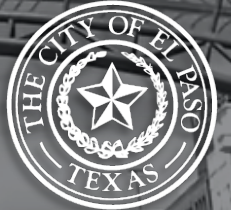




CIP BOND — Community Engagement

February 15, 2022



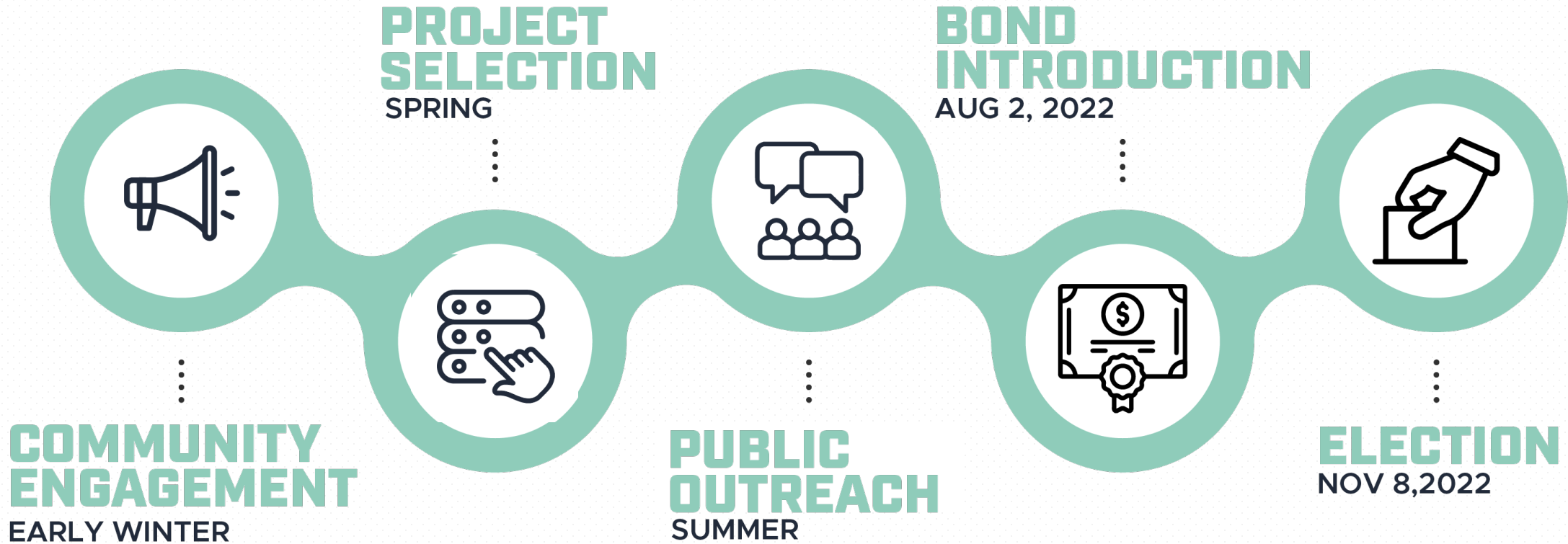
COMMUNITY PROGRESS BOND



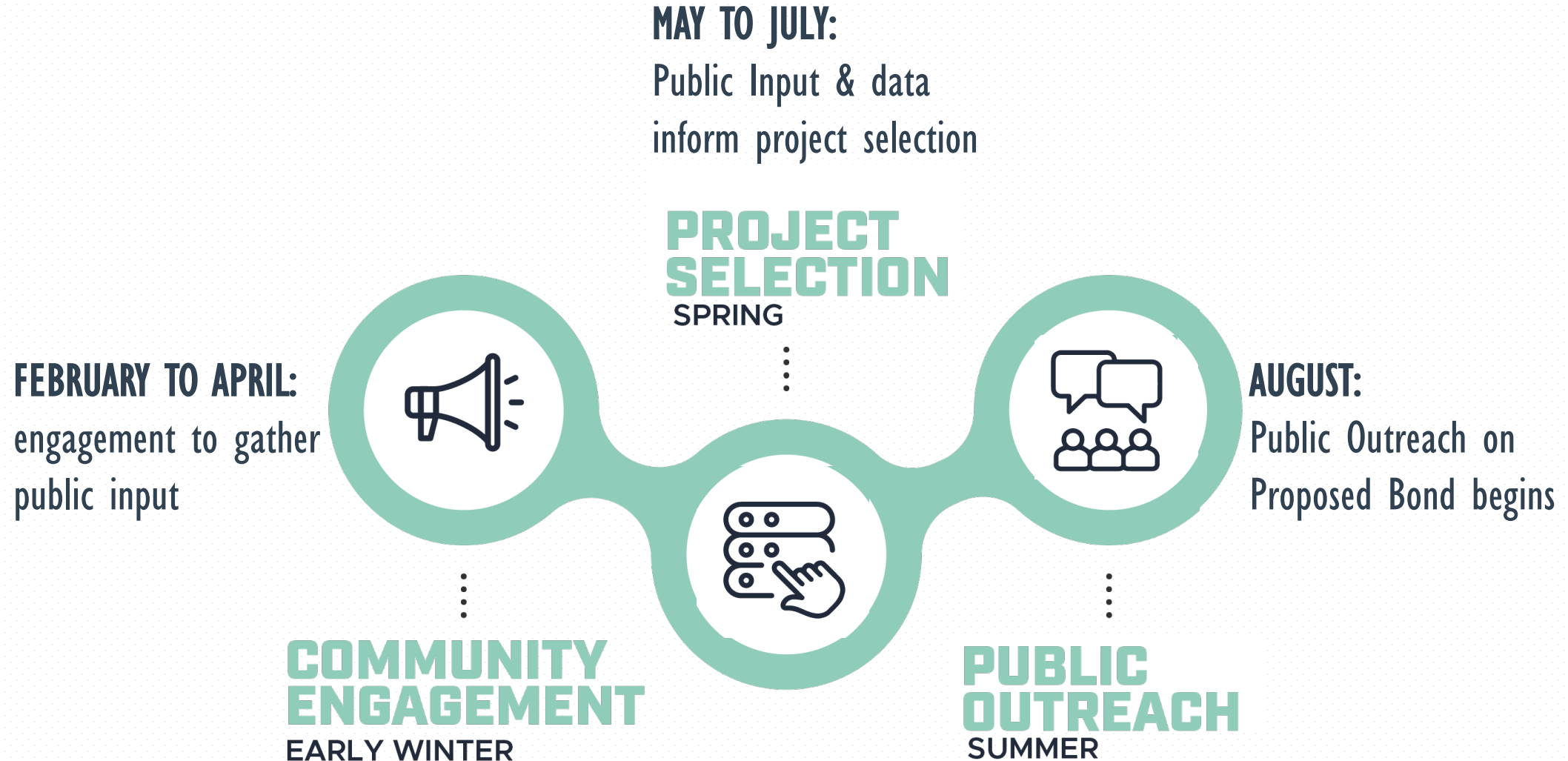
STREETS
SOLAR ENERGY
ECO TOURISM
HOUSING
GREEN INFRASTRUCTURE
QUALITY OF LIFE
UNFUNDED PRIORITIES

3

PROPOSED TIMELINE AND DEADLINES FOR POTENTIAL NOVEMBER 8, 2022 BOND ELECTION



PROPOSED TIMELINE FROM COMMUNITY ENGAGEMENT TO PROJECT SELECTION & OUTREACH



PRESENTATION PURPOSE:

- How will public engagement be conducted;
- How public input will inform Project Selection Process

The Power of Our Strategic Plan





OUTREACH

SENTIMENT

PROJECT
SELECTION

VOTER
CONSIDERATION

VALIDATION

ENGAGEMENT

CAPITAL
PLAN
DEVELOPMENT

ENGAGEMENT

Engagement goes beyond outreach and provides meaningful opportunities to allow for public input and help shape the values and priorities that inform the project selection process.



