



TO: Butte County Board of Supervisors

FROM: Tim Snellings, Development Services Director

SUBJECT: December 12, 2006 Progress Report on Butte County General Plan 2030

This memo is the second in a series of updates that will be provided to the Board of Supervisors at the beginning of each meeting to assist Board members in staying apprised of the progress on the Butte County General Plan 2030 process. Many of the tasks described below (Tasks A –D) can be referenced in the “Work Program Summary”.

I have the following to report concerning progress on the Butte County General Plan 2030 process:

- 1. December 7th Kick-off Meeting of the Citizens Advisory Committee (Task A)**
This meeting was focused specifically on reviewing and commenting on the Draft Framework of Guiding Principles and receiving input from the Committee on their photo homework assignments showing individual Butte County photos of areas that are valued, as well as areas that needed to be improved or changed. A meeting summary provided on our website provides greater detail on the presentations and exercises.

The meeting’s work product consists of an amended Draft Framework of Guiding Principles that shows refinements proposed by the Citizens Advisory Committee. An archive will also be created to conserve all of the member’s photos along with group discussions.

The recommended changes as well as the minority opinions of the Committee members will be transmitted to the Butte County Planning Commission for discussion at their January 11, 2007 meeting. The Planning Commission’s recommendations will then be transmitted to the Board of Supervisors on February 13, 2007 for final consideration and approval. The final set of Guiding Principles will be provided to the Citizens Advisory Committee at the first scheduled Butte County General Plan 2030 Public Workshop, to be held at the

Southside Community Center, 2959 Wyandotte Avenue, Oroville, on March 15, 2007. This Public Workshop is the first in a series of eight workshops, which will focus on “Existing Conditions and Issue Identification” (see Item #2 below).

2. Next Step: Existing Conditions and Issue Identification Workshop Series #1 (Tasks B and C)

Now that our Citizens Advisory Committee has finished two kick-off meetings held to equip Committee members on the tasks ahead, the real work involved in the Butte County General Plan 2030 process begins. In accordance with the Scope of Work, the first in a series of eight Public Workshops and Citizen Advisory Committee meetings begins on March 15, 2007. This first Workshop is entitled “Existing Conditions and Issue Identification”. The series will consist of four meetings: 1) a Public Workshop, 2) a Citizens Advisory Committee Meeting 3) A Planning Commission Study Session, and 4) A Board of Supervisors Study Session. Information from each meeting will be funneled into the last Study Session for consideration by the Board. This last meeting is when the Board can comment and provide feedback during each of the eight major tasks. In this way, the Board of Supervisors maintains the ability to make “course corrections” and to provide direction to the Butte County General Plan 2030 process.

The Existing Conditions and Issue Identification Workshop Series will focus on the review of background reports, created by Design, Community & Environment, that details relevant background data about Butte County. The workshop series will also be focused on identifying issues that need to be addressed as part of the General Plan 2030 process. An “Existing Conditions Briefing Book” will be compiled from this information and used by Workshop participants and members of the Citizens Advisory Committee. The Briefing Book will present information about the existing conditions of Butte County in an accessible, easy-to-read format that can be referenced throughout the General Plan update process. This resource will be made available to Board Members and Planning Commissioners prior to the March 15 Workshop.

3. January 27, 2007 County/City Summit Meeting (Task D)

On Saturday, January 27, 2007, Butte County will host a Summit meeting between the Butte County Board of Supervisors and Planning Commission and the City Councils and Planning Commissions from Biggs, Chico, Gridley, Oroville, and the Town of Paradise. A letter signed by Board Chairman Curt Josiassen was sent to each jurisdiction’s Councilpersons and Planning Commissioners inviting them to attend. This meeting will be facilitated by General Plan Consultant David Early of Design, Community & Environment. Discussion will be initiated on the issues that face the cities and the county when dealing with planning for growth at the city/county interface and within the Spheres. Following this Summit Meeting, the County will engage each city in one-on-one meetings with key City staff and decision makers to focus specifically on each city’s particular issues.

Also in conjunction with these meetings, Design, Community & Environment will have Bay Area Economics review the Butte County growth projections made by

the Butte County Association of Governments. The methodology of the existing projections will be reviewed and a determination will be made as to whether the projections need to be adjusted.

