

City of South Gate

Gateway District Specific Plan

Public Involvement Plan



AECOM



Introduction

The City of South Gate is preparing a Specific Plan for the Gateway District (Plan) with an overall vision that will set the framework for a model mixed-use, pedestrian- and transit-oriented community. The Plan aims to implement the goals set forth in the City's General Plan 2035, and in the 2015 Comprehensive Zoning Code Update. The Gateway District will include shopping, entertainment, jobs, civic and open spaces. The City's future rail station will function as the Gateway District's keystone link, and serve to connect South Gate to other employment regions, commercial areas, nearby transportation corridors, planned local and regional bicycle routes, multi-purpose trails and residential neighborhoods along the route of the Eco-Rapid Transit corridor.

The purpose of a Public Involvement Plan (PIP) is to ensure the varied and multi-level project stakeholders receive accurate and timely information. The PIP will remain consistent throughout the development process and will guarantee public involvement corresponds with the needs of the technical plan effort milestones. During the project development phase, outreach activities will be focused on project awareness, and understanding and establishing a project interest base primarily in the City of South Gate and neighboring cities.

The Plan's PIP will serve as a guiding blue print and document for informing and engaging the public and project stakeholders.

STAKEHOLDER AND PUBLIC OUTREACH ACTIVITIES

STAKEHOLDER DATABASE

To ensure information is communicated to the appropriate stakeholders, a contact database will be prepared and comprised of businesses, elected officials, city staff, stakeholders, sensitive receptors and interested stakeholders in the project area. The database will be updated on a regular basis and/or as needed by the City of South Gate, such as after meetings or inquiries.

Deliverables:

- Draft contact database, including City provided lists, for planning team review
- Finalize contact database and provide to team
- Maintain and update contact database

COLLATERAL MATERIAL

Collateral and presentation materials will be developed to inform and engage stakeholders and the public on the Plan's purpose and development process. A project fact sheet will be designed and translated into Spanish summarizing the purposes of the Plan and how stakeholders can access more information, participate in the planning process, and provide their feedback. In addition, meeting notices will provide the purpose of the meeting, date, time, locations and contact information and will also be translated in Spanish. Meeting materials will be provided bilingual (English/Spanish).

A Plan- specific branding will be developed in collaboration with the City to formulate a consistent look and feel for all materials and tools supporting the project.

Deliverables:

- Develop and finalize bilingual fact sheet and FAQ
- Develop draft meeting notices six weeks prior to meetings for review
- Finalize meeting notices, translate into Spanish and send (mail) to stakeholders two weeks prior to meeting/post on webpage
- Develop draft meeting support materials, as identified with City of South Gate and Project Team
- Finalize meeting support materials
- Develop and finalize project branding

WEBPAGE DEVELOPMENT/SOCIAL MEDIA PROGRAM

In order to safeguard that the most current information is shared with the public, the Community Development Department will develop a project webpage which will provide information on the Plan, process, purpose, need and timeline. The webpage will be housed under the City's existing website, www.cityofsouthgate.org, within the "Community Development" section. To increase awareness and to brand the Plan, it is recommended the project be highlighted for several weeks on the homepage of the website for the following:

- Study Initiation Phase to promote awareness
- Meeting notifications at least two weeks prior to public meeting dates
- Key milestones achieved to encourage public engagement and feedback

The focus of the social media campaign will be to provide information and update on the Plan's efforts and to establish an online presence that increases public awareness and participation. Once the City of South Gate's Facebook page and Instagram and Twitter accounts are established, they will be utilized to reach a wider audience than traditional communication methods.

Text will be provided to populate the webpage that will also include the fact sheet, FAQs and meeting announcements, a link to make comments and to register to receive Plan updates.

