

**Appendix D
Publicity and Outreach Strategy**

**Community Action Plan Phase II
Downtown Design Plan**

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Gualala Community Action Plan Phase II - Downtown Design Plan

Publicity & Outreach Strategy
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1. INTRODUCTION

1.1 Purpose and Intent

The purpose of this Publicity and Outreach Plan is to describe the process that will be used to inform and involve the community of Gualala in the Gualala CAP Phase II process. This publicity and outreach effort is designed to involve the various citizens, communities, and interest groups of Gualala with special efforts to include representatives of the Hispanic or Latino and Native American populations. This includes informing other public agencies such as the Coastal Conservancy about the project. Initial steps to achieve this are described in this document using the following methods and strategies:

- Building trust in the public process.
- Educating the public about this planning process.
- Involving participants in the Gualala Community Action Plan Phase II process.
- Soliciting input and feedback on the Phase II Downtown Design Plan.

1.2 Background

The Mendocino Council of Governments (MCOG), through a Caltrans Community Based Transportation Planning Grant, had previously hired RRM Design Group consulting team to conduct an outreach process and to create the Community Action Plan (CAP) for the town of Gualala. The purpose of the CAP was to develop design approaches and a strategy for traffic calming, increase pedestrian and bicycle safety, develop a more efficient parking supply, improve parking and travel lane delineation as well as identify economic development opportunities.

The Phase II of the CAP involves creating a Downtown Design Plan as described in the implementation section of the first phase CAP. This design plan includes the following components: a parking plan, a circulation plan, and a streetscape plan, and a funding strategy. The streetscape design solutions will be based on the range of options derived from the Phase I effort, focused in more detail on concepts for the downtown area only.

1.3 Target Population

The target population for the public outreach effort includes all of Gualala and Sea Ranch residents, property owners, and business owners. Efforts will be made to include representatives of the various minority demographic populations (including Hispanic or Latino, and Native American). Public workshops ideally should be conducted in English and Spanish to ensure input and feedback from the Gualala's English and Spanish speaking populations alike.

1.4 Goals of Public Outreach

- To engage the community and maximize public participation in order to gain consensus on the Community Action Plan - Phase II
- To distribute the message
- To solicit, collect, and interpret public input
- To assist in the development of a Downtown Design Plan
- To maintain the momentum needed to implement the project

1.5 Advantages of Public Outreach

- Better decisions – through outreach, participants learn about the perspective of others, which facilitates the development of common ground, and becomes the basis for creative solutions that serve all users.
- Better implementation opportunities – people are less likely to oppose a plan or project which reflects their input and ideas. In fact, people will often make a further commitment to participate in the implementation of a project they feel ownership of as a result of their involvement in the outreach process.
- Education – The public outreach process can educate participants on problems, issues, concerns and a palette of possible solutions.
- Manage diversity – diverse communities can improve inter-group relations, build trust and find common ground on a project through public outreach.
- Agency Collaboration – the open communication of public outreach can effectively involve multiple governmental and non-governmental parties on issues that cross jurisdiction lines and ensure that everyone has the same understanding of the issues and solutions available.

1.6 How to Achieve Success

Below are options to consider to help ensure the largest turnout possible to public workshops. In addition to these options, minority populations identified in Section 1.3 above should receive notice either by: a phone bank, fax, email, and/or mail, formally inviting them to participate in the process. This also provides the opportunity to describe the process in more detail and address questions that these groups might have.

- Facilitation will be more successful if it is not only bi-lingual but bi-cultural. The translator needs to understand the concepts and jargon of site planning and transportation planning.
- Prepare participants as to how the workshops will be run and what is expected of the participants.
- Have meetings in locations familiar and convenient to the target population.
- The participants should feel a sense of pride participating in this process.
- Create an atmosphere that enables people to feel comfortable and safe expressing their ideas. Ask them to present their ideas and they will.
- People will attend and stay longer if refreshments are provided.
- Set up the room to allow facilitator to walk into audience and interact with participants, creating an open atmosphere.
- Word of mouth is one of the strongest methods to get people to participate.
- Utilize “phone trees” and local organizations to attract people from the Hispanic community to attend.
- Recruit a leader from each community group to contact, remind and help get participants to meetings. The leaders should call their participants before the meeting to ensure they will attend.
- Provide a fact sheet addressing walkability, livability and traffic calming so that each workshop does not need to revisit the educational presentation.
- Consider local school schedules and other public events and meetings when setting meeting dates.
- Keep up momentum! When too much time lapses between meetings or workshops, enthusiasm naturally slips.

- If desired turn out is not achieved, stress the importance of their participation, and reevaluate the public noticing.

2. COMMUNICATING THE PROJECT TO THE PUBLIC

Choosing the right forms of communication plays an important role in reaching as many people as possible. The extent of the publicity outreach is also dependent on a budget set aside for this purpose. To develop an effective and targeted communication strategy, it is important to provide a clear and consistent message to the community of Gualala, to the residents and business owners alike. A combination of one or more of the following communication strategies will be used.