Quantifiable Tools



Real Time Feedback



Spatial



Categorized

CONCURRENT PUBLIC ENGAGEMENT:

- ALAMEDA CORRIDOR PLAN:

- Hybrid community and Focus group meetings in fall 2021, and early 2022

- UPTOWN/DOWNTOWN STUDY:

- Hybrid stakeholder meeting early 2022, Community & Focus group meetings spring and summer 2022

- MARY FRANCIS KIESLING & MEMORIAL PARK MASTER PLANS:

- Kick off in late Spring 2022 with Community and Focus group meetings spring and summer 2022

- PAVO REAL CAMPUS MASTER PLAN:

- Kick off in late Summer 2022 with Community and Focus group meetings in fall 2022

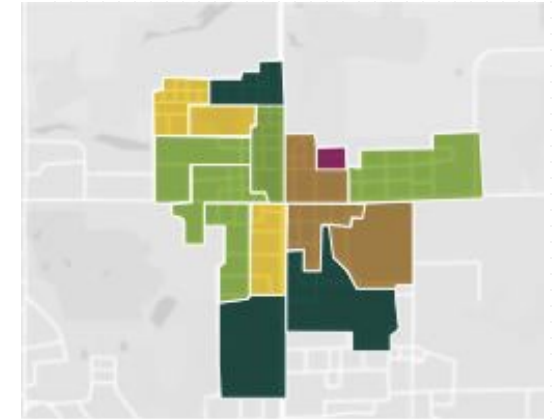
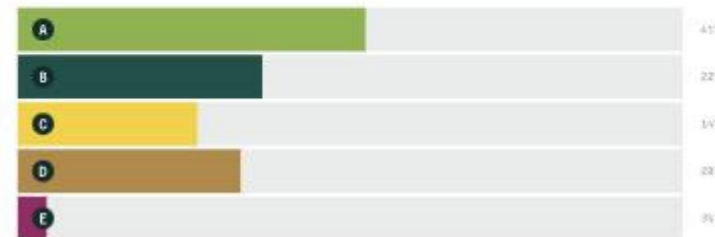


ENGAGEMENT PROCESS: TOOLS

- DATA GATHERING THROUGH ONLINE AND IN-PERSON POLLING USING SAME PLATFORM FOR CONSISTENT RESULTS
- WEBSITE AS PLATFORM FOR:
 - ONLINE POLLING
 - REAL-TIME DISPLAY OF DATA GATHERING FOR COMPLETE TRANSPARENCY
 - GEO-SPATIAL LOCATION OF DATA



How satisfied are you with the availability and quality of parks or other outdoor areas?



ENGAGEMENT PROCESS: TOOLS



This survey seeks to gather input on the city's capital improvement plan. You will answer a series of questions related to projects and project focus areas to help your elected officials decide where and how to make investments in your community.

Are you ready to begin?