Deliverables:

- Develop and submit draft text for project webpage that describes the Plan's background, purpose, key contacts and ways in which stakeholders may submit comments and feedback
- Submit draft fact sheet, FAQs and meeting notices for review and approval by City Staff and the Project Team
- Post finalized and approved fact sheet, FAQs and meeting notices
- Update project webpage to include the latest Plan information, meeting notices and findings throughout the duration of the process
- Draft messages for Facebook and Twitter for the following:
 - Plan kickoff
 - Meeting notifications
 - Key milestones achieved
- Post finalized and approved messages to Facebook, Instagram and Twitter

STAKEHOLDER BRIEFINGS AND STEERING COMMITTEE

The City of South Gate is comprised of a culturally rich and diverse population and Plan stakeholders will be identified based on shared interests, geographic location, existing organized groups, interest in project, and existing official structure. Stakeholder identification is a key step in developing effective project communication to certify all audiences are reached and remain engaged throughout the process. The Consultant Team will work closely with the City of South Gate to identify individuals and groups that may hold an interest in this project. The following is a sample list of individuals and groups that are considered project stakeholders and may be invited to a one-on-one briefing and or to become members of the steering committee.

- Neighborhood/Homeowner Associations Leaders
- Businesses Leaders /Business Associations
- Impacted Property Owners
- Community Groups
- Educational Institutions
- Faith-Based Organizations
- Diverse/Multicultural Associations
- Community Resource Centers
- OLDA / Eco-Rapid Transit
- Cudahy Representative

Stakeholders will be encouraged to provide input on the project and share information within their sphere of influence. Organized stakeholder groups will be responsible for representing the interest and views of their organization, conveying project information to their respective group, and serving as the liaison between the project team and their stakeholders.

One-on-One Briefings- As part of re-engaging key project stakeholders, one-on-one briefings will be scheduled to introduce the purpose of the Study, keep them abreast of findings along the way, and get feedback on the resulting draft document. Issues identified during the briefings will be conveyed to the Project Team early on to guarantee the team has considerable time to identify potential solutions. The one-on-one briefings will be offered to the key stakeholders as a means to inform them about the Gateway District Specific Plan as well as to share the roles of the Eco-Rapid Transit and South Gate's main efforts. AA will support Community Development in identifying the list of one-on-one briefings, providing meeting materials and documentation of the briefings. Briefings will be held approximately one week prior to Steering Committee, in 30-45 minute increments, over a period of two days.

Steering Committee – The Consultant Team will support the City in the development of a Study Steering Committee. The committee will be comprised of 6-12 stakeholders who will be responsible for identifying opportunities and challenges, providing feedback to the Project Team, and encouraging their member base to engage in the process and help promote attendance at public meetings. Feedback from the Steering Committee will become part of the concept plan and subsequently, the Public Review Draft Specific Plan. Steering Committee invitees will include residents, large and small business and property owners. The Steering Committee will meet in advance of each round of Community meetings/workshops, and topics of discussion will be parallel to those presented at the Community meetings/workshops.

Steering Committee meetings will be held during lunch on the same day as the Community meetings/workshops. The Consultant Team will draft an invitation letter, which will provide a brief overview of the Plan as well as

identify the purpose of the meetings and the role of the stakeholders in the development of the Public Review document. The City will take the lead in securing meeting facilities for Steering Committee meetings.

The following table illustrates the target meeting time frames:

	APPROXIMATE DATES	TOPIC
Steering Committee #1	January 27, 2016	Background/Project Analysis
Steering Committee #2	April 6, 2016	Preliminary Land Use and Design Concepts
Steering Committee #3	June 29, 2016	Public Review Draft Specific Plan

Deliverables:

- Create and maintain Plan’s meeting record
- Prepare meeting materials for Plan briefings
- Prepare meeting materials for Steering Committee meetings

COMMUNITY OUTREACH MEETINGS

The City of South Gate will oversee all public involvement activities throughout the process. A series of three community workshops will be needed to support the overall development of the Gateway District Specific Plan. The community outreach meetings will take place in accordance with the Steering Committee meetings. Meetings will take place outdoors at a City park during the afternoon/early evening as this is the time of day during which the park has the highest number of visitors. This will allow the Team to garner the greatest amount of feedback from the community. Bilingual services will be provided at all community meetings. A meeting summary, noting key themes and responses will be drafted and provided to the team after each meeting.

Community Meeting 1: Project Initiation Meeting

Background/Project Analysis
January 26, 2016

At the outset of this outreach effort a community meeting should be held to create awareness of the Specific Plan, purpose, goals, and benefits and process. This informational meeting will provide an opportunity for the City to engage a wide range of residents and businesses and to educate, inform and engage them on the Specific Plan process. This meeting can be formatted as an open house with no presentation. Using a traditional “open house” format allows visitors the opportunity to view the area of study and to speak one-on-one with team members and subject-matter experts. Public input will be documented electronically via iPad kiosks or on written comment cards.

