing: Meeting 1: May 2016

Stakeholder Interviews

Up to twelve stakeholder interviews will be conducted at the beginning of the project and may include City Council members, the Chamber of Commerce, non-profit organizations, and community leaders. The purpose of these interviews will be to engage in conversations with community leaders and organizations and to receive stakeholder feedback on key issues and opportunities in the planning process. A survey protocol will be developed and administered.

Timing: April / May 2016

Focus Groups

Four focus groups will be held with key interest groups (e.g., environmental advocates, housing advocates) or segments of the population (e.g., Spanish speaking residents, youth, seniors, etc.). The purpose of the focus groups will be to understand key issues facing the City and to focus on specific topics that are of concern to the community.

Timing: June / July 2016

Community Survey

Building on the City's 2009-2010 survey, the team will prepare a statistically valid survey to identify community preferences and topics of concern. The survey will focus on community options (with similar questions to the 2009-2010 survey) and will include questions that are relevant to the General Plan update.

Timing: June / July 2016

Community Workshops

R+A will organize three public workshops and three open houses during the project. These are expected to be evening or weekend meetings that last approximately 2.5 hours. Each workshop will include a presentation followed by interactive exercises. The open houses will be informal and will include exhibits where community members can review materials and provide feedback on the project. The workshops will be interspaced with the open houses so that there are ample opportunities for feedback from the public. Expected topics for the meetings are:

- Workshop #1: Issues, Vision and Guiding Principles (*June 6, 2016*)
- Open House #1: Review of key issues, draft vision statement and list of guiding principles (*August 2, 2016*)
- Workshop #2: Land use and transportation alternatives (*September 2016*)
- Open House #2: Review preferred land use and transportation alternative (*November 2016*)
- Workshop #3: Review General Plan policy framework (prior to Draft General Plan release) (*March 2017*)
- Open House #3: Review Draft General Plan and Draft EIR (after Draft plans are released) (*November 2017*)

Informing the community about each workshop/open house will occur through a variety of mechanisms including 2 citywide mailings and the use of the email database prior to each meeting.

Timing: see above

Joint City Council and Planning Commission Sessions

There will be three joint City Council and Planning Commission study sessions to review project materials at important milestones. The role of the joint sessions will be to provide in-depth review, review community and technical input, and provide direction for key decision points.

Timing: Meeting 1: September 2016; Meeting 2: Winter 2016; Meeting 3: Spring 2017

Web Page

The project website will be used to provide reports and information to the public about the process. All notes and information from workshops and General Plan Task Force meetings will be posted on the website. The website will be updated regularly during the project.

Timing: Website launch May 2016; ongoing

Informal Outreach

Informal outreach activities may include, but are not limited to: attending regular meetings of neighborhood groups and local organizations, and preparing pop-up workshops to collect feedback at key junctures in the process. This will allow the consultant team and/or city staff to keep in regular communication with a large number of community members who are not interested in attending public workshops but would like to provide input into the process.

Timing: TBD

Outside Agencies

The team will meet with local, regional and state agencies throughout the General Plan update and EIR to ensure that the General Plan is consistent with planning efforts and regulatory requirements outside of the City.

Timing: Ongoing

Public Information and Communication

As discussed above, the City and project team identified a variety of ways to communicate with the public throughout the project with traditional public information methods such as flyers and announcements, as well as more contemporary electronic media. Whenever possible information will be available in a bilingual (Spanish/ English) format. The primary methods of communication are described below.

- **Email:** The team will develop and maintain a database of interested residents, businesses, and other stakeholders, using an online service (called "Mailchip.com"). This database will be developed at the beginning of the project by combining a number of databases that the City developed from multiple, past planning efforts and other uses (such as parks and recreation databases). As the project evolves, we will add names to the database when people attend meetings or workshops or sign up through the project website. Additionally, we will ask members of the community to forward emails about the project to their constituents and friends. Throughout the project, we will communicate with this list about project activities, including public workshops, surveys, discussion questions, and availability of documents.
- **Direct Mail:** The team will conduct Citywide mailings at two points in the process to all homes and businesses. The two times are: 1) to announce the General Plan update and the first

workshop; and 2) to announce the release of the draft General Plan and EIR for public review. The mailing will also inform the public that the majority of communication will be via email and invite the community to sign up to be part of the email distribution list.

- **Workshop and Open House Flyers:** The team will prepare and distribute flyers to City Hall, the library, and three other locations.
- **Website:** As described above, a website is currently being developed for the project, and will be used to provide information about the General Plan and to obtain information from the community.
- **Social Media:** The team will use social media, specifically Facebook, to post information about upcoming meetings and release documents.
- **Direct Outreach to Stakeholders and Partners.** As feasible and necessary, the project team will conduct direct outreach to key stakeholders and partners, encouraging participation by groups or individuals. This includes phone calls to organizations and groups that can, in turn, inform community members about upcoming meetings and activities.
- **City Noticing.** The City will use existing channels to notice all meetings and hearings as required by law.

Project Branding and Identity

The project team will develop unique branding materials for the project. This will include the following:

- A project logo and tag line
- A color palette
- Document layouts
- Meeting notices; and
- PPT presentation template.

All public materials will use the branding identity so that the community can identify when materials and information is part of the project. While styles will continue to be developed and refined throughout the course of the project, the team will make a concerted effort to present outreach and plan material in a consistent look and feel to increase community recognition and familiarity with the project.

Implementation/ Schedule

It is our intent to publicize and notice all public meetings and events, such as large meetings, committee meetings, and other public events, approximately four weeks before events. A follow-up noticing via email and social media will occur within one week of the event.

Roles and Responsibilities

The development and implementation of the Community Engagement Plan and its components are the responsibility of the Raimi + Associates team. Meeting design, collateral development, distribution, and event organization will all be managed by the team. Seaside staff will be called upon for assistance in identifying stakeholders, assistance with logistics (for example identifying venues and helping to avoid community calendar scheduling conflicts), legal noticing, and final approval of all documents and materials before such are distributed.