



# Memorandum

**TO:** BUILDING STRONG  
NEIGHBORHOODS COMMITTEE

**FROM:** Ed Shikada

**SUBJECT:** PUBLIC OUTREACH FOR  
CAPITAL PROJECTS

**DATE:** 10-06-06

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Approved

Date

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**COUNCIL DISTRICT:** City-Wide

## **RECOMMENDATION**

It is recommended that the Committee accept this report on Public Outreach for Capital Projects.

## **OUTCOME**

This report provides the committee with information on the current practices of informing, involving and engaging the community in the development and construction of the City's capital improvement and infrastructure maintenance projects.

## **BACKGROUND**

A status report on the current City Council Policy 6-30, "Public Outreach Policy for Development and Land Use Proposals", was presented to the Committee on February 23, 2006. A motion was passed directing staff to return with recommendations on how Policy 6-30 could be amended to include a community outreach process for the City's capital improvement and infrastructure maintenance projects.

This report provides the Committee with an analysis of the City's current outreach practices for capital projects and how it aligns with Council Policy 6-30.

## **ANALYSIS**

The City's current Capital Improvement Program consists of more than 600 active programs and projects ranging from parks, fire stations, libraries and public art to Airport terminals, traffic signals

and sewer repairs. Attached to this report is an overview of Public Outreach for Capital Projects (Attachment A) as well as a Public Outreach Matrix (Attachment B) which details the various levels of communication that take place with the community when developing and delivering these public projects. The matrix shows broad categories of projects and describes the timing of various forms of outreach, along with the goal of the outreach, the target group and the methods used to communicate with them. Also shown is how the City's current practices for public projects aligns with Council Policy 6-30, the outreach process for private development and land use proposals.

Different methods of community engagement take place depending on the nature of the project, its complexity and its level of community interest. Community engagement ranges from simply providing information, to higher levels of interaction such as consultation, involvement, collaboration and, finally empowerment. At one end of the spectrum is the Strong Neighborhoods Initiative (SNI) process which engages neighborhoods to determine their own priorities which are then implemented in partnership with the City. Projects such as parks, community centers and libraries also undergo extensive community input as the public participation process provides valuable direction as to the project's amenities and programming. A sewer project or street resurfacing project may not require public input as to the design or features of the installation, but will require solid communication during the construction phase to minimize impacts and provide information to the adjacent residents and business community.

Council Policy 6-30 requires private development projects to undergo a process that culminates in a public hearing. While most City projects do not result in a project specific public hearing, most are discussed in a public forum at numerous City Council meetings. This may occur during budget approval for the project, masterplan approval, land acquisition, CEQA approval, consultant selection and contract award. In fact, most large scale City projects undergo all of these City Council approvals in addition to a half dozen community meetings during design development, public art approval and construction.

Unlike the manner described in Council Policy 6-30, there is no clear method to group public projects into distinct categories that require specific levels of community engagement. For example, a small park improvement could be very straightforward as to the needs of the community, or it could require a great deal of public input as to the amenities, layout and design of the park features. The former might involve one community meeting, the latter might involve six. Likewise, a sewer project that takes place in an open, industrial area would require a very different outreach approach than a similarly sized project through the middle of a residential neighborhood or business district. By necessity, the Acoustical Treatment Program at the Airport utilizes an entirely different approach to community outreach than that used for the Police Substation.

For this reason staff does not recommend amending Policy 6-30 to include public projects since it works well in its current form for development and land use decisions, but would be awkward to tailor to the City's wide variety of capital projects. Staff believes that the spirit and intent of Policy 6-30 is being met, and often exceeded, through the high level of community involvement used to shape the City's Capital Improvement Program.

City Council Policy 6-16, “Uses of Public Property”, was approved over 20 years ago with the intent of ensuring that the public is provided an opportunity to participate in decisions affecting the use of public land. Current outreach practices provide ample opportunity for public comment and far exceed the requirements of the policy. The Departments of Planning and Public Works will be bringing forward revisions to Policy 6-16 within a year that will clarify the various processes currently in use for obtaining public input on projects such as libraries, community centers and fire stations.

### **PUBLIC OUTREACH/INTEREST**

This report will be presented to the Sunshine Task Force in November.

### **COORDINATION**

This report has been coordinated with all City departments involved in delivering capital projects, PBCE and the Redevelopment Agency.