Start press Enter ↵

🕒 Takes 1 min

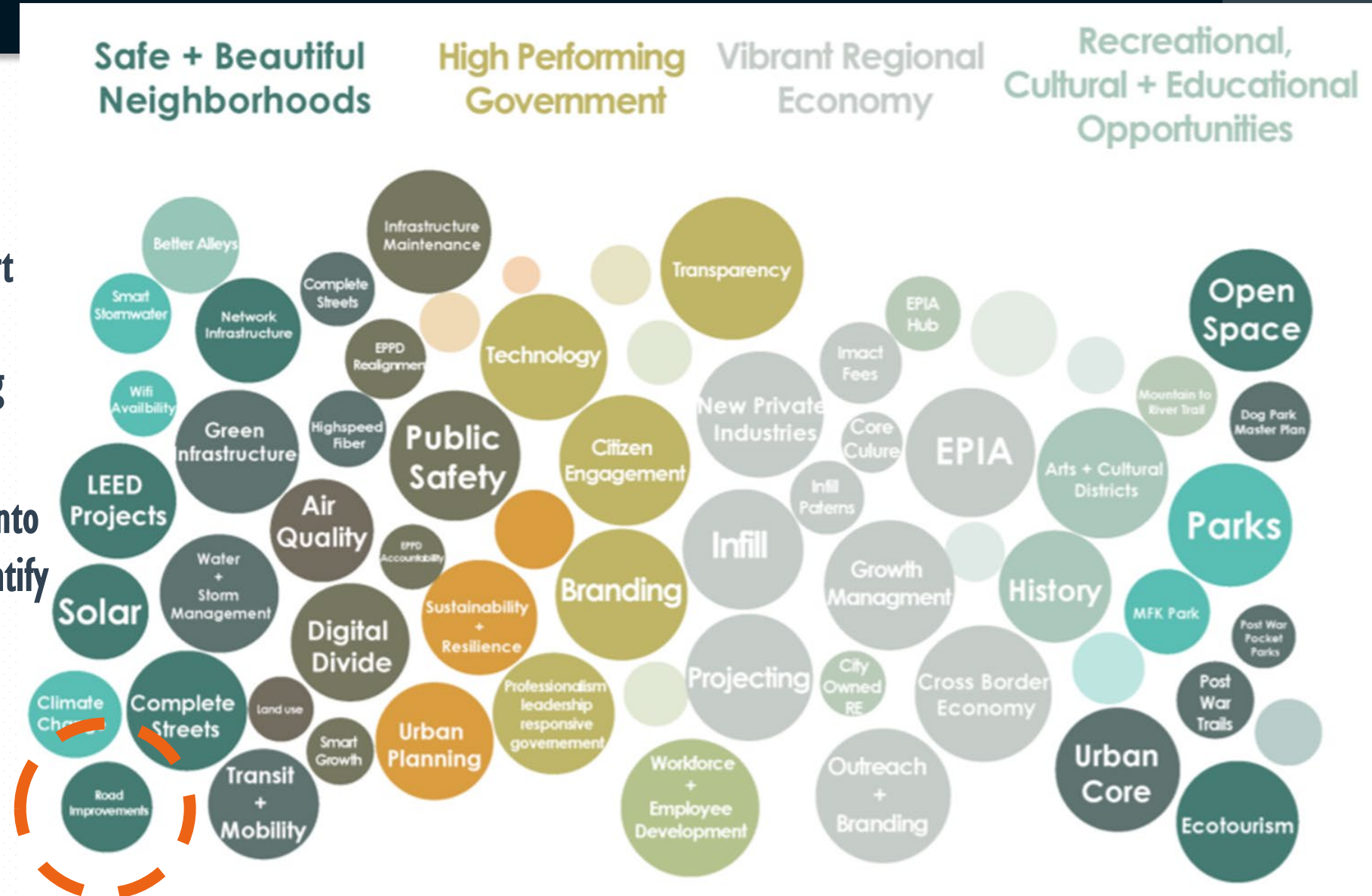


ENGAGEMENT PROCESS: TOOLS



GATHERING PUBLIC INPUT:

- Gauging public interest/support for vision blocks & goals identified in Strategic Planning Session
- Areas of interest are broken into potential interventions, to identify potential future projects



GATHERING PUBLIC INPUT:



Road
Improvements

1. Polling and surveys gather data on potential interventions for areas of interest:

- REPAVING OF STREETS
-  COMPLETE STREET RECONSTRUCTION
- MULTI-MODAL INFRASTRUCTURE
- SIDEWALK GAP COVERAGE AND ADA INFRASTRUCTURE

2. Selected interventions are programmed into potential projects:

GATHERING PUBLIC INPUT:



Road
Improvements

1. Polling and surveys gather data on potential interventions for areas of interest:

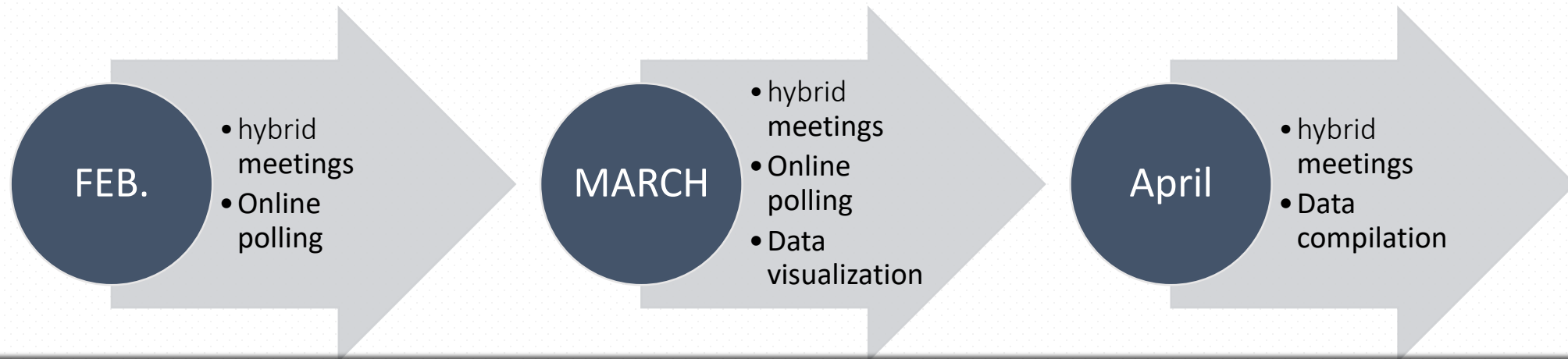
- REPAVING OF STREETS
-  COMPLETE STREET RECONSTRUCTION
- MASS TRANSIT INFRASTRUCTURE
- SIDEWALK GAP COVERAGE AND ADA INFRASTRUCTURE