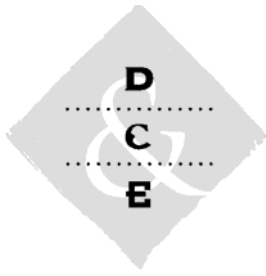
Also as part of Task D, Design, Community & Environment will take the results from the County/City Summit Meeting and Individual meetings with the cities and draft policies on behalf of the County for inclusion in City General Plans as they become ready for update. This will allow for the development of a generalized set of policies that would be applicable to all areas within the County that address mutual areas of concern.

4. Development of Public Outreach Strategy (Task A)

A public outreach strategy has been developed that will be used to ensure broad-based participation in the General Plan Update Process. The strategy is attached for the Board's reference.

5. Website Development: www.buttegeneralplan.net (Task A)

Development Services continues to provide current and topical updates to the General Plan 2030 website. The website will continue to be the place to keep in touch with the General Plan process. Here, members of the public and the Citizens Advisory Committee can access summaries and videos of all meetings, draft documents such as the Guiding Principles, and any other draft documents created during the process. An ebinder keeps a running chronology of documents and postings to fill in the gaps. Development Services will continue to develop and increase the usability of this website.



MEMORANDUM

1625 SHATTUCK
AVENUE
SUITE 300
BERKELEY, CA 94709
TEL: 510 848 3815
FAX: 510 848 4315

DATE October 17, 2006
TO Dan Breedon
FROM Michael Brilliot
RE **Proposed Public Outreach Strategy**

This memorandum outlines the proposed approach that will be undertaken by DC&E and Butte County to target broad-based participation in the General Plan Update process.

A. Outreach Strategy Guiding Principles

The primary aim of the proposed outreach is to solicit the input of as broad a segment of the County's population as possible during the planning process. To be successful, the outreach strategy will:

- ◆ Actively seek participation and input, rather than waiting for individuals and groups to come forward to participate.
- ◆ Make an extended effort to target traditionally underrepresented groups, for whom language and cultural differences, and lack of access to technology may preclude or discourage involvement.
- ◆ Employ a multi-faceted approach that uses multiple avenues of outreach, communication and marketing.
- ◆ Design public meeting formats to be as inclusive and open as possible, providing a variety of ways in which individuals can participate and contribute ideas.

B. Proposed Outreach Approach

The following strategies will comprise the public outreach approach for the project. Much of the public outreach approach focuses around the Community Workshops. Substantial effort will be made to attract a broad cross-section of Butte County to the Workshops through direct and indirect publicity and outreach.

1. Community Workshops

The core of the public input process in the General Plan Update is the Meeting Series, which consists of a series of four meetings. The first meeting in the series, and the one that will most focus on the broad participation of the public, is the Community Workshop. The public outreach strategy will therefore primarily focus on informing and inviting the public to attend the Community Workshops, as well as the Geographic Sub-Area and Area Plan Workshops. Outreach for the workshop will use many of the strategies proposed in this memo. The Meeting Series Workshops should occur in central locations within the County that provide maximum accessibility for residents throughout the County. The format of the meeting will include both a more traditional slideshow presentation, as well as work in smaller groups. These alternate forums will enable input to be given in a variety of ways, and are intended to gather the ideas of as many individuals as possible, even within a large meeting setting.

To facilitate the participation of the County's Hmong and Spanish Speaking Communities, we recommend that the County provide Hmong and Spanish interpretation at the Workshops. DC&E can provide contacts in the area that offer translation services. To the extent feasible, workshop materials and agendas should also be developed in all three languages. Since we have not budgeted for translation, we would encourage the County to translate the materials we provide. DC&E can reformat the translated materials.

2. County General Plan Update Website

The County Website should provide information on all confirmed upcoming Community Workshops, Citizen Advisory Committee meetings and Planning Commission and Board of Supervisors Hearings. In addition, DC&E will provide the County with electronic copies of all meeting materials, including agendas, Power Point presentations, meeting notes and handouts. The County should place these materials, as well as other relevant materials, on the County's General Plan Update web page for the public's information and review.

DC&E recommends that the County's General Plan Update web page continue to maintain the existing email subscription service for the General Plan Update. This list should be used to distribute meeting notices and General Plan Update information, including an electronic copy of the General Plan Update newsletter discussed below. Subscribers to this list should then be added to a master General Plan Update distribution list discussed below.

