

COMMUNITY PARTICIPATION PLAN

I. PURPOSE AND GOAL OF THE COMMUNITY PARTICIPATION PLAN (CPP)

The purpose and goal of this CPP is to provide a blueprint to inform, engage and garner stakeholder input regarding the City of Costa Mesa's Voting Districts Formation (VDF) for a proposed ballot measure. The objective is to guide the process needed to create voting districts collaboratively with the community of Costa Mesa. Either City staff or a retained outreach consultant will lead the outreach efforts to implement the CPP with City staff guidance in cooperation with the City's retained expert David Ely. This CPP fully supports the ongoing technical efforts of Compass Demographics to create the voting districts to include in a proposed ballot measure in November 2016.

II. OUTREACH ELEMENTS

Stakeholder Data

The outreach team will coordinate with the City Clerk to identify the best partnerships and methods of notification of VDF awareness, development and milestones. The following audiences will be targeted for outreach and a project database developed from which outreach mechanisms can be implemented:

- City Databases
 - Boards and Commissions
 - Recreation database
 - Library database
 - E-Newsletter database
- Elected Officials
 - Federal
 - State
 - County
- Neighborhood Associations
 - Homeowners Associations/ Groups
 - Historic Districts
 - Neighborhood Watch Groups
- Community Organizations
 - Service Clubs
 - Recreational and Civic Youth Groups
 - Senior Groups

- Ethnic and Cultural Groups
- Social Service Agencies
- Businesses and Organizations
 - Chamber of Commerce
- Academic Organizations
 - School Districts
 - Colleges

Outreach Mechanisms

Under the direction of the City of Costa Mesa, the outreach team will pull from the following list of mechanisms to initiate the VDF, promote project awareness, and encourage community members to participate in all project activities including public meetings and hearings.

- Special invitation from the City of Costa Mesa (e-blasts or direct mail)
- Newspaper advertisements
- Open letter announcing the project, encouraging participation and providing contact information
- Press release/ public service announcements (PSA's)
- Community posting on City of Costa Mesa Municipal Access Channel
- Community meetings
- "Meet with the Expert" meetings
- Project helpline (City Clerk Department's dedicated phone line)
- Project webpage featured on the City's website

Outreach Tools

The outreach team will work directly with the City and Compass Demographics to develop a community information kit in English, Spanish, and Vietnamese including: fact sheet/ meeting flyers, frequently asked questions (FAQ), guiding principles, and VDF PowerPoint presentations and display boards.

- Project Fact Sheet — Provide VDF description, purpose and benefits, process chart, key decision/milestone dates, community meetings and contact information.
- Notification Flyers — Developed in both hard copy and electronic formats to help notify stakeholders of the community meetings.
- FAQ — Provide answers to commonly asked questions to help inform Costa Mesa community members and other stakeholders of program details that may not be easily explained in the overview fact sheet.

- Guiding Principles — Provide needed program guidelines that frame how the public will participate as well as how the selection of districts will be guided through the outreach and analytic process.
- Meeting Presentation Materials — PowerPoint presentation and display boards highlighting the VDF purpose, possible ballot measure options, community involvement plan, process and schedule. Each round of meetings will also have a series of slides that educate and garner input related to focus of the meetings.

III. OUTREACH APPROACH

Project Initiation

In order to quickly initiate the outreach program, the outreach team will work in close coordination with the City of Costa Mesa to begin implementation of the CPP by identifying target audiences, outreach strategies and supporting mechanisms. In addition, the outreach team will develop informational materials and content for the project webpage, which will outline the VDF purpose, overview, and benefits and highlight opportunities for public involvement.

Presentations and Briefings to Elected Officials

To ensure local, state, and federal offices are aware of the upcoming VDF, ballot measure and the outreach plan to support the effort, the City will conduct elected official briefings prior to the general public engagement. In addition, the outreach team will make itself available for City Council hearings and presentations as needed to answer questions and provide project status.

Press Releases/ Media Briefings

The outreach team will work with local media to promote transparency in process, allowing reporters to gain a deep understanding of the process, opportunities for community involvement, and decision points. The outreach team will develop a series of press releases and media advisories to promote announcements of community meetings in local media. The outreach team will also work with reporters and local editors to promote meeting coverage and follow up stories providing information about progress made throughout the process.

Meetings with the Technical Consultant: "Meet with the Expert"

Face-to-face meetings with the technical consultant, Compass Demographics, will be offered at City of Costa Mesa City Hall. The meetings will be made available upon request to the general public. Requests will be processed through the City Clerk's office. These meetings will give community members an opportunity to personally interact with Compass Demographics, the technical consultant, and use a geographic information system (GIS) tool to better understand how demographics guide the process of developing VDF boundaries. In addition, these office hours will help ensure transparency

throughout the VDF development process. It is anticipated that Meet the Expert sessions will be conducted at the end of April or the beginning of May 2016. The schedule will be posted on the project webpage.

Community Meetings

Under the direction of the City of Costa Mesa staff, the outreach team will implement at least two rounds of community meetings, with at least two meetings per round.

Round 1

The first round of community meetings will take place in May. Each meeting will provide the same presentation and materials. Offering at least two meetings helps increase the level of participation by making it available at different times and in different locations for convenience purposes. The community meetings will focus on providing the public a clear understanding of the VDF process, reasons for the mapping process and how they can participate. Both the outreach team and Compass Demographics will deliver the presentation. Following the presentation, the participants will be asked to break into small table workgroups to review sample maps that propose VDF options based on demographic research and stakeholder input. Facilitators will be at each table to guide the discussion and encourage participants to identify areas that should be included in the same boundary or separated due to their differences. Following the discussion, a representative of each table will be selected from the small groups to share their group's input. The outreach team will close the meeting by highlighting some of the findings, similarities, and next steps.

Round 2

The second round of meetings will also include at least two opportunities for the public to gather and see proposed maps further developed with public input from the sample maps presented in Round 1. The format of the meetings will include an open house session where displays will be placed in the perimeter of the room. Participants will have the opportunity to discuss the revisions made and suggest additional modifications or explanations. In addition, these meetings will focus on the next steps once the VDF is complete. Members of the public will learn what district they will most likely live in, the ballot measure timeline and see ballot examples so they can easily comprehend the voting changes if the ballot measure is approved in November 2016.

City Council Public Hearings

The City will hold at least three public hearings during the VDF outreach process at the following City Council meetings, including:

- Consideration of the district formation process — April 19, 2016
- Report on Community Meetings Round 1 – TBD
- Presentation of proposed voting districts – TBD
- Approval and adoption of voting district map plan to be included in ballot measure – Before August 12, 2016

Additional City Council meetings and/or public hearings may be held prior to the City Council approval of a specific ballot measure with proposed voting districts.