

CMLS Public Participation Plan “Proofing”

At their first meeting on July 28, 2016, the CMLWG reviewed components of the adopted Public Participation Plan (PPP). The CMLWG broke out into three groups to review the approach and provide additional insight to the goals and timing of some of the activities, as well as best way to share information and get people to workshops or online. These three groups then reported back to the rest of the CMLWG.

Many of the comments and suggested provided by CMLWG members address how the City should approach communications and project awareness; however, other comments addressed specific engagement activities or provide insight on how best to approach PPP implementation. For this reason, it is helpful to organize CMLWG comments in a way that can be tracked and measured against the original scope of the PPP. This will help identify areas where the PPP can be strengthened and measure progress through implementation. The table below lists the specific elements that were included in the adopted PPP and key CMLWG ideas on how to broaden and diversify program elements. It is important to note that CMLWG comments and suggestions do not change the adopted PPP; however, City staff and the consultant teams will work to incorporate suggestions throughout the course of the CMLS.

Table 1: PPP Task Items and CMLWG Comments

| PPP Task | Abbreviated Description of Task | Abbreviated CMLWG Comments |
|---|---|--|
| Press and Media Notifications | Reach out to local media outlets to get media coverage and boost exposure | N/A |
| City Website | Establish a one-stop source for all information | N/A |
| Newsletters | Provide up-to-date information and announce progress | <ol style="list-style-type: none"> 1. <i>Create simple speaking points and messages</i> 2. <i>Be mindful of fatigue</i> |
| Social Media | Regular updates | <ol style="list-style-type: none"> 1. <i>Use Nextdoor as a tool</i> 2. <i>Create simple speaking points and messages</i> 3. <i>Make it easy for CMLWG to share</i> 4. <i>Boosted posts/share on strong websites</i> 5. <i>Be mindful of fatigue</i> |
| Commission Presentations and Community Group Meetings | Sharing information and connecting the community | <ol style="list-style-type: none"> 1. <i>Visit businesses</i> 2. <i>Senior Center at lunch time</i> 3. <i>Town Council meetings</i> 4. <i>PTAs</i> 5. <i>Rotary</i> |

| | | |
|--|---|---|
| | | 6. <i>Kiwanis</i> |
| Fact Sheet | Summary overview of key project information | 1. <i>Don't get too technical</i> 2. <i>Translated pieces to include Spanish/Latino community</i> |
| Interactive Online Corridor/Parcel Map | Corridor components displayed in an easy to view format | N/A |
| Technical Support Group | Advisory body (agencies) | 1. <i>Clearly define constraints</i> |
| CMLWG | Advisory body (stakeholders) | 1. <i>Clearly define constraints</i> |
| Community Workshops | In person way to collect input at different stages of the study | 1. <i>Clearly define constraints</i> 2. <i>Don't have a completely open ended first round of workshops</i> 3. <i>Confirm values before getting input on improvements</i> 4. <i>Don't get too technical</i> 5. <i>Have a workshop on a Saturday</i> 6. <i>Consider workshops outside</i> |
| Pop-up Outreach | Supplemental outreach in different areas of the community to increase project awareness or to collect input | <i>Sundowners, businesses, youth sporting events, farmers' markets, Seaside, Santa Fe crossing, beaches and parks, grocery stores, Oktoberfest, Street fairs, Art Walk, Xmas parade, Moonlight Beach concerts, run events, Taste of Main Street events, Classic Car Nights, Back to School night, busy routes to school, Mira Costa College, SDA Comedy Sports, library, and NCTD Coaster Station</i> |
| Online Surveys and Questionnaires | Flexible or targeted ways to collect additional input | 1. <i>Ipad surveys</i> 2. <i>Intern/student assistance</i> |
| Stakeholder Interviews | Round table discussions on the Parking Study | N/A |

Other key CMLWG ideas:

- To promote key events:
 - School district approved flyers
 - Flyers on cars parked in the corridor
 - Literature at local markets/grocery stores
- Each working group member creates an outreach list