Community Workshop 2: Project Specific Workshop on Preliminary Land Use and Design Concepts

April 6, 2016

Following the project initiation meeting, a project specific workshop will be held to engage stakeholders in a meaningful way and extract public input that is critical to the technical process as we proceed with

recommendations. This meeting will provide an opportunity for the community to become knowledgeable about specific plan project details and methodologies, ask questions and provide valuable input that can be used to refine the proposed specific plan elements. Community members will have the opportunity to participate in a charrette which will encourage the free flow of ideas. AA also has creative tools such as Turning Point software that engages participants by using infrared voting key pads. This can be used to enhance participation and help facilitate a group discussion.

Community Meeting 3: Public Review Draft Specific Plan Open House

Estimated June 29, 2016 (to coincide with the issue date of the Public Review document)

At the conclusion of the technical process, an open-house meeting will be held to provide stakeholders the opportunity to review the Public Review Draft Specific Plan. This meeting will also provide recommendations related to implementation, next step information for the public to consider, and information related to the Planning Commission and City Council Public Hearing process. This meeting should be structured as a Hybrid meeting that allows for a formal presentation and an open house setting where participants can also have one-on-one conversations with the Project Team.

2016												
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<i>Community Outreach Meeting- Round 1</i>												
<i>Community Outreach Meeting-Round 2</i>												
<i>Community Outreach Meeting-Round3</i>												

Meeting Logistics and Notification

Public meeting support will be provided by the public outreach team, including: coordination of dates and times with the team, organization of facility details (including equipment and insurance, if applicable), meeting notification, set-up, meeting materials (exhibits, sign-in sheets, comment cards and directional signage), photography, refreshments, attendance at meetings, and preparation of summary reports. Meeting materials will be provided in English and Spanish; an interpreter will be dedicated to assist Spanish speakers, as needed.

Deliverables:

- Coordinate venue and secure insurance; submit to City of South Gate and Project Team
- Prepare and submit meeting notification draft for review and approval by City of South Gate and Project Team
- Identify and submit outreach meeting notification vehicles such as chamber e-blasts, city website, mailings etc., to City of South Gate and Project Team
- Develop and submit electronic drafts of exhibits, sign-in sheets, comment cards and directional signage for review and approval by City of South Gate
- Photograph all meetings
- Provide refreshments

OUTREACH SUMMARY REPORT

A report summarizing each round of outreach meetings will be provided to document the events and the communication process for support of the project development process. The reports will include key findings, issues raised and recommendations made by attendees. At the conclusion of this project, AA will prepare a report documenting the full public involvement and communication process and how it was used to support the project development process.

Deliverables:

- Prepare and submit draft meeting Summary Reports to City staff and Project Team within two weeks after each community meeting
- Distribute finalized and approved meeting Summary Reports

MEDIA COORDINATION AND SUPPORT

As part of the overall outreach efforts, AA will work closely with the City to reach out to the local media and create opportunities for messaging. This may include press releases, media tours/briefings, etc. Maintaining accurate, useful and timely information through social media and other materials will ensure that interested stakeholders are able to track the progress as it unfolds.

Deliverables:

- Prepare and submit draft press releases (3)
- Prepare and submit social media posts near project meetings and milestones

ISSUES AND COMMENTS DOCUMENTATION

Project comment cards will be used to encourage the public to provide honest input. Bi-lingual comment cards will be designed to include the project name, associated branding and project contact information. Additionally, the card will give stakeholders the option to include their personal contact information, request to be added to the project mailing list and provide their personal comments regarding the Plan. The cards will be made available at all public involvement events and meetings as well as on the City website. Participants will have the option of submitting the cards during the events and meetings or via traditional mail or e-mail. As part of the meeting and outreach documentation process, AA will compile a project issues matrix that will catalogue all project issues raised throughout the project. The Issues matrix will document the date the comment was received as well as the comment and action taken by the team.

Deliverables:

- Prepare, submit and manage Issues Matrix
- Prepare project comment cards