2. Selected interventions are programmed into potential projects:

- WIDENING OF SIDEWALKS AND PARKWAY
- WALKABLE STREETS
- MULTIPLE TRANSIT OPTIONS
 - PROTECTED BIKE LANES
 - MASS TRANSIT LANES/STOPS

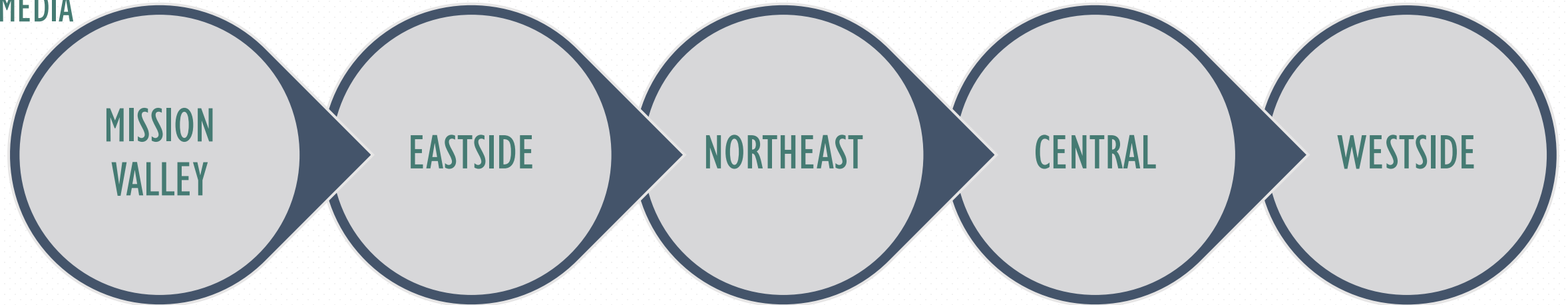
ENGAGEMENT PROCESS: STRATEGY

- ENGAGE PUBLIC FOR FEEDBACK ON MAJOR GOALS IDENTIFIED IN STRATEGIC PLANNING SESSION
- DISTRICT-SUPPORTED EFFORT TO ENGAGE COMMUNITY THROUGH HYBRID MEETINGS, WITH CID AS FACILITATORS FOR GATHERING INPUT AND DATA
 - VIRTUAL PARTICIPATION INCLUDED ON WEBSITE FOR PARTICIPANTS THAT CANNOT ATTEND IN PERSON



ENGAGEMENT SCHEDULE:

- FIVE REGIONAL COMMUNITY HYBRID MEETINGS & GUEST SPEAKERS AT REPRESENTATIVE CONSTITUENCY MEETINGS
- ROBUST OUTREACH EFFORTS IN CONJUNCTION WITH COMMUNICATIONS OFFICE THROUGH LOCAL AND SOCIAL MEDIA



- FEB. 23
- Valle Bajo Community Center

- MAR. 2
- Esperanza Acosta Moreno

- MAR. 3
- North Gate Transfer Center

- MAR. 8
- City Hall Second Floor/Council Chambers

- MAR. 22
- Westside Police Regional Command Center



OUTREACH

Outreach centers on building awareness for the process and informing the public on the proposal and opportunities for engagement.



