

APPENDIX A

PUBLIC PARTICIPATION PLAN

Santa Maria

Public Participation Plan

October 2005



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Prepared for:
City of Santa Maria

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Recognition for Hispanic Outreach:
Lemus Architecture
and
Planning
Responsive Designs for Communities

Santa Maria Public Participation Plan

1. Introduction

1.1 Purpose and Intent

The purpose of this Public Participation Plan is to describe the process undertaken to inform and involve the community, and especially the Spanish speaking population in the Santa Maria Downtown Specific Plan process. This plan will document how the public involvement process evolved, as well as successes, shortcomings, and areas for improvement in this effort.

This community outreach effort was designed to involve the various citizens, communities, and interest groups of Santa Maria in the Downtown Specific Plan process. Initial steps were taken to involve the disenfranchised citizens of Santa Maria, using the following methods:

- Building trust in the public process.
- Educating the public about the planning process.
- Involving participants in the Downtown Santa Maria Specific Plan process.
- Soliciting input and feedback on the evolving Downtown Specific Plan.

This plan is a required component of the Caltrans Grant awarded to the City of Santa Maria for this planning effort. It will be used as an addendum to the existing Citizen Participation Plan (1996 and amended in 2003).

1.2 Background

In a 2001 community-wide needs assessment conducted by the City, results showed that the Hispanic community felt excluded from influence and less able to access community resources. The identified disconnect between the public entity and its residents - especially its Hispanic residents who make up 60% of the City population - was disconcerting. This finding was the impetus for inclusion of the Public Participation Plan component in the community-based transportation planning grant application. The City is home to a new immigrant from Mexico - indigenous Indians from the State of Oaxaca. Planning is a foreign concept to a significant portion of this population segment so a concerted effort was needed to include this special needs population in the public participation planning process.

The City has a US Department of Housing and Urban Development (HUD) mandated Citizen Participation Plan which is overseen by the Council-appointed Block Grants Advisory Committee. Initially, it was hoped that the Public Participation Plan could supplant the Citizen Participation Plan as all too often member of the public are not citizens. However, since award of the grant application it has been determined that HUD will not allow changing of the name. In the alternative, the Public Participation Plan will become a model for City departments who engage in public outreach, especially the Spanish-speaking segment.

1.3 Organization

This plan is organized into five sections:

1. Introduction,
2. Findings and Conclusions,
3. Phase I: Soliciting Input from the Public,
4. Phase II: Soliciting Feedback from the Public, and
5. Involving the Hispanic Community.

The introduction gives a brief description of the purpose and intent, background, document organization, and the target population the Santa Maria Downtown Specific Plan project intended to engage in the planning process.

The Findings and Conclusions section is a summary of the successes and lessons learned throughout the process, with a focus on the Hispanic outreach portion.

Phase I of this Public Participation Plan describes the steps taken to engage and receive input from the general public in the Specific Planning effort, and Phase II outlines efforts to present the plan to the community and record the community's responses to the evolving Downtown Specific Plan.

The last section of this Plan discusses the Hispanic Community Outreach of this planning effort. It outlines the demographic profile, the steps taken, and the meetings.

1.4 Target Population/Demographics

The target population for this overall public outreach effort includes all Santa Maria residents. Public workshops were conducted in English and Spanish to ensure that input and feedback from the Specific Plan process represented Santa Maria's English and Spanish speaking populations. A series of cultural outreach, workshops entitled the "Introduction to Planning" workshops were tailored to serve a specific demographic profile of Santa Maria's population. See Section 4, "Involving the Hispanic Community" for a breakdown of this demographic profile.

2. Findings and Conclusions

This Public Participation Plan outlines the steps taken, meeting details, as well as how we conducted our outreach. The findings and conclusions in this section summarize what we learned both positively (successes) and negatively (lessons learned).

