

FLORIN ROAD CORRIDOR PLAN

Community and Stakeholder Outreach Program

GENERAL OUTREACH GOALS AND OBJECTIVES

The following are proposed general themes to guide the outreach and planning effort for the FRCP project:

- Extensive project outreach and noticing
- Complete “maximization” of available communication tools
- Information sharing with the community – an informal, “no secrets” approach
- Use both traditional (mail and phone) and contemporary (email and web) outreach methods and techniques
- Sensitivity to community needs (addressing issues and opportunities even if they are outside the main planning components)
- Incorporating community input into the plan (bridging the gap between outreach and planning)
- Utilize related outreach efforts (general plan updates) and input provided by community members in the past two years.

PROJECT SCOPE – OUTREACH ACTIVITIES

Project and Community Outreach Meetings

The following meetings will be part of the overall outreach effort:

- Project team meetings (duration of project)
- Project Steering Committee meetings (community representatives who will meet 4-6 times during the creation of the FRCP)
- Technical Advisory Committee meetings (city and county staff who will meet approximately 3 times over the course of the project)
- Stakeholder meetings (with project team and key stakeholders)
- Special Work Sessions and Focus Group meetings (youth, senior and other target group work sessions)
- Special Workshops (mobile workshop on corridor, etc.)
- General Community and Project Stakeholder meetings.

General Outreach Activities

The following communication tools will be used by the project team to engage stakeholders, community members, project management and local officials:

- USPS mailers (for the two scheduled, general community, workshops)
- Newsletter and newspaper notices (media communications)
- Events (meetings and workshops)
- Information posting on the web (on both city and county websites)
- Community meeting presentations
- Project and community survey (to gather input from the broader community)

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- Project hotline (for the purposes of tracking participation and sharing information in one location).

Publications, Information Management and Reporting

The following proposed activities are directly connected to the project theme: *sharing information and concepts with the community*. All of the tasks below will be managed and performed by the project team:

- Notices for meetings and events
- Design and production of publications (including notices)
- Electronic reminders
- Database creation and management
 - Creation of Stakeholders Database (key individuals and groups)
 - Creation of General Noticing Database (property owners in project area and 500' radius – limited, strategically timed notices)
- Meeting/Event followup summaries (as appropriate)
- Project Status Reports (general update publications)
- General outreach summaries (for presentations, etc.)

Events

The project team and staff will use community events and meetings as their primary general outreach tool. The project team will:

- Host and coordinate events and project meetings
- Staff workshops and events (includes set up and of all event materials, including post meeting summaries)
- Coordinate all presentation and meeting details.

Media and Government Affairs

This is a very sensitive component of any outreach plan. The project team will adhere to a strict, coordinated approach to media and elected official outreach (with the project management team, City and County Public Information Offices).

General activities may include:

- Outreach coordination and promotion
- Solicit media coverage to support effort (announce events, etc.)
- Elected official meetings
- Additional coordination for city/county staff level meetings (as needed)

Schedule and Additional Outreach Details

An outreach schedule will be created by the project team in December 2007, reviewed by the committees and approved by the management team (City and County project managers).

All notification lists (electronic and print) will be reviewed by the committee and approved by the project management team by the end of January 2008.

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ROLES AND RESPONSIBILITIES OF THE STEERING COMMITTEE

The following overview outlines the purpose and roles of the committees created to advise the project team (consultants and staff), City of Sacramento and the County of Sacramento during the creation of the comprehensive Florin Road Corridor Plan.

Purpose of the Committees

- To serve as an important resource for input and review of information developed over the course of the project
- To serve as a communication link between the groups and agencies, providing bi-directional information flow between groups and agencies and the committee
- To review and comment on project concepts and materials
- To attend and participate in committee and community meetings during preparation of the FRCP.

Project Committees – Overview and Charter

Technical Advisory Committee (TAC) – Members shall include representatives from the county and city, as well as local utility companies, public agencies and law enforcement. The TAC will review technical issues as they pertain to the FRCP.

Project Steering Committee (SC) – This committee will be comprised of key community stakeholders, including members of the neighborhood(s), business owners (and/or representatives) and other community stakeholders in the area. The SC will provide input on the FRCP from a community standpoint, representing key issues that are generally of interest to area citizens.

Roles of the Committees

The role of the committees is advisory in nature, providing input and feedback to the project team and the City and County in general. Ideas and viewpoints will be considered in the development of recommendations, although it may not be possible to include all of the recommendations in the FRCP (for practical or technical reasons).

Procedures for Committee Meetings

Informal meeting procedures are desired rather than the use of *Robert's Rules of Order*, in order to focus on an open exchange of ideas and comments. Basic “courtesies” such as one person speaking at a time, allowing everyone a turn to speak and a willingness to listen and learn are most important.

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The committees shall operate by consensus rather than voting, because its role is to advise rather than to make decisions. After periods of discussion the meeting facilitator will ask for agreement on issues being discussed. If serious differences exist, a solution will be sought or both viewpoints may be offered to the project team for their consideration. It is not important that every issue be resolved by the committee, but it is important is that everyone be able to express their opinion, and that those ideas are listened to and considered in the decision making.

The meeting schedule (dates, time, and place) will be established by the project team in coordination with the committee members' schedules. The project team will prepare committee reports (agendas, etc.) and a reasonable effort will be made to send committee members meeting agendas and materials prior to scheduled meetings.

There will be ample time in the days following meetings for input to be included in working papers, recommendations, and other products of the study. Committee members are encouraged to report back to their constituent groups about the meetings and give reports to project team. Telephone, fax, e-mail, and address information for all committee members will be made available to facilitate communication.

Members will receive written materials in draft form before it is made available to the public. Members should be aware of the importance of not distributing these materials until they are edited and finalized by the project team.