Strategy # 1: Develop a clear message and mission for the project and utilize the Action Network as a primary point of contact or spokesperson for the project at the local level to distribute that information. This occurred at the TAG meeting #1.

Strategy #2: Distribute flyers to local organizations and ask them to post the dates of public meetings in their newsletters, in an email to a group distribution list, or on their websites, and during their meetings. (e.g. GMAC meetings, Action Network Newsletter). This will occur throughout the process.

Establish a media (the Independent Coast Observer) partner for outreach and communication. The primary media contact or spokesperson for the project should prepare and maintain a media contact list, with particular emphasis on reporters covering local issues. Identify submission deadlines (time of day or day of week) for each media outlet. (Prior to workshops 1 and 2)

Strategy #3: Work with the Tide and the Coast radio stations, Independent Coast Observer (covers Gualala and Sea Ranch), La Voz, and the Lighthouse Peddler weekly papers. Include meeting dates, locations, and information sources in each press release. (Prior to workshops 1 & 2) *Note: Only workshop #2 will be published in the La Voz due to monthly publication deadlines.*

The following is a list of other creative information outlets:

- Include flyers in utility bills (not everyone is on the public water system)?
- A local contact person should post Flyers at:
 - Bus stops and in buses
 - Local library
 - Post office
 - Grocery store
 - Local businesses
- Create a project website on MCOG (best way to provide most current information and work products to the public). A designated person at MCOG will be responsible for posting updates.
- Create and post on a community website (Action Network).

Strategy #4: RRM will design a flyer to inform the community about the intent of the Phase II project, the workshops and overall project schedule. With the assistance of the Action Network the flyers will be translated into Spanish. It will then be necessary to assign the distribution of the flyers to a local organization, or local newspaper. The flyers may be mailed to P.O. Boxes to maximize the number of recipients.

Distribute to the Hispanic or Latino, and Native American populations through a local contact or organization.

(Prior to workshops 1 and 2, and the GMAC meetings)

3. ORGANIZED OVERSIGHT & COMMUNICATION

3.1 Technical Advisory Group (TAG)

The TAG has been established and will continue to support the consultant team, provide agency objectives and perspectives, and oversee the content of work products prior to public distribution. Regular check-in meetings will be held throughout the process, and reduce the need for redesign. The TAG will make recommendations to MCOG

3.2 Gualala Municipal Advisory Council (GMAC)

This committee consists of a broad base of community members intended to represent a wide range of local interests. It will be focused on working with MCOG, the TAG and RRM to represent the Gualala community and keep the community informed about the CAP Phase II process. The council will participate in workshops, and draft Downtown Design Plan creation and reviews in order to guide design solutions. RRM Design Group will present at the GMAC monthly meetings to update the council on the process.

RRM will meet with the TAG/GMAC prior to public workshops to anticipate community reaction to the work product. The GMAC will assist in organizing the workshop venues and promoting public participation in the project, by sending flyers and talking with residents and business owners.

4. PUBLIC CONSENSUS BUILDING METHODS

The methods listed below will be used to assist the community in reaching consensus. While Section 1.6: "How to Achieve Success" addresses how best to attract the target population to the events, this section describes the approach and content of the events.

4.1 Workshop 1 - Visual Preference Survey

RRM will show a variety of slides on potential types of public improvements for pedestrian, bike and vehicular routes, to include landscaping, paving and sidewalk and crossing treatments. Workshop participants will use a report card to indicate their preferences on the images presented.

4.2 Workshop 1 - Design Charrette

The last part of the first workshop will be devoted to a design charrette wherein workshop participants will brainstorm design ideas for the downtown area including pedestrian paths and sidewalks, bike routes, travel lanes and parking areas. The consulting team will work with the groups and help to sketch out design ideas on aerial photographs and will assist participants in presenting results of the design brainstorming exercise.

4.3 Workshop 2 - Review the Draft Downtown Design Plan

During the second public workshop RRM will present the features of the Downtown Design Plan including proposed treatments identified during the Workshop 1 design charrette. Workshop participants will participate in a voting exercise that allows them to suggest specific changes and identify ideas that they support.

4.4 Present the Final Downtown Design Plan and Report

The community will have opportunity to comment on the Plan when the consultant team will present the Final Plan to GMAC and obtain feedback for further refinements and adjustments in creating a final Downtown Design Plan to be presented to MCOG.

5.0 APPROVAL PROCESS

- 5.1 Draft Phase II Downtown Design Plan - GMAC**
RRM Design Group and W-Trans will prepare for and attend the GMAC meeting to present the Draft Plan with a PowerPoint presentation to obtain further input on the Plan. During this meeting the public will have the opportunity to make recommendations on how the Draft Downtown Design Plan might be improved.
- 5.2 Final Phase II Downtown Design Plan - TAG**
The TAG will make recommendations to MCOG on the Final Downtown Design Plan.
- 5.3 Presentation of Final Downtown Design Plan - MCOG**
RRM will make a PowerPoint presentation of Final Downtown Design Plan to the MCOG for acceptance at a public meeting. RRM will also present it to the Mendocino County Board of Supervisors at a public hearing.