

ATTACHMENT "A"

BACKGROUND ON THE CONSULTANT SELECTION PROCESS AND OUTREACH STRATEGIES

PUBLIC OUTREACH CONSULTANT SELECTION PROCESS

In response to the Board's direction to expand the public outreach program, staff issued a Request for Proposals (RFP) on March 17, 2006 to seek the services of an outreach consultant. Staff held an informational "Pre-Bid Conference" on March 29, 2006 for consultants to answer questions about the RFP. A total of five (5) proposals were submitted. A screening panel convened at the end of April and included staff from the Planning Department, the Department of Neighborhood Services (DNS), MSA's Communication and Media Office and the Chief-of-Staff from Supervisorial District 5. The panel discussed the merits of each proposal using a series of predetermined criteria and ultimately selected the top two candidates. Interviews were held in early May with *Moore Iacofano Goltsman, Inc. (MIG)* in association with *Koegel & Associates* and the *MMC/Mintier Team*. The interview panel (same members as the screening panel) rated these consultant teams using another set of criteria, including the consultant's understanding of the County's goals for the program and their ideas for interactive public forums. Based on this procedure, Planning staff recommended that the Board authorize the Planning Director enter into an agreement with MIG. A contract between the County and MIG was signed on June 23, 2006.

PUBLIC OUTREACH PROGRAM DEVELOPMENT:

Beginning in June 2006, MIG personnel and County staff met on a regular basis to develop and refine the many strategies of the expanded public outreach effort. These strategies are outlined in detail in the summary report (Appendix B) and are briefly described below:

- *Extensive media outreach* was conducted through neighborhood/community media, ethnic organizations, business organizations and other public agency newsletters and websites;
- *Mailings* advertising the General Plan Update and ways to get involved were sent out with utility bills (CUBS) between mid August and the end of September, SACOG's quarterly newsletter and through extensive e-mail distributions;
- *Two newsletters* providing information on the General Plan Update process and soliciting input from community members were sent out in August and September. These were mailed to approximately 8,000 households and an additional 5,000 people via e-mail. In addition, copies were given to CPACs and Community Councils and distributed to many community centers and public facilities. Newsletters were also printed in Spanish and could be printed in other languages upon request;

- A *Resident's Guide to the General Plan Process* was created to serve as an educational tool that provided background on each of the key General Plan elements, information on the County's proposed growth management strategies and an opportunity to provide feedback on a wide variety of issues through an attached comment sheet. This Residents Guide was given to all participants of the community workshops (please see below) and was posted on the Planning Department's website;
- An *online game* was developed to provide another venue for community feedback on the General Plan Update. This online game allowed people to answer policy questions about the General Plan and to see an illustrated development scenario based on the answers they provided. This game was available in September and October;
- County staff worked over the summer on the design of the community workshops to be held in the fall. County staff met with members of the Neighborhood Services Advisory Committee (NSAC) and Board of Supervisors' Chiefs-of-Staff to discuss content and format ideas for the upcoming workshops. Two test runs of the workshop activities were conducted in August, one with internal County staff and one with neighborhood representatives;
- The key strategy for this public outreach process was a series of ten (10) community workshops held throughout the unincorporated County between September 11 and October 5, 2006. A listing of these workshop locations is included in the summary report (Appendix A). During these workshops, which had an average of 50 attendees, County staff and members of the MIG team lead interactive games and other hands-on activities that provided opportunities for residents to test ideas and gain a more in-depth understanding of the challenges, opportunities, and trade-offs facing the county. Community members participated in three (3) separate exercises: a policy-level card game, a County-wide mapping exercise that looked at commercial corridors and potential UPA expansion areas and a Community-level mapping exercise which gave participants an opportunity to provide input on the things in their community they wanted preserved, changed or added.