



Downtown Steering Committee Meeting #2

City of Livermore | April 27, 2017

Overview of Tonight's Meeting

- » Introduction to PlaceWorks
- » Review Steering Committee's Goals and Work Plan
- » Review Future Discussion Topics and Meeting Schedule
- » Discuss Public Outreach Options





PLACEWORKS

DESIGN

A high-angle photograph of a playground. Two children are hanging from a red metal structure with yellow bars. The child on the left is wearing a black t-shirt and blue jeans. The child on the right is wearing a white t-shirt and grey pants. A third child in a red shirt is partially visible on the right. The ground is covered in reddish-brown safety matting. The text 'PLACEWORKS' is overlaid in white, sans-serif font in the upper left, and 'PLANNING' is overlaid in a much larger white, sans-serif font across the center.

PLACEWORKS

PLANNING



PLACEWORKS

ENVIRONMENT

PLACEWORKS

OUTREACH



PlaceWorks Key Staff



- » **David Early**, Lead Facilitator,
Principal-in-Charge, Project Manager



- » **Charlie Knox**, Principal



- » **Carey Stone**, Associate



- » **Yiu Kam**, Graphic Representation

Steering Committee Goals and Work Plan

» Achieve consensus on the Downtown Outreach Process

- Generate background material crucial to the outreach process
- Consider development of design alternatives for use within the outreach process



Future Meeting Topics

- » **Meeting #3: Parking Finance Committee Update, and Outreach Check-in**
- » **Meeting #4: Hotel Operations, Siting, and Demand and Outreach Check-in**
- » **Meeting #5: OPTIONAL Meeting – Future Housing, Existing Development, and Other Issues**
- » **Meeting #6: Finance Committee Update and Alternatives Building**
- » **Meeting #7: Alternatives Review and Outreach Check-in**
- » **Meeting #8: Final Initial Alternatives and Final Outreach Plan**

Public Outreach Options

- » Spreading the Word
- » Website and Social Media
- » Walking Tours
- » Community Workshops
- » Online Engagement
- » Surveys
- » Focus Groups
- » Pop-up Community Events
- » Engaging Underserved Communities
- » Alternatives Building Process



Spreading the Word

» Advertise project updates and events through:

- Project website and social media
- Press releases and advertisements in local media
- Nextdoor.com
- City Event Calendar
- E-blasts
- Distributing posters and flyers at local hotspots

HELP ENVISION

¡AYUDE A IMAGINAR EL FUTURO DE STOCKTON!

Please join us for an informal discussion about the General Plan Update. City staff and consultants will be at Supermercado Los Tiños Wednesday, February 1, 2017. Please share your ideas about the future of the city. Please share your ideas about the future of the city. Please share your ideas about the future of the city.

Por favor acompáñenos para una discusión informal sobre el proyecto de actualización del Plan General. Personal de la ciudad y consultores trabajarán en la actualización del Plan General de Stockton en el Supermercado Los Tiños localizado en el este de Stockton el miércoles, 1 de febrero para escuchar sus ideas sobre el futuro de la ciudad. Comparte tu opinión sobre los tipos de empresas, usos de suelo, y tipos de edificios que debería haber en diferentes partes de Stockton. Díganos qué debería centrarse este plan de toda la ciudad y como debería ser. Sus ideas son bienvenidas en español o en inglés.

3:00 PM - 5:00 PM

To learn more about Envision Stockton or to register for the event, please visit our website: www.stocktonca.gov/envisionstockton

3:00 PM - 5:00 PM | **MÍERCOLES 1 DE FEBRERO DE 2017** | Supermercado Los Tiños 248

Para obtener más información sobre la actualización del Plan General, o para inscribirse en la lista de correo Envision Stockton, por favor visite nuestro sitio web: www.stocktonca.gov/envisionstockton

¿Preguntas? Contacte a David Stagnaro, Gerente de Planeación, de la ciudad de Stockton (209) 937-8598.

HELP ENVISION STOCKTON'S FUTURE!