2.1 Successes

Approach

- Have a strong introduction to something new.
- Build TRUST! Trust not only for the consultant team, but for the City and process alike.
- Have a facilitator that is not only bi-lingual but bi-cultural.
- Have a facilitator that understands the project and the planning process.
- In order to avoid having anyone think or feel that “our part must be over”, stick to a Spanish language format as much as possible.
- Prepare participants as to how the regular community wide workshop will be run.
- Have mock hearings. The mock hearings were very engaging and educational for the participants. Having them in the Council Chambers was an effective way to familiarize them with the process and the setting.
- Role playing – while not always familiar to the Spanish-speaking population, role playing was very affective once described and demonstrated. Experiential learning is a key for participants.
- If you do not have the turnout desired, have the community leaders address the participants on the importance of their participation. This may require a special meeting.
- The participants should feel a sense of pride in being selected to participate in this process.
- It’s okay to get people out of their comfort zone. Ask them to present their ideas and they will.
- While headphones make integration possible, sometimes in a workshop setting it is still best to group Spanish speakers together.

Meeting Logistics

- People will stay longer if food and drinks are provided.
- Set up room to allow facilitator to walk into audience and interact with participants.
- Have meetings in familiar locations to the target population.
- Utilize “phone trees” to attract people from the Hispanic community to attend.
- Have key leaders call their participants before the meeting to ensure they will attend.

2.2 Lessons Learned

Advertisement/Getting People There

- Attendees were solicited almost exclusively by word of mouth contact, especially for the Hispanic Intro to Planning meetings (planning 101).
- Attendees for the Intro to Planning meetings would invite others so almost every one of the workshops included new people, which necessitated a review and affected the ability to provide continuity.
- Flyers distributed to 100 businesses brought out maybe two attendees. Need to figure out a better way.
- Nothing we did seemed to bring out the businesses most affected.
- While it is common knowledge that radio advertising reaches more Spanish speakers than print notices, not one attendee came to a meeting and noted they heard about the meeting on a radio interview.

Meeting Logistics

- Be sure to have the room fit the expected attendance. The intimacy of the room's atmosphere can control the dynamics of the meeting. This will help with acoustics as well as contributing to a more intimate setting.
- Childcare -The target population wasn't completely comfortable with leaving their children with an unknown childcare provider. In-room childcare seemed to up attendance and give a higher level of comfort for participants.
- Locating the workshop venue in the participant's neighborhood or familiar setting can increase attendance and comfort levels.
- Arrive with enough time to set up, address any unexpected matters and be 100% ready to greet participants as they arrive.
- Avoid having the workshop in an Environment that is rather sterile or has a "fishbowl" feeling, not warm or hospitable.

Attendance

- Even within the leadership group, only a select few were truly dedicated to making this happen, and following through with their leadership role. Get an understanding of a level of commitment and follow through with your "key community leaders".
- Need to make very clear to the key leaders who the target audience is.
- Scheduling is sensitive to seasonal agriculture demands.
- Consider local school graduation schedules when setting meeting dates.
- When working with a target audience who work in the agricultural industry, perhaps providing meals and locating the facility in a convenient location could up attendance.
- It would have been helpful to have attendees identify how they heard about the meeting, and how they identify themselves according to their relationship to the Downtown (i.e. downtown merchants, residents, property owners, special needs population). This could be accomplished with a sign in sheet or questionnaire. There could be a prize-winning drawing to create incentive for turning in the questionnaires.
- It would be helpful to budget for debriefing meetings after each workshop. These meetings could include the consultant team, City staff, as well as the Planning 101 key leaders.
- It did not seem that the flyers or radio shows attracted many participants.

- It was difficult to get the same group of people to each one of the planning101 meetings. Every meeting new people attended, so we would have to review information presented at the previous meeting.
- More time to let the key leaders organize and get the people to the meetings would have been helpful.

Approach

- Get one or two community leaders to participate in reviewing handouts to ensure they reflect the demographics correctly. The translation of material used in dealing with the structure and process of government should be specific with how leaders are identified in Mexico.
- Watching a translated video doesn't work – the more you can keep a live presenter, the better the attention level. The translator needs to understand the concepts and jargon of planning/architecture.
- Keep up momentum! When too much time lapses between meetings or workshops, enthusiasm naturally slips.
 - Having meetings for Spanish speakers in Spanish – without translation – is imperative.
 - Presentations must be made to the experience and educational level of your audience. Some of our attendees have less than a third grade education and do not read. This needs to be considered when doing exercises.
 - Be extremely clear up front with key leaders. Of the original five, only two finished the project – actually only two were involved after the first meeting. But on a positive note, we picked up two new leaders along the way who are still involved in the project.
 - Accept cultural facts. Mixtecos are a male dominated culture. You will not have women participate.

