

Public Participation Program

Princeton Planning Update is a collaborative process that will provide policy, plan, and zoning amendments to help realize the community's vision for the future, ensuring that development enhances the community character and identity, supports the working waterfront, provides benefits and amenities for community residents, enhances coastal access, protects coastal resources, and is compatible with the airport layout and land use plan. To this end, it is imperative that members of the public have ample opportunities to provide input throughout the process, through a variety of media and venues.

An effective public participation program creates confidence in the planning process, promotes broad-based understanding, and reflects the interests and needs of the community. Successful implementation will require interactive and constructive relationships among County staff, the Technical Advisory Committee, the Steering Committee, the Midcoast Community Council, decision-makers, and the community as a whole.

The Public Participation Program uses a multi-faceted approach, with a goal of engaging a broad representation of the community's population and interests. The Program will communicate using imagery and graphic tools to facilitate understanding of planning concepts and policies. It will employ techniques that effectively foster input to assure participants that their voices have been heard and that a consensus is reflected in the resulting policies and regulations. Following are some of the basic principles that we use to manage community participation processes:

- **Education.** We find that many disagreements about a variety of General Plan, Local Coastal Plan, and zoning topics are based on a lack of clear information regarding factual conditions.
- **Balanced Interests.** Every segment of the community must feel that they have been heard, even if their specific ideas are not included in the final outcome.
- **Structured Meetings.** Our experience in facilitation and the preparation of agendas and structured PowerPoint presentations ensures that each session achieves its intended results.
- **Open Outcomes.** While meetings must be structured, it is equally important that meeting materials and facilitation do not lead toward any pre-determined outcome.

Purpose

Given that the General Plan, Local Coastal Program, and zoning regulations have wide-ranging impacts, the Public Participation Program should, accordingly, include a wide range of methods, venues, and constituents. As we envision it, the Princeton Planning Update public participation program should fulfill five broad purposes:

1. Educate the public about the purposes of the General Plan, Local Coastal Plan, and zoning; the plan's physical, economic, and social implications; the process; and how they can be involved.
2. Inform the public about the current state of the plan area, its issues, and critical trends that may affect its future as well as how the updates relate to other planning efforts, including the Airport Land Use Plan update.
3. Expand the public's awareness of planning strategies and policies that have been used in other coastal communities proven to effectively address critical issues and achieve community visions comparable to those facing the Princeton area.
4. Provide opportunities for vigorous discussion of and effective input regarding issues, visions, planning principles, growth and development scenarios, sustainability, General Plan and Local Coastal Plan policies and programs, and zoning regulations as they are being formulated.
5. Achieve public ownership of the planning updates.

This Public Participation Program builds upon the outreach program described in the Princeton Planning Update scope of work. It establishes firmer dates for the various participation activities and more clearly delineates consultant and staff roles. Participation activities will be refined periodically as the planning process moves forward. A summary description of community participation activities and their proposed responsibilities and timing is provided below.

Committee and Decision Maker Meetings

TECHNICAL ADVISORY COMMITTEE (TAC)

The TAC will be responsible for soliciting input from relevant County departments and other public agencies with regard to General Plan and Local Coastal Program policies and zoning regulations. It will help guide the planning process and advise Planning staff and the Consultant Team on technical aspects related to the preparation of the updates. The precise number of TAC members is flexible, though a broad range of expertise should be represented. Members might include staff from the Planning and Building Department, Department of Public Works, Parks Department, Harbor District, and others. It may also be appropriate to involve "invited guests" for specific topics in order to include representatives of outside agencies who would not be part of a standing committee.

Proposed Timing: It is anticipated that the TAC will meet for each administrative draft document that is delivered to the County, to review products before they are finalized and released for public review. The TAC will also meet to review preliminary and final Alternative Plans and the Preferred Plan. TAC meetings are intended for designated TAC members. The Consultant Team will conduct the following TAC meetings; additional meetings, conducted by County staff, may be scheduled as necessary.

- **Task 3, Existing Conditions, Opportunities, and Challenges Report** (One or two meetings, December 2013).

- **Task 4, Alternatives** (One meeting, February/March 2014).
- **Task 6, Draft Land Use Plan, Zoning Amendments, Local Coastal Program Amendments, and Potential Environmental Effects Analysis** (One meeting, September/October 2014).