AT&T LTE 12:38 PM 2 Messages Plan the Southeast Greenway!

HELP ENVISION STOCKTON'S FUTURE!

Please join us for an informal discussion about the General Plan Update project. City staff and consultants working on the Envision Stockton General Plan Update will be at Supermercado Los Tiños in east Stockton on Wednesday, February 1, to hear your ideas about the future of the city. Please stop by to tell us what types of businesses and other land uses and whether you'd like to see in different parts of Stockton, what issues the Citywide Plan should focus on, and what you think our buildings should look like. Your ideas will be welcomed in Spanish or in English.

3:00 PM - 5:00 PM | **WEDNESDAY FEBRUARY 1 2017** | Supermercado Los Tiños 2481 E. Main Street

Supermercado Los Tiños is located at 2481 E. Main Street, Stockton, CA 95210. For more information, please visit www.stocktonca.gov/envisionstockton or call (209) 937-8598.

ENVISION STOCKTON

Stockton's Future Starts Here

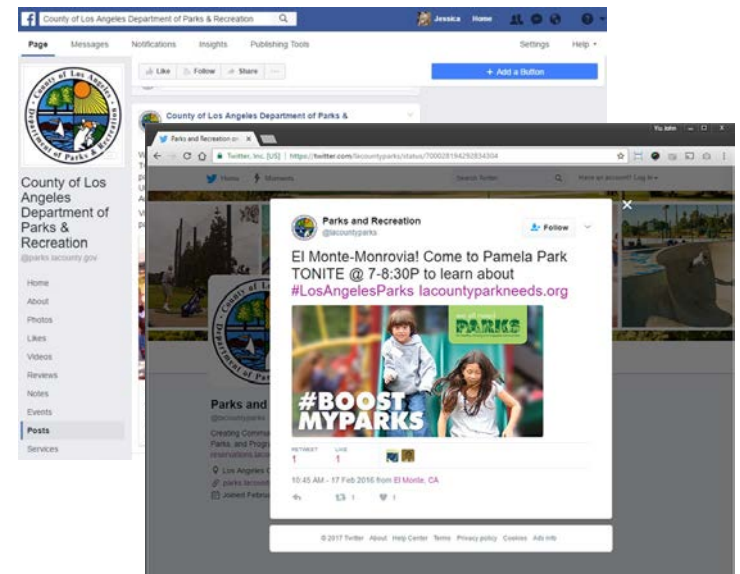
Website and Social Media

» Project Website

- Should be the main source of information

» Social media

- Provides additional ways to attract participants
- Should always refer users back to project website



Walking Tours

- » Allows participants to see issues and opportunities first-hand
- » Should be lead by a Senior-level staff person



