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Community Outreach

A Proposal To Strengthen Communications
Between Council, Advisory Committees
And Community

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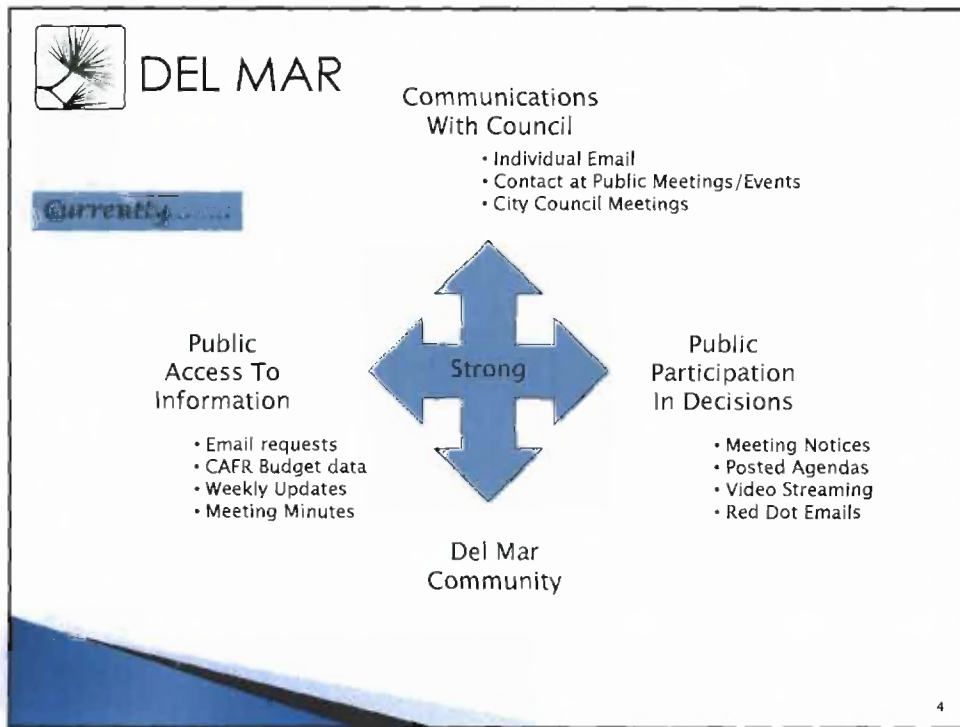
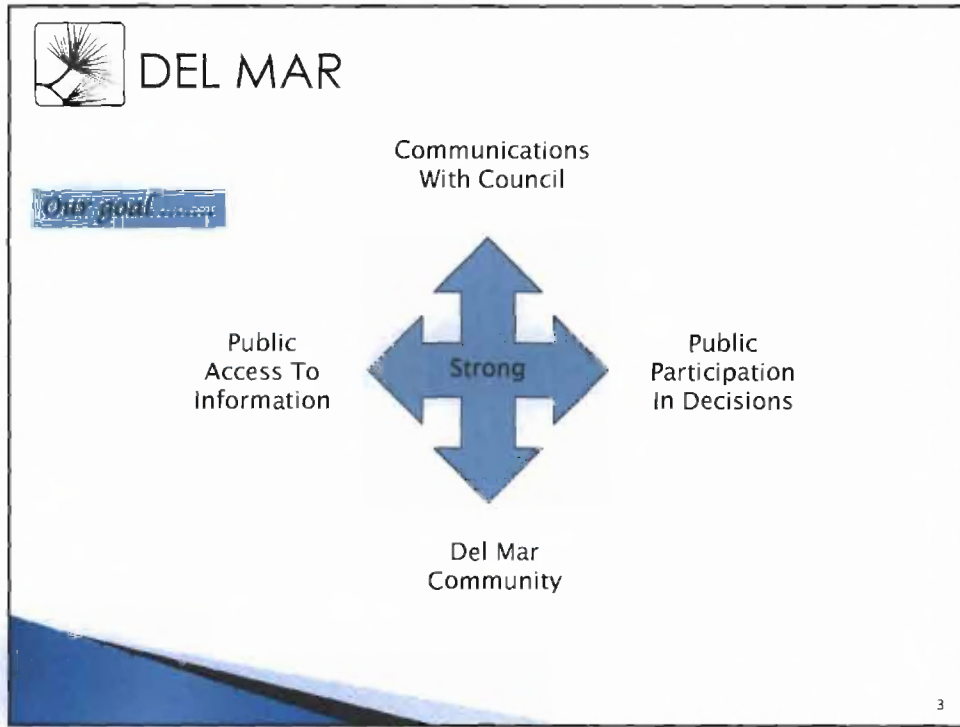