### **CEQA**

CEQA: Not a project.

ED SHIKADA  
Deputy City Manager

Attachment

For questions please contact JOHN CANNON, Assistant to the City Manager, at 535-8166.

# Overview of Public Outreach for Capital Projects

	PROJECT PHASE			
	Master Plans and Site Selection	Facility Design	Prior to Construction	During Construction
Goal of Outreach	<ul style="list-style-type: none"> <li>■ Identify Community Priorities</li> <li>■ Select Services</li> <li>■ Identify any Negative Impacts</li> <li>■ Set Scope and Budget expectations</li> </ul>	<ul style="list-style-type: none"> <li>■ Confirm Consistency with Service Priorities</li> <li>■ Input to Aesthetics and Functionality</li> <li>■ Address Construction Issues</li> </ul>	<ul style="list-style-type: none"> <li>■ Identify and Address Unexpected Issues</li> <li>■ Provide Contact Info</li> <li>■ Increase Community Awareness of Project</li> </ul>	<ul style="list-style-type: none"> <li>■ Maintain Point of Contact</li> <li>■ Progress Reporting</li> <li>■ Address Unexpected Issues</li> </ul>
Audience	<ul style="list-style-type: none"> <li>■ Citywide</li> <li>■ Neighborhood Served</li> <li>■ User Groups</li> <li>■ Commissions</li> <li>■ City Council</li> </ul>	<ul style="list-style-type: none"> <li>■ Nearby Property Owners and Residents</li> <li>■ Neighborhood Served</li> <li>■ User Groups</li> </ul>	<ul style="list-style-type: none"> <li>■ City Council Office(s)</li> <li>■ Affected Residents and Businesses</li> <li>■ Traveling Public</li> <li>■ General Public</li> </ul>	<ul style="list-style-type: none"> <li>■ Neighborhoods</li> <li>■ Businesses</li> <li>■ Traveling Public</li> </ul>
Method	<ul style="list-style-type: none"> <li>■ Meetings/Workshops</li> <li>■ Mailers/Flyers</li> <li>■ Website/Email</li> <li>■ Newsprint/Media</li> <li>■ Council Approval(s)</li> </ul>	<ul style="list-style-type: none"> <li>■ Focus Groups</li> <li>■ Community Meetings</li> <li>■ Surveys</li> <li>■ Council Award of Contract(s)</li> </ul>	<ul style="list-style-type: none"> <li>■ On-site Signage</li> <li>■ Flyers</li> <li>■ Media</li> <li>■ Knock-n-Talk</li> </ul>	<ul style="list-style-type: none"> <li>■ Signage</li> <li>■ Flyers</li> <li>■ Website</li> <li>■ Construction Office</li> </ul>

**PUBLIC OUTREACH FOR CAPITAL PROJECTS**

PROJECT PHASE	TYPE OF CONTACT WITH COMMUNITY	GOAL OF OUTREACH	METHOD OF OUTREACH	TARGET GROUP
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**NEIGHBORHOOD PARKS, REGIONAL PARKS, COMMUNITY CENTERS, TRAILS**

All Phases of Project	General project information Community/Neighborhood Meetings Parks Commission Meetings (Monthly) Parks Bond Citizen Oversight Cmte.(1/4erly) Annual Report to Council	General information/status Provide project information Provide project information Provide project information Seek Council approval of report	CPMS website Community notices/emails/letters Email/Brown Act Board Email/Brown Act Board Council Hearing	General Public Community groups General Public and Commission General Public and COC General Public and COC
Project Conceptualization (SNI Priorities)	Neighborhood Improvement Plan/Plan Amendment Development	Assessment of community assets/needs. Consensus on priorities. Finalize "Top Ten" lists/Action Agenda	Extensive Community meetings, mail, email, phone	Community groups, residential neighborhoods
Project Development	Budget Process	Comment on priorities	Council Hearing	General Public
Real Estate	Acquisition process Council Agenda (site/easement acquisition)	Provide project info., Feedback on site Council approval, public input	Mail/Email/Community Meeting Council Hearing	Surrounding Community General Public
Feasibility/Master Plan	Public input  CEQA process	Assessment of community needs, Obtain consensus of project layout/major components Comment on environmental impacts	Community (& SNI) meetings, CPMS website, email, mailers	Adjacent residential neighborhoods, Special user groups (seniors, skateboarders, etc.), schools
Design Development	Design review	Public input	Tech. Adv. Cmte., community meeting	TAC, General Public, Community groups
Bid/Award	Notice of upcoming contract award Council Award of Contracts over \$1M	General information/status Council Approval and Public Comment	City/CPMS Website Council Agenda	General Public, contractors General Public
Construction	Construction signage Groundbreaking Event	Provide project information Celebration	Project sign Council office & SNI	General Public General Public, Community groups
Post Construction	Ribbon cutting/Grand Opening Event Project surveys	Celebration Obtain feedback on completed projects	Council office & SNI CPMS website/email	General Public, Community groups Facility users