3. General Plan Update Distribution List

DC&E will assist the County with the on-going development of a master distribution list with which to distribute General Plan public outreach materials. This list will include emails and/or mailing addresses and telephone numbers of interested stakeholders, including individuals, businesses and community organizations, that are obtained from multiple sources, including existing County and Board of Supervisor's data bases, public meeting sign-in sheets, General

Plan Update web page noticing subscriptions, telephone inquiries, and proactive outreach contact by DC&E and County staff. The data base should be established such that it can be sorted by geographic area for area focused outreach. We have some information already compiled through our work with the City of Oroville General Plan Update, and we will contact Biggs and Gridley to coordinate with their General Plan Update processes.

4. Community Contacts

DC&E will personally call members of the Citizens Advisory Committee, to solicit a list of community contacts for wider outreach and publicity for the Workshops. To ensure widespread awareness of the Workshops, DC&E will also encourage Committee and community members to form “phone trees” and to distribute email notices provided by DC&E.

5. Community Organizations

DC&E will draft a letter, to be sent by the County to various community service clubs, advocacy groups, and other interest groups and organizations in the County that represent diverse stakeholder groups within the County.

The letter will include an overview of the General Plan process and the meetings, and extend an invitation for these community leaders to attend the Workshops and publicize them to their members.

6. Workshop Invitation Postcards

DC&E will develop postcards to invite the public to General Plan Update Workshops. These postcards will be provided to the County electronically for printing and mailing, and for email distribution. The hard copy and electronic postcards should be distributed by the County using the General Plan Update distribution list. Additionally, multiple postcards should be distributed each to libraries, community centers and other public or quasi public facilities that are widely used by County residents. Postcards should also be distributed to identify community organizations that are willing to assist with outreach. Postcards could be distributed together with the posters discussed below. Alternatively, if the County has a regular mailing, such as utility bill, that a flier could be enclosed, the postcard could be included. If provided by the County, Hmong and Spanish information could also be provided on the postcard.

7. Posters

DC&E will design a poster that will be provided to the County as an electronic file. The poster will be printed and distributed by the County to key businesses, libraries and community centers within the County. If translated by the County, DC&E will also provide versions of the poster in Spanish and Hmong. The poster will provide basic information on the update process, a phone number and the web address to obtain more information, and will announce the details of upcoming Workshops. At key points in the update process, DC&E will update the

basic poster to include updated workshop information and provide this poster to the County as an electronic file.

8. Media Outreach

DC&E will arrange for publicity of Community Workshops through the local media, including:

Radio and Television Stations:

- ◆ DC&E will develop a public service announcement that can be displayed or read out loud on the air, and will forward it to the local radio and TV stations to be aired.
- ◆ DC&E will also try to arrange for appearances or publicity during community radio programming, including Hmong and Spanish language programs. We assume that County staff would serve as the primary “face” for the project and as a result, would be responsible for attending the appearances.

Newspapers:

For the key Community Workshops, DC&E will design advertisements for the County to place in the Chico Enterprise-record, the Chico News and Review, the Oroville Mercury-Register and the Paradise Post informing the public of the General Plan Update Process, inviting them to an upcoming workshop and informing of them of the purpose of the given workshop. DC&E will also design advertisements for the Geographic Subarea Workshops for the County to publish in the newspaper that is most widely distributed within a given Subarea. Ads should be published approximately one and a half weeks prior to the date of the Workshop.

Newspaper advertisements are not proposed to be published for all of the Meeting Series Workshops, but will be published for the first three Meeting Series Workshops, as well as a few additional key Workshops. From our experience, publishing advertisements for all of the Workshops is not needed because the majority of interested parties and individuals will attend the Workshops at the beginning of the process; typically, a planning process will not gain a significant number of new participants later in the process and the same individuals continue to participate. We recommend that advertisements be published for the following Workshops:

- Workshop #1 - Existing Conditions and Issue Identification
- Workshop #2 - Development of Alternatives
- Workshop #3 - Alternatives Finalization
- Workshop #6 - Draft General Plan Elements
- Workshop #8 - Key Zoning Issues

DC&E will also contact the newspaper to determine if any opportunities are available for inclusion of a features or in-depth article about forthcoming Workshops.

9. Newsletter

DC&E will prepare newsletters at two points during the General Plan Update process, once close to the beginning of the process and one roughly midway through the process. The newsletters will provide information on how to participate in the process, information on upcoming Community Workshops, updates on the status of and next steps in the process, and educational materials on key topics. The newsletters will be included on the County's web page and would be distributed by the County using the General Plan Update distribution list.

cc: Tim Snellings, Pete Calarco, Chuck Thistlethwaite, Noel Carvalho