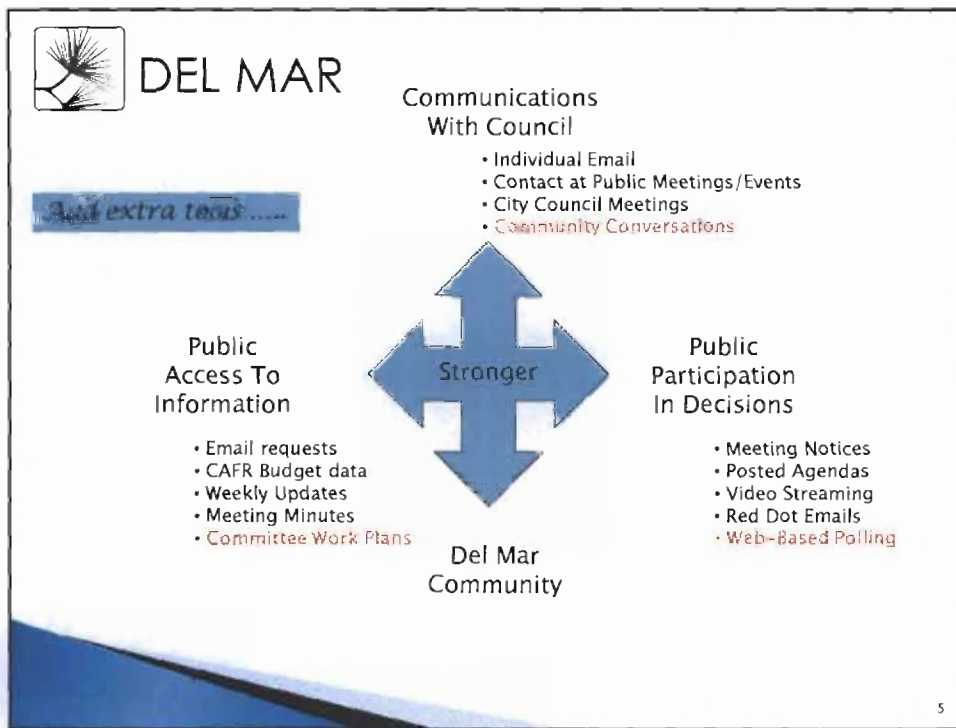
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Community Outreach


A Set of Extra Tools
Additional Steps We Can Take
To Improve Transparency

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1. Community Conversations
- a. Current Situation
- Council conducts 5 meetings in community
 - Subject oriented (e.g. Revitalization)
 - There is a positive response
 - Good input received from residents
- b. Problem
- Limited in duration
 - Not all neighborhoods covered
 - Council is communicating when Council has need to educate the public.
 - Provides limited opportunity to hear what is on the minds of residents, business and property owners.
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Community Conversation

1. Community Conversations

c. Proposal

- Pre-schedule meetings in 9 neighborhoods per year that allow increased two-way exchange of information.
- Two City Council members attend and update residents on current issues.
- One or more Staff members are present as needed to hear community input.
- Residents ask questions and provide input to Council members.
- Planned frequency = one meeting per month (except July, Aug, & Dec.).
- Each neighborhood would have one Community Conversation per year.