Build Awareness



Target Audience



Build Momentum



OUTREACH PROCESS:



EMAIL BLASTS • WEBSITE UPDATES • SOCIAL MEDIA • CITY TV/VIDEOS • NEWS/PRESS RELEASES • CITY COUNCIL NEWSLETTERS



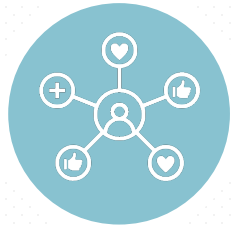
POSTERS/HANDOUTS • COMMUNITY OF EXCELLENCE PARTNERS • OUTREACH AT HYBRID COMMUNITY MEETINGS • NEIGHBORHOOD ASSOCIATIONS



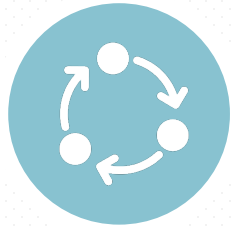
ENGAGEMENT PROCESS: RESULTS



DATA IS COMPILED IN REAL TIME AND VISUALIZED IN GRAPHS, MAPS, AS ALL POLLING RESULTS ARE QUANTIFIED



PUBLIC INPUT DATA IS AGGREGATED TO OTHER DATA SOURCES THAT INFORM PRIORITY AREAS AND NEEDS BASED ON **EQUITY AND SERVICE GAPS**



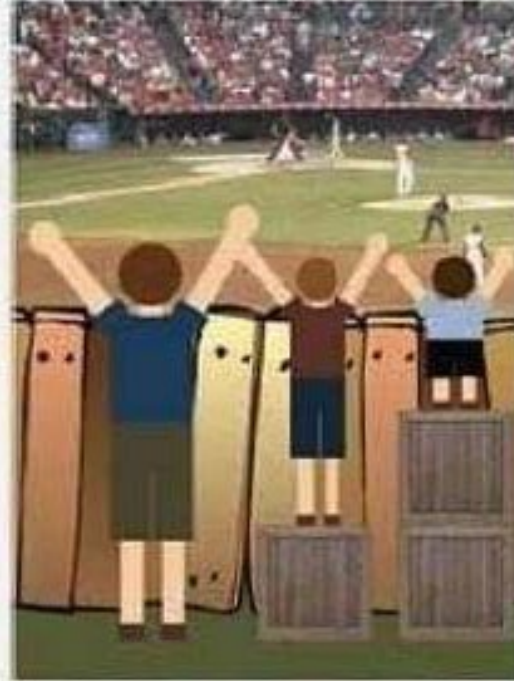
VALIDATION OF DATA RESULTS WILL IDENTIFY GOAL & PROJECT PRIORITIZATION FOR COUNCIL'S CONSIDERATION

UNDERSTANDING EQUITY

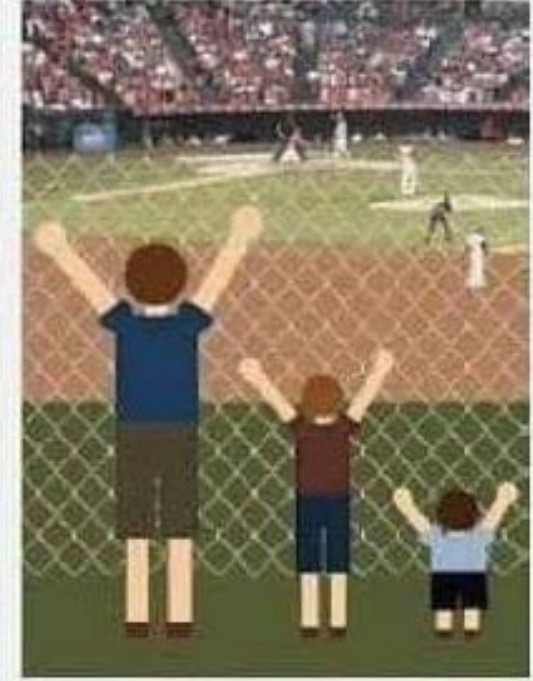
EQUALITY VERSUS EQUITY



In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.

PROJECT SELECTION

The outreach and engagement process informs the project selection process at the values and priorities level. Individual project selection must be objective and data driven.



Objective

Project selection should be influenced by structured prioritization of values and guided by data. It is a technical process and should remain objective



Data Driven

While the public and policy makers are vital to setting values and goals specific projects should be identified based on data.



Consistent Inputs

The process should be consistent and repeatable.

TIMELINE: ENGAGEMENT PROCESS TO PROJECT SELECTION



- Public Engagement
- Data gathering

- Public Engagement
- Preliminary Data Compilation

- Data-driven Goal Prioritization
- Preliminary Programming

- Develop Project Scopes
- Develop Cost Estimates

- Bring Project Recommendations to Council

