



Envision South Centre City

Public Participation Plan Outreach for Phase 2

- August 15, 2017 -

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A. OVERVIEW

The effort to develop a South Centre City Specific Plan, called Envision South Centre City, has been a significant planning effort based on meaningful public input. It has and will continue to use input from residents, businesses, and other community members to build a strong foundation for future development in the area.

Public participation is a critical component of the Envision South Centre City planning process, because ultimately, its success will depend on community support. Therefore, this Public Participation Plan (PPP) seeks to develop a way to provide clear and ongoing information, encourage meaningful dialog, gather feedback and build consensus among local stakeholders. This will be achieved through a variety of methods, which are outlined in the plan, all with the goal of being as inclusive as possible.

After a far-reaching public outreach effort in 2015 and 2016, significant progress has been made to develop the Plan. With that in mind, the next several months will be dedicated to an extensive outreach effort that aims to build off of previous efforts and existing networks. As we move forward with the next steps in the Plan development phase, it will be important to continue to engage the public to both 1) share how the public feedback provided in the first phase of outreach was used to develop the draft plan; and 2) gain additional input.

B. TARGET AUDIENCES

To date there has been a considerable amount of effort made to engage a broad spectrum of local stakeholders to identify and define what is important for the neighborhoods surrounding Quince Street, South Escondido Boulevard, and Centre City Parkway in southwest Escondido.

Stakeholders in the community include residents, businesses, community members, as well as major institutions and nonprofits, who are currently invested in Escondido or could be in the future. The plan isn't just about making what we have better, it is also about attracting new residents, businesses, and visitors to the city. For this purpose, stakeholders and organizations should be unified in their visions to keep Plan implementation consistently positive and to help build public private partnerships.

Calling on local groups has helped ensure that a wide audience is reached. The City will maintain this approach to outreach during the second phase of the Project by using a variety of communication methods to reach broad and diverse audiences (including but not limited to resident groups, HOAs, business membership groups, non-profits, schools, churches, etc.).

C. ENGAGEMENT STRATEGIES

To provide information about the draft Plan, encourage dialog, gather feedback and build consensus among local stakeholders, initial outreach will focus on re-establishing stakeholder networks and ask these stakeholders to re-engage in the planning process. This network building will involve multiple forms of outreach, which are outlined below.

Digital/Print	Face to Face
<i>1. City website</i>	<i>4. Community events</i>
<i>2. Flyers and brochures</i>	<i>5. Stakeholder presentations and community conversations</i>
<i>3. News releases to local media</i>	<i>6. Informational open houses (set up as office hours)</i>
	<i>7. Planning Commission and City Council meetings</i>

1. City Website:

A project webpage is being developed, hosted on the City's website, to provide a clear and easy portal for all project information and as a means to collect public input. The public will be able to access project documents, view agenda reports and presentations, and submit comments.

2. *Flyers and Brochures:*

The City will create a series of flyers/brochures at key points in the process. The initial set of flyers/brochures will announce the release of the draft Plan, some key Plan aspects to show how previous input was used to shape the Plan, and also lay out the anticipated remaining planning process. The second set of flyers/brochures will provide up-to-date information about the draft Plan outreach and the status of the outreach and engagement period (i.e. public meetings and opportunities to provide input). The final set of flyers and brochures will summarize any draft Plan changes and identify Public Hearing dates.

All flyers and brochures will be electronically distributed through a variety of channels.

3. *Media:*

Regular updates about the Plan and the associated planning process will be shared with the local media through press releases.

4. *Community Events:*

There will be a number of opportunities throughout the remainder of the process where the public will want to share their comments and have their questions answered. It is important to continue building awareness and getting more people involved, particularly those who have not yet participated and have valuable input. As easy way to facilitate public participation and ensure the public has the opportunity to share their input, City staff will have a presence at public events and to share information about the Plan.

5. *Stakeholder Presentations and Community Conversations:*

City staff will continue to provide presentations on the project to interested community organizations and facilitate input. City staff will offer this as an open-invitation for any stakeholder group during the open-engagement period.

The City can also implement different strategies as part of an overall Public Participation Plan strategy. One such strategy is "Community Conversations." The format of these types of events can vary, but the main objective is to have more of a conversation with different stakeholders about what is important to them. Therefore, Community Conversations can add another dimension to how the City

receives input directly from the public. Distinguishing features of Community Conversations include a group approach for open dialogue, and meeting the group in their own home, Homeowners Association clubhouse, or business to allow an understanding of the concerns in that neighborhood or sub-district.

One benefit from Community Conversations is learning what others in town think about an issue and highlighting where citizens of a neighborhood share common ground, disagree, or are left with questions. Another benefit of implementing Community Conversations with different stakeholders is that the number of people from the community participating in civic-related activities is likely to increase.

6. *Informational open houses and office hours:*

The draft Plan is anticipated to be released for public review in mid-August. Shortly after this time, and to facilitate public review process, City staff will host informational open houses at City Hall. The format of the informational open houses will be informal and provide a consistent and regular set of “office hours” so that the public can visit City Hall and speak to staff directly about the draft Plan. The meetings will be recurring weekly at a specific time in the Mitchell Room. Information provided at these events will be focused on the content of the draft Plan. The public will have the opportunity to provide written comments at each meeting.

D. PPP SCHEDULE

City staff will implement several engagement and informational sharing opportunities over the next months. The PPP schedule, below, is preliminary. Residents, businesses, and other community members are encouraged to check the City website for a current event list schedule, when it is developed in early June. If you don't see an event scheduled in your neighborhood, consider volunteering to help organize one.

<u>PPP task</u>	<u>Timeline</u>
City website update	late August
1 st set of flyers and brochures	late August
Draft Plan Release	September 11, 2017
Media release	September 12, 2017
Planning Commission presentation	September 12, 2017

Stakeholder presentations	September/October
Community conversations	September/October
Informational open house(s)	September 28th
Office hours	Oct. 5 th , 12 th , 19 th , & 26 th
Community event(s)	Throughout October
Revise Draft Plan for Hearings	September/October
Planning Commission Hearing	November/December
City Council Hearing	January, 2018