3. Phase I: Soliciting INPUT from the Community

3.1 Key Person Interviews

On February 11th through February 13th, a series of half-hour to one-hour meetings were held with various stakeholders, including: City staff, select decision makers, landowners, merchants, developers, interest groups, neighborhood organizations, and even project opponents. The selection process was undertaken by the Downtown Design Team, who collectively drafted a list of 25 people from the above stated groups. The team then individually reviewed the list tailoring it to incorporate the most crucial stakeholders possible. The purpose of these meetings was to listen to the issues and observations from key persons about the planning area. Approximately 32 interviews were held with one to three interviewees at each interview. The interviews were quite informative laying a foundation of background information and identifying many issues as well as visions for the downtown area.

In summary, consistent feedback was heard from most stakeholders, that Santa Maria needs a downtown, a place, and a “there”. They want a gathering place - a heart to their community, and an identity. The downtown needs to be inviting to pedestrians and all visitors with more shops, restaurants, and entertainment opportunities. Most people felt that the Town Center East mall appearance and vacancy rate was a major issue with downtown and was in need of significant changes. Truck traffic along Broadway and Main was also a consistent concern. People want to see the general aesthetics of streets, landscaping, and buildings

improved. There seemed to be a consensus that the vision for downtown Santa Maria must respect and embrace the demographics of Santa Maria to be successful. (For an all inclusive list of feedback see Appendix A – Key Person Interview Summary)

3.2 Walking Tour

Part of Phase 1 is learning about the project study area. One of the best methods to gain a thorough understanding of the planning area was to conduct a walking tour with City staff. The consultant team (urban designers, planners, landscape architect, economist, market analyst, and traffic engineer) and Downtown Specific Plan team (City staff including, Planning Director, planning staff, Special Projects Coordinator, and Civil Engineer) conducted a walking tour in which they collaborated on identifying key issues, noting existing conditions, and brainstorming ways to improve the Downtown.

In summary, the team saw ample opportunity for Santa Maria’s downtown to be revitalized. There were a number of underutilized sites and wide streets that are opportunities for improving the existing downtown character. This tour was a successful data gathering exercise and a great way to stimulate design solutions.

3.3 Bus Tour/Camera Survey

Following the walking tour, RRM coordinated a camera survey where the consultant team, and the Downtown Specific Plan team and various community stakeholders went on a one-day bus tour of three Central Coast cities. City staff gave personal invitations and spread word of the tour via word-of-mouth to attract a broad representation of the community. The attendee list went beyond those included in the list of project stakeholders to ensure that input was obtained from a diverse group. The participants were given disposable cameras and a comment sheet to record their thoughts, and reasons for taking each image. They were then taken on a tour of Ventura, Santa Barbara, and Solvang, photographing ideas and concepts that they would like to see in Downtown Santa Maria. To quantify the findings from this exercise, the photos were then developed, and put on a photo board with the corresponding comments, and the “tangible” end product was used by the consultant team to derive preference styles and overall character envisioned for Santa Maria’s Downtown. This outreach effort presented a unique opportunity for participants to identify key urban design features, architectural styles, and types of businesses, land uses, and circulation issues. This tour was a very important step in the planning process, as it enabled both the team and participants to visually and physically experience hands-on, what design features could realistically work in Downtown Santa Maria.

3.4 Public Workshop #1 (Community-wide)

Location: Community Workshop #1 was held on Tuesday, March 8, 2004, from 6:30 PM to 8:30 PM at the Maramonte Community Center.

Advertising and Attendance

This workshop was advertised by an add in the local newspaper, workshop flyer/notice (Spanish and English) hand distributed to businesses in the Downtown area, and workshop flyers posted at key locations such as City Hall (where people pay utility bills), the Chamber of Commerce, Library and the Community Development Department. The community-wide workshop was announced at the Planning 101 workshops and the key leaders called and offered to bring people

from the Hispanic community to the workshop. The key leader who was most successful at getting the Hispanic community to attend, called the participants two to three times to remind them and then even offered to pick them up and bring them.