Responsibilities:

- **TAC formation:** County staff
- **Meeting organization:** County Staff
- **Meeting materials:** D&B to prepare, County to provide copies
- **Presentation:** D&B, technical subconsultants as necessary

STEERING COMMITTEE

The Steering Committee will be a principal advisory body that will provide guidance and support to Planning staff and the Consultant Team throughout the planning process. The Committee will provide leadership; guidance on key issues based on their unique knowledge of community needs and goals; review of major work elements and products; and provide input and feedback on key issues, visions, and land use policies. The Steering Committee will focus on input, review, and community acceptance of fundamental visions and policy directions rather than deliberating on the precise wording of policies and programs. Members will also serve as conduits to their respective constituencies, informing them about the Princeton Planning Update program and opportunities for public participation, distributing workshop flyers and other information, and encouraging participation in the process.

While the Steering Committee should be large enough to be diverse and representative, it should also be small enough to enable easy deliberations. Ideally, it would include no more than 15 members, though 12-13 is very workable. Membership would include representatives for various stakeholders applicable to the project. Steering Committee meetings are intended for designated Steering Committee members.

Proposed Timing:

- **Task 2, Introduction to the Planning Process and Purpose** (One meeting, July 2013).
- **Task 2, Community Vision Report** (One meeting, October 2013).
- **Task 3, Existing Conditions, Opportunities, and Challenges Report** (One to two meetings, December 2013).
- **Task 4, Alternatives** (One meeting, February/March 2014).
- **Task 4, Preferred Plan, Policy and Framework Concepts, and Potential Environmental Effects** (One meeting, May 2014).
- **Task 6, Draft Land Use Plan, Zoning Amendments, Local Coastal Program Amendments, and Potential Environmental Effects Analysis** (Two meetings, September/October 2014).

Responsibilities:

- **Steering Committee formation:** County staff
- **Meeting organization:** County Staff
- **Meeting materials:** D&B and FS (for Community Vision Report meeting) to prepare, County to provide copies
- **Presentation:** D&B and FS (for Community Vision Report meeting)

DECISION MAKERS

The Planning Commission, Board of Supervisors, Coastal Commission, and Airport Land Use Commission will be active participants in the update, and will have opportunities to provide direction at key stages in the process. We will check in with these decision-making bodies at every milestone to ensure that we are on the right track in terms of process, policy direction, and regional compatibility. Ultimately, public hearings will be held for recommendation and adoption of the resulting General Plan, Zoning, and Local Coastal Program amendments.

The Consultant Team will conduct all meetings listed below with the exception of the Task 2 Planning Commission/Board of Supervisors Briefing, which will be conducted by County staff.

Proposed Timing: One meeting will take place at the conclusion of each task; additional meetings may be scheduled as necessary at key decision points (e.g. Alternatives selection).

- **Task 2, Planning Commission/Board of Supervisors Briefing on Community Vision** (One meeting, October 2013).
- **Task 3, Coastal Commission Briefing on Project Status** (One meeting, December, 2013).
- **Task 3, Planning Commission/Board of Supervisors Presentation of Existing Conditions, Opportunities, and Challenges** (One meeting or joint session, December, 2013).
- **Task 4, Coastal Commission Briefing on Preferred Plan, Policy and Framework Concepts, and Potential Environmental Effects** (One meeting, May, 2014).
- **Task 4, Planning Commission/Board of Supervisors Presentation of Preferred Plan, Policy and Framework Concepts, and Potential Environmental Effects** (One meeting, May 2014).
- **Task 6, Coastal Commission Status Briefing and Presentation on Draft Land Use Plan, Zoning Amendments, Local Coastal Program Amendments, and Potential Environmental Effects Analysis** (One meeting, October/November 2014).
- **Task 6, Airport Land Use Committee Presentation** (October/November 2014).
- **Task 7, Airport Land Use Committee and Commission, Airport Land Use Consistency Determination Meetings** (Two meetings, November 2014).
- **Task 7, Planning Commission Hearings** (Two hearings, December 2014/January 2015).
- **Task 7, Board of Supervisors Hearings** (Two hearings, December 2014/January 2015).

- **Task 7, Coastal Commission Hearings** (Two hearings, TBD dependent on Coastal Commission certification process).

Responsibilities:

- **Meeting organization:** County staff
- **Meeting materials:** D&B to prepare, County to provide copies
- **Presentation:** Staff (Task 2), D&B

Community Meetings and Outreach

STAKEHOLDER INTERVIEWS

Interviews will be conducted with representatives of public agencies, community members, property and business owners, fishermen, boaters, environmental advocates, Airport Land Use Committee and Commission members, County Supervisors, and others to identify needs, desires, and issues of concern. The Consultant Team will conduct 14 such interviews, with one to three participants in each interview, over a two-day period. Additional interviews will be conducted by phone to accommodate stakeholders who are unable to attend in person. Comments from the stakeholder meetings will be summarized in a memorandum.