**ALIGNMENT WITH COUNCIL POLICY 6-30:** Exceeds policy with respect to early notification, community meetings, radius and frequency. Although these projects do not result in a public hearing that mirrors 6-30, each project may come before the City Council for various reasons including budget approval, CEQA/Master Plan approval and contract award. In addition, many of these projects come before the Parks and Rec. Commission where the public has the opportunity to comment. Many of these projects are also included as SNI priorities and are subject to the extensive public input process. Construction area/project signage informs the community of the project as well.

**LIBRARIES**

All Phases of Project	General project information Community/Neighborhood Meetings Library Commission Meetings (Monthly) Library Bond Citizen Oversight Cmte.(1/4erly) Annual Report to Council	General information/status Provide project information Provide project information Provide project information Seek Council approval of report	CPMS website Community notices/emails/letters Email/Brown Act Board Email/Brown Act Board Council Hearing	General Public Community groups General Public and Commission General Public and COC General Public and COC
Project Development	Budget Process	Comment on priorities.	Council Hearing	General Public
Real Estate	Acquisition process Council Agenda (site/easement acquisition)	Provide project info., Feedback on site Council approval, public input	Mail/Email/Community Meeting Council Hearing, Post on library bulletins	2000 ft radius (new and old sites) General Public
Conceptual Design/ Public Art (sometimes separate process)	Public input/Provide project information (4-6 meetings)	Solicitation and gathering of community needs and concerns; Presentation of project scenarios;	Community (& SNI) meetings, CPMS website, email, mailers School involvement Council office communication	2000 ft radius (new and old sites) Library users Adjacent schools or other organizations
Design Development	Public input/Provide project information CEQA process Notice of consultant contract awards	General information/status Comment on environmental impacts General info.	Library and CPMS Website, community meetings Council Hearing	General Public General Public
Bid/Award	Notice of upcoming contract award Council Award of Contracts over \$1M	General Info. Council Approval and Public Comment	Library and CPMS Website Council Agenda	General Public, contractors General Public
Construction	Construction signage Groundbreaking Event	Provide project information Celebration	Project sign Council office & SNI	General Public General Public, Community groups
Post Construction	Ribbon cutting/Grand Opening Event Project surveys	Celebration Obtain feedback on completed projects	Council office & SNI CPMS website/email	General Public, Community groups Facility users

**ALIGNMENT WITH COUNCIL POLICY 6-30:** Exceeds policy with respect to early notification, community meetings, radius and frequency. Although these projects do not result in a public hearing that mirrors 6-30, each project may come before the City Council for various reasons including budget approval, CEQA/Master Plan approval and contract award. In addition, many of these projects come before the Library Commission where the public has the opportunity to comment. Construction area/project signage informs the community of the project as well.