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Community Conversation

Example Neighborhoods

Neighborhood	Locations
A Ocean View / Pines	s/o 4th, e/o CDM
B Woods	s/o 4th, w/o CDM
C Stratford 1	s/o 12th, n/o 4th, w/o CDM
D Stratford 2	s/o 18th, n/o 12th, w/o CDM
E Beach Colony 1	s/o 23rd, n/o 18th, w/o CDM
F Beach Colony 2	n/o 23rd, w/o CDM
G Sunset	s/o Via De La Valle, n/o Ave. Primavera, e/o CDM
H North Hills	s/o Ave. Primavera, n/o 10th, e/o CDM
I South Hills	s/o 10th, n/o Del Mar Heights, e/o CDM

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DEL MAR Example Schedule

1 Meeting Per Month Scenario

Community Conversations			2 Council Members		Staff	Neighborhood
January	Meeting	1	Lee	Don	City Mgr.	A
February	Meeting	2	Terry	Carl	Mark D.	B
March	Meeting	3	Mark	Lee	Pat	C
April	Meeting	4	Don	Terry	Eric	D
May	Meeting	5	Carl	Mark	Teresa	E
June	Meeting	6	Lee	Don	Mercedes	F
July		7				
August		8				
Sept.	Meeting	9	Terry	Carl	Kathy	G
October	Meeting	10	Mark	Lee	City Mgr.	H
Nov.	Meeting	11	Don	Terry	Mark D.	I
Dec.		12				

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- DEL MAR**
1. Community Conversations
- d. Benefits
- Provides venue for informal, two-way communications.
 - Allows Council to keep updated on local, neighborhood issues.
 - Regularly scheduled Conversations are not agenda driven; they are information sharing.
 - Develops trust between Council and residents.
 - Provides geographical coverage of all neighborhoods.
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Community Conversations

1. Community Conversations


e. Implementation

- Form volunteer support committee to plan, schedule and promote 9 meetings.
- Hosts provide refreshments, meeting locations.
- Staff prepares any needed handouts and visuals.
- Each Council member attends 3 to 4 meetings a year.

f. Evaluation / Assessment

- After two year period, review success of effort.

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Communities

2. Advisory Committee Annual Work Plans

a. Current Situation

- Advisory committees have two basic roles:
 - ❑ Advise Council on solutions to existing community problems.
 - ❑ Identification and analysis of new community issues.

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Committees

2. Advisory Committee Annual Work Plans

b. Problem

- Work of some committees is not as focused as volunteers would like.
- Council has not consistently provided guidance on committee work plans.
- Volunteers have felt a lack of direction.
- Volunteers have resigned, expressing frustration for the time invested without achieving meaningful results.
- Council follow-up on Committee recommendations is not apparent to volunteers.
- It has been difficult to recruit volunteers for some Advisory Committees.

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Committees

2. Advisory Committee Annual Work Plans

c. Proposal

- Council now creates work priorities for City for budget year.
- Each year, after Council priorities are set
- Liaisons should work with Committees to outline a one-page work plan for each Committee...based on City priorities.
- Work plans should contain:
 - Committee Name
 - Membership
 - Purpose
 - Scope / Topics To Address
 - Assignment
 - Schedule
 - Liaisons
 - Staff Support
- Draft work plans should then be reviewed and approved by Council during Budget Workshops.