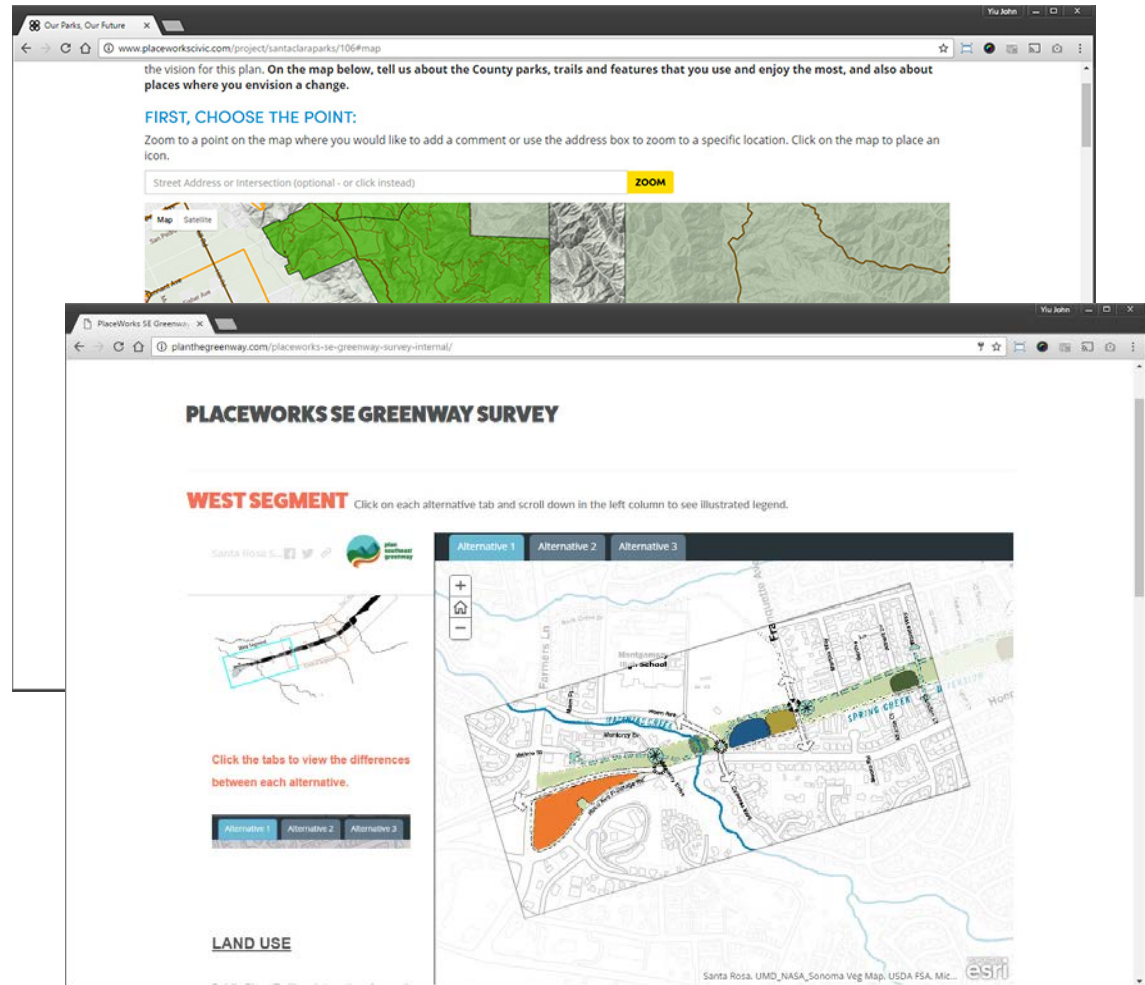
Community Workshops

- » **Many possible formats**
 - Small Group Discussions
 - Open House
 - Expert Panel Discussion
- » **Platform for participants to work together to find solutions**
- » **Needs to attract all demographics of the community**



Online Engagement

- » Online Comment and Discussion Forums
- » Virtual Workshops
- » Online Alternatives Building and Review



Surveys

- » Should be statistically valid
- » Administered via telephone or in-person
- » Surveys have liabilities:
 - Can be complex
 - Only subset of community can participate
 - Decision-makers can be tied to results



Focus Groups

- » Consist of randomly selected participants representative of community
- » Generates qualitative data



Pop-Up Community Events

- » Solicit ideas and opinions at major community events
- » Capture input from community members who may not normally participate



Engaging Underserved Communities

- » Identify community leaders
- » Conduct outreach at local churches, ethnic markets, and other community gathering places
- » Utilize contacts from other organizations
- » Translate outreach materials
- » Design workshops that accommodate diverse participants



Alternatives Building Process

- » Gather background information
- » Create potential land use alternatives
- » Review potential land use alternatives
- » Finalize proposed land use alternatives
- » Recommend a proposed outreach program, including alternatives, to the City Council



Final Outreach Plan Components

- » Background information to help public form opinions
- » Recommended public outreach tools to encourage thoughtful decision-making
- » Outreach implementation approach/process
- » Land use alternatives for public review and comment



Next Meeting

» Thursday, May 11

- Review Parking Issues and Constraints
- Finance Committee Update
- Public Outreach Check-in





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