**PUBLIC OUTREACH FOR CAPITAL PROJECTS**

PROJECT PHASE	TYPE OF CONTACT WITH COMMUNITY	GOAL OF OUTREACH	METHOD OF OUTREACH	TARGET GROUP
<b>PUBLIC SAFETY PROJECTS</b>				
All Phases of Project	Public Art General project information Public Safety Bond Citizen Oversight Cmte. (Quarterly) Annual Report to Council	Public Input/Provide project information General information/status Provide project information Seek Council approval of report	Community notices/emails/flyers CPMS website Email/Brown Act Board Council Hearing	Neighbors/User Groups General Public General Public COC and Public
Project Development	Budget Process	General info.	Council Hearing	General Public
Real Estate	Acquisition process Council Agenda (site/easement acquisition)	Provide project info., Feedback on site Council approval, public input	Mail/Email/Community Meeting Council Hearing	Surrounding Community General Public
Design Development	Public input/Provide project information CEQA process Notice of consultant contract awards	General information/status Comment on environmental impacts General info.	CPMS Website, community meetings Council Hearing	General Public
Bid/Award	Notice of upcoming contract award Council Award of Contracts over \$1M	General information/status Council Approval and Public Comment	City/CPMS Website Council Agenda	General Public, contractors General Public
Construction	Construction signage Groundbreaking Event	Provide project information Celebration	Project sign Council office & SNI	General Public General Public, Community groups
Post Construction	Ribbon cutting/Grand Opening Event Project surveys	Celebration Obtain feedback on completed projects	Council office & SNI CPMS website/email	General Public, Community groups Firefighters and the general public
<p><b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> These projects meet the policy with respect to early notification in the budget process, the environmental process and on the City's CIP website. Community input is solicited during the design/public art phase from nearby residents in compliance with 6-30. Although these projects do not result in a public hearing that mirrors 6-30, each project may come before the City Council for various reasons including budget approval, CEQA/Master Plan approval and contract award. Construction area/project signage informs the community of the project as well.</p>				

<b>STRONG NEIGHBORHOOD INITIATIVE PROJECTS</b>				
Neigh. Imp. Plan / Plan Amendment Development	Plan Development	Assessment of community assets and needs, obtain consensus on neighborhood priorities and finalize list of prioritized projects, "Top Ten"/ Action Agenda	Extensive community meetings, Mail / Email / Phone	Community groups, residential neighborhoods
Neigh. Imp. Plan / Plan Amendment Development	Plan Approval	Council approval and public input	Council Agenda Mail/Email/Phone	General Public, community groups, residential neighborhoods
Project Development	Develop Scope	Establish project parameters, identify neighborhood vision for project layout/major components	Community meetings, Mail / Email / Phone	Community groups, residential neighborhoods, special user groups (as needed)
Feasibility/Master Plan	Public input/Provide project information	Establish consensus on project scope based on project parameters (i.e. budget, City policy, etc.)	Community meetings, Mail / Email / Phone	Community groups, residential neighborhoods, special user groups (as needed)
Design Development	Design review	Public Input	Project sub-committee meeting, Mail / Email / Phone	Neighborhood project liaison, sub-committee
Bid/Award	Groundbreaking Event	Celebration	Mail / Email / Phone	Community groups, residential neighborhoods, special user groups (as needed)
Construction	General Information	Project updates	Project sub-committee meetings, Mail / Email / Phone	Neighborhood project liaison, sub-committee
Post Construction	Ribbon Cutting/Grand Opening Event	Celebration	Mail / Email / Phone	Community groups, residential neighborhoods, special user groups (as needed)
Project surveys (as needed)		Measure community satisfaction regarding project (for CDBG grants, etc.)	Mail / Interviews	Community groups, residential neighborhoods, special user groups (as needed)
<p><b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> SNI projects exceed Policy 6-30 in almost every regard. These projects begin with the community's vision which gets refined into discreet projects to be implemented in partnership with the City. These projects have the community's involvement at every phase. Many of these projects are covered elsewhere in this matrix, but the size and success of the SNI process warrants its own category.</p>				

**PUBLIC OUTREACH FOR CAPITAL PROJECTS**

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<b>AIRPORT - ACOUSTICAL TREATMENT PROGRAM</b>				
All Phases of Project	Target Community - Neighborhood Meetings	Provide project information	Community notices/emails/letters	Targeted Community Residents
	Airport Commission Meetings (Monthly)	Provide project/amendment information	Email/Brown Act Board	General Public
	Annual Report to Council	Municipal Code compliance	Info Memo	City Council
Project Development	Targeted Community/Neighborhood Meetings	Provide project information Solicitation and gathering of community needs	Community notices/emails/letters, SNI Outreach	Targeted Community Residents
Conceptual Design & Design Development	Individual Meetings with Homeowners Target Community - Neighborhood Meetings	Present plans of ACT improvements Attract Participation in program	Community notices/emails/letters, SNI Outreach	Targeted Community Residents
Bid/Award	Notice of upcoming contract award	General Info.	Airport Website	General Public
	Council Award of Contracts over \$1M	Council Approval and Public Comment	Council Agenda	General Public
Construction	Individual Meetings with Homeowners	Provide project information	Community notices/emails/letters, Pre-Proposal Meetings	Targeted Community Residents
Post Construction	Project surveys	Obtain feedback on completed projects	Community mailers	Targeted Community Residents
<b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> Due to the size and fixed location of the airport, these projects are difficult to compare with the requirements of Policy 6-30. Numerous plan approvals, Council workshops and other items come before the City Council and provide ample opportunity for public comment and input. Monthly Airport Commission meetings also offer a venue for public input.				