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Committee

Work Plan Example

Committee Name:	XYZ Advisory Committee
Membership:	Bob Smith, Mary Jones, Pat Ellis, Larry Burke, Dean Crawford
Purpose:	To define the technical broadcasting requirements of the City's proposed media center and meeting facilities. To advise City Council on the best alternative in technical design. To prepare recommendation on how best to implement a transition from old facilities to new facilities.
Scope Of Work:	For 2012, the Committee is asked to limit its scope to review the new requirements of the media center and recommending best alternatives for implementation.
Topics To Address:	What camera, editing and broadcasting systems are needed? What multi-use design should be used for the center? What is range of cost for such systems?
Assignment:	Form subcommittee, develop work plan, produce specific recommendations, and present recommendations to City Council. Upon approval, coordinate implementation of recommendations.
Schedule:	Complete analysis by January, 2012. Develop recommendations by April, 2012. Present to City Council at Budget Workshop in May, 2012. Make progress report to Council as needed.
Liaisons:	Carl Hilliard, Don Mosier
Staff Support:	Emily Bernardo

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Committee

2. Advisory Committee Annual Work Plans

d. Benefits

- Work Plans are not lengthy or cumbersome.
- Provide Advisory Committees with positive guidance on what work is most helpful to Council.
- Establishes a joint expectations on work product and schedules.
- Does not limit Committees from investigating / working on other topics.
- But does help Committee focus and prioritize efforts.

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Committees

2. Advisory Committee Annual Work Plans

e. Implementation

2011

- Draft Committee Work Plans based on 2011-12 priorities.
- Council review and approve Work Plans.

2012

- City Council meets each year to set annual priorities.
- After priorities are set, Liaisons work with each Committee Chair to draft a Work Plan for the coming year.
- Draft Plans for each Committee is approved by City Council at Budget Workshops.
- Approved Work Plans become guidance so Committees can successfully contribute to City priorities.
- Committees make progress reports as needed.

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Web Polling

3. Web-based Polling

a. Current Situation

- City is progressive in sharing and posting information.
 - Email notifications
 - Meeting schedules, agendas, minutes
 - Streaming videos of meetings
 - CAFR, Financial Data
 - City Manager Weekly Status Report

b. Problem

- Communication is one-way.
- Does not seek opinions, or views of public on issues.
- How do we involve the "silent, less involved citizens" in our discussions of issues?

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Web Polling

3. Web-based Polling

c. Proposal

- Develop a City capability to poll Del Mar residents using web-based tools / surveys.
- Useful polling topics that would benefit the Council and Staff might be:
 - Village Specific Plan
 - New Solid Waste Franchise
 - Customer Service Of City Departments
 - Shores Property Issues
 - City Hall Redevelopment
 - Sustainability Projects
- Questions for polling would be developed by professional survey designer.

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Web Polling

3. Web-based Polling

d. Benefits

- Proactively asks public for input / opinions... rather than waiting.
- Increases way public can register their opinions with City Council.
- Web-based, convenient.
- Provides Council with "snap shot" of public opinion on key issues.
- Encourages people to be involved.
- Augments current processes (i.e. is not a substitute for formal voting).

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Web Polling

3. Web-based Polling

e. Implementation

- Staff identifies polling / survey tools.
- Staff prepares a proposal to test effectiveness of polling tool.
- Prepare topic / questions.
- Council approves survey tool, topic and questions.
- Conduct one test polling.
- Evaluate results and whether to proceed for continued use.

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Summary Of Roles

	Community Conversations	Committee Assignments	Web-Based Polling
Council Members	Attend 3-4 neighborhood mtgs / year. Facilitate discussions at meetings.	Council Liaisons meet with Committees. Draft one-page Committee Work Plans. Council approve Plans as part of budget process. Council receives progress briefings. Council receives recommendations.	Council review staff recommendations. Council selects best alternatives. Review/approve implementation costs. Review/approve survey questions.
City Staff	Maintain City Issues "white papers". Prepare needed visuals for meetings. Record comments from attendees.	Maintains updated Committee Work Plans. Documents revisions as necessary.	Staff identifies best survey tools. Staff recommends polling topics. Staff summarizes results.
Volunteer Support Committee	Plan locations and home for meetings. Develop neighborhood fliers for mtgs. Coordinate refreshments, chairs. Arrange for photographer.		

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