Proposed Timing: *Task 2, Visioning* (July 2013)

Responsibilities:

- **Identification and scheduling of participants:** County Staff
- **Conduct interviews:** D&B

MIDCOAST COMMUNITY COUNCIL AND OTHER KEY GROUPS

In order to broaden outreach to those who would otherwise not attend public workshops, the public participation program includes briefings to the Midcoast Community Council and another active Midcoast group to be identified with County staff. This other group might be a business group, neighborhood association, or environmental group. Alternatively, these could be held as informal social hours and coffees at a variety of local establishments.

Proposed Timing:

- **Task 2, Midcoast Community Council and Community/Key Group Briefings** (One meeting with Midcoast Community Council and one will be conducted with another group, August 2013).
- **Task 3, Midcoast Community Council Presentation of Existing Conditions, Opportunities, and Challenge Report** (One meeting, December 2013).
- **Task 4, Midcoast Community Council Presentation of Alternatives** (One meeting, February/March 2014).

- **Task 6, Midcoast Community Council Briefing on Preferred Plan, Policy and Framework Concepts, and Potential Environmental Effects** (One meeting, October/November 2014).

Responsibilities:

- **Identification of key groups:** County Staff and Consultant Team
- **Meeting organization:** County staff
- **Meeting materials:** Consultant Team to prepare, County to provide copies
- **Presentation:** D&B, FS

COMMUNITY WORKSHOPS

Community workshops will be held at key stages throughout the project. Each workshop format will be defined in collaboration with County staff in response to the specific objectives of the planning process. Each workshop will be structured as an event for the entire family and use techniques that engage the interest of participants; maximize opportunities for input and discussion; and incorporate citizen input into the planning process. Workshop methods may include:

- Large-scale base maps or aerials for recording issues, visions, and preferred options.
- Mapping sessions where attendees draw on maps to illustrate vision plan elements.
- Opportunities before and after workshops to view large maps to which they can add comments with sticky notes.
- Essays, note cards, and other comment forms that enable written communication on visions, zoning issues, and reactions to zoning options.
- “Break-out” sessions addressing issues and options, as well as candidate implementation programs.
- Large scale “wall graphics” and flip charts for the recordation of public comments.
- “Open House” forums, where community members can view materials and interact with planners and consultants.
- Public engagement activity could include keypad polling if desired.

Workshop Strategies

Public workshops will be programmed to make them attractive and effective events, primarily by being meaningful and memorable for the participants. Thus, all workshops will have the following features:

- *Pre-meeting advertisement that is clear on the intent, topics, and format of the event.* This is intended to lessen the chance of people attending to bring up non-topical issues or having unmet expectations. Notices could be posted at frequently-attended locations: libraries, parks, schools, coffee shops, and grocery stores.

- *Preparatory materials available at least one week prior to workshops.* Many of the issues to be presented and discussed will be detailed and complex in ways that may be difficult to quickly summarize. Potential attendees should have the opportunity to review and understand materials beforehand. We suggest that materials be available at County offices and public libraries as well as online.
- *Confirmation to commenters that they have been heard.* In our experience many workshop attendees want to know that their comment has been received, understood, and considered. To that end, we will strive to record comments as they happen and confirm our notes with the speaker to the extent possible.
- *Opportunities for both spoken and written comments.* Not all attendees are comfortable with public speaking at a public event. We will have activities that include writing, such as sticky notes on prepared maps, and the option of submitting written comment cards.
- *Outreach to non-English-speaking community members.* Options include posting bilingual notices in parks and at schools, and contacting Spanish-language churches to help share this information. The Consultant Team will ensure that Spanish language materials are available at workshops.
- *Paying attention to logistics.* Small details can make a big difference. We encourage the County to provide food at workshops (and to advertise as such in meeting announcements), to explicitly state that children may attend, and to choose workshop locations that are centrally located and easily accessible by transit.

Proposed Timing:

- *Task 2, Community Kickoff Meeting* (June 2013)
- *Community/Midcoast Workshop #1: Visioning* (August 2013).
- *Task 4, Community/Midcoast Workshop #2: Alternatives* (March 2014).

Responsibilities:

- *Noticing and announcements:* County Staff
- *Workshop/meeting organization:* County Staff, with D&B, FS input as necessary
- *Meeting materials:* D&B, FS to prepare, County to provide copies
- *Presentations:* D&B, FS

Surveys, Media Releases, and Online Tools

COMMUNITY-WIDE SURVEY

A community survey will be conducted to ensure broad-based community input. If limited to the Princeton Planning Area, the survey will be a full census-approach door-to-door community survey. If the survey area is expanded to include the entire Midcoast area, a postage prepaid mail-in

survey or phone survey will be conducted. The type of survey to be conducted will be determined through discussions with County staff at the beginning of the planning process.