<b>AIRPORT - MASTERPLAN IMPLEMENTATION</b>				
All Phases of Project	General project/amendment information	General information/status	CPMS/Airport website	General Public
	Community/Neighborhood Meetings	Provide project/amendment information	Community notices/emails/letters, Airport/City websites	Community/Business groups, Airport Tenants
	Airport Commission Meetings (Monthly)	Provide project/amendment information	Email/Brown Act Board	General Public
	Annual Report to Council	Municipal Code compliance	Info Memo	City Council
Conceptual Design/ Public Art* (sometimes separate process)	Public input/Provide project information	Presentation of project/amendment scope; Solicitation and gathering of community needs and concerns	Community meetings, Airport/Public Art/City website, email, mailers, Council office communication	General Public, Airport Tenants, Art Community
Conceptual Design & Design Development	Design review	Public Input	Community Meeting	General Public, Community/Business groups, Airport Tenants, Regulatory Agencies
	CEQA process (when required)	Comment on environmental impacts	Community meetings, email, mailers, Airport/Planning website	General Public, Property Owners, Affected Agencies
Bid/Award	Notice of upcoming contract	General information/status	Airport/CPMS Website, Pre-Proposal Meeting	Contractors
	Council Award of Contracts over \$1M	Council Approval and Public Comment	Council Agenda	General Public
Construction	Construction signage	Provide project information	Project sign	General Public
	Groundbreaking Event	Celebration	Council office & Invitation Mailer to Airport Database	Council, Community/Business groups, Airport Tenants
Post Construction	Ribbon cutting/Grand Opening Event	Celebration	Council office & Invitation Mailer to Airport Database	Council, Community/Business groups, Airport Tenants
<b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> Due to the size and fixed location of the airport, these projects are difficult to compare with the requirements of Policy 6-30. Numerous plan approvals, Council workshops and other items come before the City Council and provide ample opportunity for public comment and input. Monthly Airport Commission meetings also offer a venue for public input.				

**PUBLIC OUTREACH FOR CAPITAL PROJECTS**

PROJECT PHASE	TYPE OF CONTACT WITH COMMUNITY	GOAL OF OUTREACH	METHOD OF OUTREACH	TARGET GROUP
<b>PUBLIC ART</b>				
All Phases of Project	Community/Neighborhood Meetings	General information/status	Community notices/emails/letters	General Public
		Provide project information	Community notices/emails/letters/public notices in papers; OCA website	Community groups
	Public Art Committee Meetings (Monthly)	Provide project information	Letters/Email/Brown Act Board/OCA website	General Public and Commission
	Arts Commission Meetings (Monthly)	Provide project information	Letters/Email/Brown Act Board/OCA website	General Public and Commission
	Semi-Annual Report	Provide update to Public Art Committee (PAC), Arts Commission (AC), and Council	Council, AC, and PAC	General Public, SJ PAC, SJAC, and Council
	Project surveys	Obtain feedback on public art process	e-mail and letters	General Public, Community stakeholders and groups
*Project Conceptualization *(sometimes in partnership)	Community/Neighborhood Meetings	Assessment of community assets/needs. Presentation of project scenarios; Consensus on priorities.	Extensive Community meetings, mail, e-mail, phone	Community groups, residential neighborhoods
Project Development	Community/Neighborhood Meetings	Notice of Artist selection w/community input to artist	Extensive Community meetings, mail, email, phone	
Conceptual Design	Community/Neighborhood Meetings (1-6 meetings)	Provide project information. Presentation of project scenarios. Solicitation and gathering of community input, history, ideas and concerns.	Extensive Community meetings, mail, email, phone; OCA website	General public, Community stakeholders and Arts Commission
Design Development	Public input/Provide project information	General information/status	PAC Meeting, e-mail and letter; community meetings	General Public
Post Construction	Artwork Dedication Event	Celebration; community education	In partnership w/client department; OCA Website; e-mail and letters	General Public, Community stakeholders and groups
<b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> Exceeds policy with respect to early notification, community meetings, and frequency. In addition, all of these projects come before the Public Art Committee of the Arts Commission and the full Arts Commission where the public has the opportunity to comment.				

