

To: Sunshine Reform Task Force and city staff
From: Ed Rast
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Subject: Public Information - Public Outreach Discussion and Improvement Suggestions

The City Council Policy 6-30 was intended by many of the community task force members to be both:

- 1) Planning Department Public Outreach policy for private property owner development process, land use projects, General Plan / Specific Plans etc as well as city and redevelopment planning projects like Redevelopment's Baseball Stadium EIR, Transportation Traffic Level of Service (LOS) and other proposals that that are processed through the City of San Jose Planning Department
- 2) A model for the city and redevelopment's other public outreach efforts where community discussion and input is desired:
 - a) Public Works city projects which is in process
 - b) Major city and redevelopment public outreach efforts like Citywide Aquatics Master Plan by Parks, Recreation and Neighborhood (PRNS, City / redevelopment budget sessions, or other large city wide public policy proposals or large spending proposals

Many city departments and redevelopment have written, unwritten or unavailable outreach policies and procedures that do not address some of the major topics and issues that are addressed in City Council Policy 6-30. There outreach policies and procedures have inconsistencies and gaps that results in the various public outreach efforts causing confusion and as we recently saw with the Citywide Aquatics Master Plan public outreach frequently are required to be supplemented by using neighborhood email list notifications to get appropriate community coverage which if the city had a single web page for all city and redevelopment email signup and email address change would result in low cost result high impact improvements (LCHII) to public outreach.

All Public Information Policies should have at least the following 5 areas:

- 1) Definitions section since there is not a standard set of city definitions
- 2) Goals / Objectives
- 3) Public Outreach Process should be defined and consistent across all the city's efforts and define Early Notification, Community Meetings, On Site Noticing if appropriate, Public Hearing Notice methods, languages and content, Community input of deferred items or continued. Modes of Outreach – email, mail postcards, onsite signs – if appropriate, In person notification – if appropriate, Broadcast on City Television Channel 26, Website, Media Publishing for Large or Significant Community Interest Proposals or meetings,

- 4) Matrix diagram of Modes of Outreach by method and type of project
- 5) Matrix diagram by Application Types and Special Uses

Ideally as the 3 separate policies are developed, tested and refined for effectiveness, minimum staff and financial cost and they could eventually be combined into a single City Council Public Outreach Policy

The following are suggested Public Information Improvements with many low cost and high impact improvements (LCHII) utilizing existing city equipment and facilities to reach a wide range of resident and city staff by utilizing different communication methods:

- 1) City Web site – Public Information Page with:
 - a) Master City Public Meetings Calendar, Single Email Signup page by department and department public information links
 - b) Interim LCHII solution is a single city web Page link on city's home page for (1) all City / redevelopment email sign ups (2) 11 existing online city calendars and all city and redevelopment email mail sign ups and (3) department public information pages
- 2) Public Bulletin Boards - The Master City Public Meetings Calendar could be printed out 2-3 times a month and posted on city building bulletin boards to increase distribution and reach those who do not have internet or city television cable access
- 3) City Television - Comcast Cable Channel 26 - have regularly scheduled predicable basis (7-8 am, noon - 1 pm, and 6-7 pm) scrolling of "This Week in San Jose City Government" for Master City Public Meeting Calendar and city sponsored events, City Council Agenda broadcast with along with public meetings, public information and economic development information to increase public outreach to residents and staff.
- 4) Video Displays at City Hall, Library, Visitors and Convention Center, and all City owned building that are equipped with video screens broadcasting City Television Channel 26 to increase public outreach to residents and staff that do not have other information access.
- 5) Newspaper Public Announcements - All City of San Jose and Redevelopment etc. public announcements should be scheduled on the same 2 days (i.e. 1st and 3rd Monday or other same scheduled days per month so residents know when notices will be published rather than having to daily search for newspaper public announcements and often miss important city public announcements. The newspaper Public Announcements pages could also be posted on city building bulletin boards to increase public outreach to residents and staff that do not have other information access.