There was a public attendance turnout of approximately 55 participants. The workshop attendees were a cross section of Santa Maria's demographic profile, including participation from the Hispanic and Mixteco community, and representatives from the planning 101 workshops. By conducting the planning 101 workshops prior to this initial community wide workshop, our 101 participants felt more comfortable attending this larger workshop. Spanish translation was provided throughout the workshop with headsets as well as facilitators. Though there were a number of participants from the Hispanic community including farm workers, it took a lot of effort by our key leaders to get them there. Only three of the five key leaders came to the workshop.

Though representatives from the Chamber of Commerce attended, and the Mall owner and manager attended, there seemed to be a lack of participation and attendance by the business community and the Town Center Mall merchants. When they signing in we did not ask participants to identify themselves according to their relationship to the Downtown (i.e. downtown merchants, residents, property owners), which would have been helpful in analyzing the attendance.

This public workshop jumpstarted the Downtown Specific Plan process, and was very informative in setting a clear direction for where the community saw themselves in the short- and long-term future. The feedback obtained helped the consultant team to develop a design plan and ultimately the Specific Plan.

(See Appendix B for "Workshop #1 results)

4. Phase II: Soliciting FEEDBACK from the Community

Soliciting feedback from the community was conducted through a series of public workshops. These workshops were conducted in both English and Spanish (via headset translation and a facilitator), and each used different outreach techniques to engage the community and provide an avenue for the public to communicate their opinions on the project area, provide continued input on the direction of the evolving downtown design, as well as the monitor the progress of the Santa Maria Downtown Specific Plan Project.

4.1 Public Workshop #2 (Community-wide)

Location: Community Workshop #2 was held on Thursday, June 10, 2004, from 6:30 PM to 8:30 PM at the Santa Maria Mall. This public outreach effort had an energetic atmosphere with excellent community input and feedback.

Advertising and Attendance

The workshop attendees were a good representation of Santa Maria's demographic profile, including participation from the Mixteco community. Spanish translation was provided throughout the workshop. This workshop was advertised the same as Public Workshop #1 with an add in the local newspaper, workshop flyer/notice (Spanish and English) hand distributed to businesses in the Downtown area, and workshop flyers posted at key locations such as City Hall (where people pay utility bills), the Chamber of Commerce, Library and the Community Development

Department. Flyers were also mailed to attendees from the previous workshop per our sign in sheet list. The community-wide workshop was also announced at the Planning 101 workshops and the key leaders called and offered to bring people from the Hispanic community to the workshop. The key leader who was most successful at getting the Hispanic community to attend, called the participants two to three times to remind them and then even offered to pick them up and bring them.

For a comprehensive list of public feedback obtained at Workshop #2 see Appendix C.

4.2 Public Workshop #3 (Community-wide)

Location: The last of three community workshops was held on Wednesday, November 10, 2004, from 6:30 PM to 8:30 PM, once again at the Santa Maria Town Center Mall. The purpose of the outreach effort was to present the draft components of the Downtown Specific Plan, and to solicit feedback on topics such as land use, economic market analysis, development standards and guidelines, mobility, and implementation.

Advertising and Attendance

There was a public attendance turnout of approximately 59 participants, 16 of which were returning participants in the Hispanic “Introduction to Planning” series. As in all past community-wide workshops, Lemus Architecture & Planning staff provided Spanish translation throughout the workshop. This workshop was advertised by an add in the local newspaper, city website, workshop flyer/notice (Spanish and English) hand distributed to businesses in the Downtown area, and workshop flyers posted at key locations such as City Hall (where people pay utility bills), the Chamber of Commerce, Library and the Community Development Department. Flyers were also mailed to attendees from the previous workshop per our sign in sheet list. The community-wide workshop was also announced at the Planning 101 workshops and the key leaders called and offered to bring people from the Hispanic community to the workshop. The key leader who was most successful at getting the Hispanic community to attend, called the participants two to three times to remind them and then even offered to pick them up and bring them.