<b>STREET IMPROVEMENTS, BRIDGES, MEDIAN ISLANDS</b>				
All Phases of Project	General project information	General information/status	CPMS website	General Public
	Annual Report to Council	Seek Council approval of report	Council Hearing	General Public
Project Development	Budget Process	Comment on priorities	Council Hearing	General Public
Real Estate	Acquisition process	Provide project info., Feedback on site	Mail/Email/Community Meeting	Surrounding Community
	Council Agenda (site/easement acquisition)	Council approval, public input	Council Hearing	General Public
Design Development	Public input/Provide project information	General information/status	CPMS Website, community meetings	General Public
	CEQA process	Comment on environmental impacts		
	Notice of consultant contract awards	General info.	Council Hearing	General Public
Bid/Award	Notice of upcoming contract award	General Info.	CPMS Website	General Public, contractors
	Council Award of Contracts over \$1M	Council Approval and Public Comment	Council Agenda	General Public
Construction	Construction signage	Provide project information	Project sign	Neighbors, travelling public
	Groundbreaking Event	Celebration	Council office & SNI	General Public, Community groups
Post Construction	Ribbon cutting/Grand Opening Event	Celebration	Council office & SNI	General Public, Community groups
	Project surveys	Obtain feedback on completed projects	Email or U.S. Mail	300' radius
<b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> These projects are nearly always in the public right of way and improve the City's transportation network. As such, communication often revolves around notifying the community of the project rather than receiving input as to the design or features. These projects meet the policy with respect to early notification in the budget process, the environmental process and on the City's CIP website. Although these projects do not result in a public hearing that mirrors 6-30, each project may come before the City Council for various reasons including budget approval, CEQA/Master Plan approval and contract award. Construction area/project signage informs the community of the project as well.				

## PUBLIC OUTREACH FOR CAPITAL PROJECTS

PROJECT PHASE	TYPE OF CONTACT WITH COMMUNITY	GOAL OF OUTREACH	METHOD OF OUTREACH	TARGET GROUP
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<b>TRAFFIC CALMING, BICYCLE/PEDESTRIAN IMPROVEMENTS</b>				
All Phases of Project	General project information	General information/status	CPMS website	General Public
	Annual Report to Council	Seek Council approval of report	Council Hearing	General Public
Project Development	Budget Process	Comment on priorities.	Council Hearing	General Public
Design Development	Design review	Public input	Community (& SNI) meetings,	Adjacent residential neighborhoods,
Bid/Award	Notice of upcoming contract award	General Info.	CPMS Website	General Public, contractors
	Council Award of Contracts over \$1M	Council Approval and Public Comment	Council Agenda	General Public
Construction	Construction signage	Provide project information	Project sign	Neighbors, travelling public
	Groundbreaking Event	Celebration	Council office & SNI	General Public, Community groups
Post Construction	Ribbon cutting/Grand Opening Event	Celebration	Council office & SNI	General Public, Community groups
	Project surveys	Obtain feedback on completed projects	Email or U.S. Mail	300' radius
<b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> Meets policy with respect to early notification, community meetings, radius and frequency. Many of these projects are also included as SNI priorities and are subject to the extensive public input process. Construction area/project signage informs the community of the project as well.				

<b>TRAFFIC SIGNALS, STREETLIGHTS, INTELLIGENT TRANSPORTATION SYSTEMS</b>				
All Phases of Project	General project information	General information/status	CPMS website	General Public
	Annual Report to Council	Seek Council approval of report	Council Hearing	General Public
Project Development	Budget Process	Comment on priorities.	Council Hearing	General Public
Design Development	Design review	Public input	Community (& SNI) meetings,	Adjacent residential neighborhoods,
Bid/Award	Notice of upcoming contract award	General Info.	CPMS Website	General Public, contractors
	Council Award of Contracts over \$1M	Council Approval and Public Comment	Council Agenda	General Public
Construction	Notice of upcoming project	General info, traffic safety		Neighbors
	Notice of upcoming construction	Notice of const. impacts, parking restrictions	Door hangers/flyers	Adjacent residents/businesses
Post Construction	Project Surveys	Feedback	Email or U.S. Mail	300' radius, groups described above
<b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> These projects meet the policy with respect to early notification in the budget process, the environmental process and on the City's CIP website. Many of these projects are generated by requests from the community. Construction area/project signage informs the community of the project as well.				

