



ADVISORY HANDBOOK OUTREACH PLAN

The Advisory Planning Handbook (Handbook) Outreach Plan documents the outreach strategies and procedures that were used to identify and engage a diverse group of affected stakeholders. The outreach program ensured a high level of participation in the development of a final Handbook that represents the needs of the various stakeholder groups.

The following is a summary of the outreach plan used during the development of the Handbook. The outreach plan included the creation of an Advisory Committee, a stakeholder database, and a website. During development of the Handbook, opportunities for stakeholder and public input included: stakeholder focus groups, a survey, public regional scoping workshops, and statewide public hearings.

F.1 OUTREACH TOOLS

Media Plan

To ensure a consistent message, a fact sheet was created to provide basic information about the Handbook project including a timeline of key events and points of contact.

A press release preceded each event and media availability was arranged by request.

Database

A database was developed to identify the numerous stakeholders to be consulted as the Handbook was developed. The Project Team, with advice and input from the Advisory Committee, added stakeholders to the database throughout the development of the Handbook.

The stakeholder groups were organized into the following categories:

- Advisory Committee
- State Government (elected officials, state agencies, governmental organizations)
- Federal Government (elected officials, federal agencies)
- Local Government (elected officials, local planners, local government organizations)
- Business (local, regional, statewide)
- Community stakeholders (environmental organizations, community interest associations, interested members of the public)
- Statewide planning professionals (planning directors, community development directors)
- Military representatives (installation planners, command staff, senior civilians)

Media contacts, although not generally considered stakeholders, were included in the database for use in distributing information about the project to the press.

Website

The development of an easy to navigate website created a central location for stakeholders and the general public to learn about the Handbook. It included information about:

- The purpose and use of the Handbook
- A calendar of meeting and hearing locations
- A roster of the Advisory Committee members
- A draft of the Handbook
- The minutes and handouts of meetings, workshops and hearings

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- Instructions on how stakeholders and the general public could participate
- Points of Contact at OPR for additional information

F.2 PUBLIC PARTICIPATION

The Governor's Office of Planning and Research (OPR) formed an Advisory Committee consisting of a broad cross-section of stakeholders to assist during the development of the Handbook. The Advisory Committee consisted of representatives from all levels of government, business and community organizations, and military representatives.

To identify issues of the various communities and stakeholders, small focus group meetings and regional scoping meetings were held throughout the State. The focus group meetings and the regional workshops were conducted early in the Handbook process so that participant input could be incorporated into the draft version of the Handbook.

After the public release of the draft Handbook, three public hearings were held to provide the public an opportunity to comment on the draft Handbook. Public comments were incorporated into the final Handbook, as appropriate.

All public workshops/hearings were accessible and special accommodations were available upon request.

Advisory Committee

The Advisory Committee played an active and important role in the development of the Handbook. The Committee provided the Project Team with suggestions and comments during the development of the Handbook. Their input ensured that the final Handbook was an easy-to-use resource for California cities, counties, builders, and military installations.

The Project Team conferred with the Advisory Committee regularly during the Handbook development process to ensure that they were an integral part of the development of the Handbook.

Members of the Advisory Committee were also asked to play an active role in the Handbook's Outreach Program. Members participated in regional workshops and statewide public hearings and provided information to their organizations regarding the Handbook and opportunities for participation.

Focus Group Meetings

The Project Team sent a notification letter and fact sheet to elected officials in regions with one or more military installations. A letter was mailed to all the stakeholders identified in the database, which included planners, military, private and community interests, and Federal and State agencies. The Project Team sent an additional email invitation to military planners. OPR made follow-up phone calls to local planners to ensure that they were represented.

The focus group sessions were designed to identify issues and solicit suggestions and feedback from the participants. The focus groups met in the morning prior to the Regional Scoping Workshops. The following separate stakeholder group sessions were held:

- Group 1 – Local Planners
- Group 2 – State & Federal Agencies and Departments
- Group 3 – Military Officials & Base Planners
- Group 4 – Private/Community Stakeholders

A member of the Project Team moderated each group session.

Surveys

OPR mailed surveys to everyone who was invited to a focus group but was unable to attend. This enabled OPR to get a wide range of feedback.

Public Scoping Workshops

The Project Team coordinated and facilitated three (3) regional scoping workshops at the locations described below. These workshops were open to the public. The Project Team sent a press release to media outlets throughout the State.

Workshop Locations and Dates

Lancaster

County of Los Angeles, Lancaster
Library
September 7, 2005

San Diego

California State Building
September 9, 2005

Sacramento

California State Association of
Counties Conference Center
September 12, 2005

Hearing Locations and Dates

Bakersfield

Kern County Board Chambers
December 12, 2005

Sacramento

State Capitol, Governor's
Council Room
December 14, 2005

San Diego

Mission Valley Branch Library
December 15, 2005

During the workshops, the Project Team reviewed what was discussed during the focus group sessions and then facilitated an open forum among the participants. The workshops allowed all of the participants to hear and discuss differing points of view, and provided the Project Team with insight on the topics that needed to be addressed in the Handbook.

Public Hearings

Three public hearings were held to receive public comment on the draft Handbook. Copies of the draft Handbook were available upon request and accessible via the project website. Stakeholders identified in the database received a postcard notifying them of the three public hearings. OPR sent a notification letter and a fact sheet to all mayors, city clerks, county board chairs, and county clerks of the board in the State. OPR sent a notification email to planning and local government associations through several listservs, and an email notification and fact sheet were sent to all city and county planning directors in the State. The Project Team provided the Advisory Committee with a newsletter article for distribution to their professional associations that announced the hearings and the availability of the draft Handbook. The Project Team sent a press release to media outlets throughout the State.

Appendix F

Please see the next page.