The survey will be prepared to understand viewpoints related to the community's vision, growth and development, salient planning issues, coastal access issues, and transportation use and habits. D&B will work with the County to develop and refine the survey instrument.

The survey results will be compiled. Each response will be coded, and detailed cross-tabulations will be produced. Results of the analysis will be presented in a report written in clear and simple language, and an electronic copy of the cross-tabulations will be provided to the County.

Proposed Timing:

- *Task 2, Visioning* (September 2013).

Responsibilities:

- *Content:* D&B, FS
- *Design:* D&B
- *Mailing/Distribution:* County Staff
- *Tabulation:* D&B

MEDIA RELATIONS

Local news media will be engaged throughout the planning process. News releases will be prepared and distributed to local media as well as County and Midcoast Community Council websites, local newsletters, blogs and other news channels. Editors and writers for will be encouraged to publish articles about the planning process, key issues, options, and recommended policies and programs. Local cable television and radio outlets will also be encouraged to broadcast live or tape the public workshops and other public forums.

Proposed Timing: Media relations will be ongoing at key milestones throughout the process and in advance of workshops and other public forums.

Responsibilities:

- *Content:* D&B, FS
- *Distribution:* FS

ONLINE TOOLS

The Program includes the following online tools to disseminate information and allow people to participate on their own time throughout the project.

- *Project homepage.* We will create and host a project-specific website, www.PlanPrinceton.com, which will link directly to the County's website, the County's

SMCSpeakOut MindMixer site, the Midcoast Community Council site, and others as appropriate. The project scope and schedule, upcoming public participation opportunities, and completed products will be placed on the project website as they are developed. The site will also host a comment feature and electronic mailing list sign-up that would notify community members about upcoming meetings and new document availability. It can also have online survey capabilities and be integrated with social media and the County's website.

- *Social Media.* Social media platforms including Facebook, Twitter and MindMixer will be used to enable community members to participate, collaborate, and inform decision-making as convenient, without the need to physically attend meetings. During the core 10 months of the process, the social media platform will help maintain interest and excitement at key milestones of the visioning, alternative development and selection, and plan amendment development stages.
 - *Facebook.* The Facebook page will be used to remind followers of public events and to announce when new materials have been posted to the project homepage. It will also link to the homepage and make it easy for people to share information about the project with others.
 - *Twitter.* Our Twitter feed will promote meetings and workshops and provide updates on the planning process.
 - *MindMixer.* The County's existing interactive "virtual town-hall" site will allow community members to submit ideas and comments regarding the Princeton Planning Update, and to vote on one another's submissions. The project team will work the County to provide questions and options for inclusion in the MindMixer site.

Proposed Timing: The project homepage and social media platform will go online during Task 1, Project Initiation and Community Involvement Strategy (June/July 2013). The social media platform will be active during the core 10 months of the project (July 2013-April 2014).

Responsibilities:

- *Homepage Content:* D&B, FS
- *Homepage Design:* FS
- *Homepage Hosting:* FS
- *Homepage Maintenance:* FS
- *Social Media Content:* FS
- *Social Media Design:* FS
- *Social Media Maintenance:* FS

Community Presentations and Local Engagement

COMMUNITY PRESENTATIONS

Community presentations will be made to local community groups to encourage their participation in the planning process. These will be made to various groups including but not limited to:

- Half Moon Bay Coastside Chamber of Commerce
- Half Moon Bay Rotary Club
- Half Moon Bay Yacht Club
- Coastside Mothers Club

LOCAL ENGAGEMENT

Efforts will be made throughout the planning process to engage members of the public and the business community that do not attend public workshops and meetings. This will include informal social hours and coffees at a variety of local establishments, attendance at local farmers markets and community events and outreach to local business owners.

Additional community/key group briefings may be conducted by staff.

COLLATERAL DEVELOPMENT

Collateral materials will be developed to provide brief information about the planning process and promote upcoming workshops, meetings and engagement opportunities. These materials would be used at various community presentations, workshops and local engagement opportunities and will include:

- Project Overview
- Project Fact Sheet
- Posters Promoting Workshops

Proposed Timing:

- *Task 1 and 2, Kick Off and Visioning* (July – September 2013).

Responsibilities:

- *Presentations:* FS
- *Collateral Design and Content:* D&B, FS