<b>STORM AND SANITARY SEWERS AND OTHER EUS PROJECTS</b>				
All Phases of Project	General project information	General information/status	CPMS website	General Public
	Annual Report to Council	Seek Council approval of report	Council Hearing	General Public
Project Development	Budget Process	Comment on priorities.	Council Hearing	General Public
	General project information	General info.	CPMS website	General Public
Design (projects >\$10M)	CEQA process	Comment on environmental impacts.	U.S. Mail	300' radius
	Construction Impact Mitigation Plan (CIMP)	Ensure stakeholder impacts and concerns addressed	U.S. Mail and direct meetings	Adjacent residents/businesses
	Advance coordination with Council Office staff, Business and Neighborhood Associations	Ensure stakeholder impacts and concerns addressed	U.S. Mail, email, community meetings, direct meetings	Adjacent residents/businesses
Bid/Award	Notice of upcoming contract award	General information/status	City/CPMS Website	General Public
	Council Award of Contracts over \$1M	Council Approval and Public Comment	Council Agenda	General Public
Construction	Notice of upcoming project	General info, traffic safety	U.S. Mail, "Tailgate" community mtgs.	Adjacent residents/businesses
	Notice of upcoming construction	Notice of const. impacts, parking restrictions	Door hangers/flyers	Adjacent residents/businesses
Post Construction	Customer surveys	Feedback	Email or U.S. Mail	Adjacent residents/businesses
<b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> Meets policy with respect to early notification, community meetings, radius and frequency. Although these projects do not result in a public hearing that mirrors 6-30, each project may come before the City Council for various reasons including budget approval, CEQA/Master Plan approval and contract award. Construction area/project signage informs the community of the project as well.				

**PUBLIC OUTREACH FOR CAPITAL PROJECTS**

PROJECT PHASE	TYPE OF CONTACT WITH COMMUNITY	GOAL OF OUTREACH	METHOD OF OUTREACH	TARGET GROUP
<b>MAINTENANCE PROJECTS (STREETS, SEWERS, ETC.)</b>				
All Phases of Project	General project information	General information/status	CPMS website; door hangers/flyers; U.S. Mail	General Public; affected residents and businesses
	Annual Report to Council	Seek Council approval of report	Council Hearing	General Public
Project Development	Budget Process	Comments on priorities	Council Hearing	General Public
	Resident/Business complaints/concerns	Understand public priorities	Phone, email, call center	General Public
Design Development	Design review	Public input	Community (& SNI) meetings,	Adjacent residential neighborhoods,
Bid/Award	Notice of upcoming contract award	General Info.	CPMS Website; City Clerk Website; builders exchange, etc.	General Public
	Council Award of Contracts over \$1M	Council Approval and Public Comment	Council Agenda	General Public
Construction	Notice of upcoming project	General info, traffic safety		Neighborhoods
	Notice of upcoming construction	Notice of const. impacts, parking restrictions	Door hangers/flyers; posted signs	Adjacent residents/businesses
Post Construction	Project Surveys	Feedback	Door hangers; phone calls; Email or U.S. Mail	Neighborhoods; adjacent residencies/businesses
<p><b>ALIGNMENT WITH COUNCIL POLICY 6-30:</b> These projects meet the policy with respect to early notification in the budget process, the environmental process and on the City's CIP website. Community meetings are typically not held unless there is a significant impact to the community. Construction area/project signage informs the community of the project as well.</p>				

**NOTES:**

- For Agency and SNI projects, additional outreach efforts are conducted prior or during Project Development phase. Projects are discussed at either the Business Association meetings for the Neighborhood Business Districts and Downtown or the Neighborhood Advisory Committee (NAC) meetings for each of the SNI 19 neighborhoods. In addition, it should be noted that nearly all Agency projects are recommended by the Business Association or NAC through the NBD or Downtown Strategies or in the case of the SNI areas as an outcome (top ten priority) of the various Neighborhood Improvement Plans. These groups are also kept informed on the ongoing progress of projects and at times, the public outreach efforts will occur concurrently with City efforts described above.
- CIP/SNI Status Reports are distributed to the Council/Agency Board on a quarterly basis.