In summary, the participants were excited about the plan and had an opportunity to give feedback on the elements presented. Most of the workshop discussions focused on answering questions from the community to clarify the material presented.

The participants were given opportunities to participate in a variety of ways in attempt to reach everyone. They gave feedback by:

- Raising hands and asking questions or giving comments during the presentation
- Giving feedback during small group sessions
- Writing comments on a “comment sheet” that was on the back side of the agenda

The comment sheet was distributed in both English and Spanish and were handed in at the end of the meeting. We only received a few comment sheets, but nevertheless did receive some that were in Spanish.

Refer to the lessons learned section for more ideas using comment sheets.

For a comprehensive list of public feedback obtained at Workshop #3 see Appendix D.

5. Involving the Hispanic Community

Demographic Profile

A key part of this outreach effort is to develop a demographic profile to identify the locations and/or needs of socioeconomic groups “traditionally under-served by transportation.” The following public profile synthesized by City Staff provides a clear picture of the communities who should be involved and whose needs and interests must be met in the planning and decision-making. Specifically, these communities include the Low income, minority, elderly, disabled, students, non-profit and community-based organizations and the limited English proficient, especially Mixtecos. These social groups have been sought and involved to insure their continued civic engagement in an attempt to ensure all sectors were made to feel comfortable and their opinion valued.

The public profile of the individuals targeted for outreach and inclusion in the “Introduction to Planning” courses include, but is not limited, to:

- Between 25 and 40 years of age
- Per capita income < \$25,000
- Travel time to Work: 20 minutes
- 90 / 10% Primary Language: Spanish or Mixteco speaking only individuals / Individuals with some English skills or those who are fully bilingual
- 90 / 10% Farm worker / All Other Employment Categories
- 50 / 50% Male / Female
- 70 / 30% Without high school diploma / With diploma or attending classes
- 50 / 50% Citizen / Non-citizen
- 60 / 40% Renter / Homeowner
- Low Income, Minority, Elderly, Disabled, Students, Non-profit and Community-based Organization Outreach (✓ Indicates Outreach Completed)
 - Low income ✓
 - Minority ✓
 - Elderly
 - Disabled
 - Students
 - Non-profit and community-based organizations

5.1 Hispanic Outreach Process

5.1.1 Identifying the Leaders

One of the first steps of involving the Hispanic community was to identify and meet with key leaders. These were people who were already trusted and known as leaders within the Hispanic community. The list initially began with five key leaders. These leaders were strategically chosen by City staff because of their connections and status with different sectors within the Hispanic community (i.e. Mixteco community, farm workers, professionals) and their dedication to prior efforts. These five leaders were introduced to this effort and asked if they would commit to attending and bring 5 to 7 people to each of the workshops. While all said they were committed in our first meeting, and participated in one or two of the outreach efforts, only two leaders consistently attended all the meetings and consistently brought people to the meetings. The key leaders needed to be called before each workshop to encourage them to fulfill their commitment. Though, there were two orientation meetings held with the key leaders, only one leader brought members of the target community, Mixteco and farm worker community. The goals to attract the target audience needed to be made clearer.

Each key leader used their own method to get people to the meetings. Staff prepared seven invitations for each key leader to distribute. It was not clear if these were all distributed or not. Most leaders tended to draw from their peer groups to bring people to the meetings.

In summary, the key leaders were essential to getting the target population and Hispanic community to attend the workshops. Though the goal was to get more of the Mixteco and farm worker community involved, the Hispanic populations did get involved and the meetings were quite valuable to that segment of the community. It was unfortunate that only two key leaders stayed committed through the entire process, but an additional two leaders emerged during the effort. Having two people emerge into leaders is a success in itself.

5.1.2 Hot Buttons Identified By Leaders

At the first meeting with key leaders, there was collaboration on ways to best conduct this effort. A number of ideas and suggestions surfaced, many, which were implemented successfully. These hot buttons may vary depending on the demographics of a particular community.

Meeting Times: Evening meetings would work best with enough time for farm workers to return home and shower first. Depending on the season, meetings were held on Wednesdays, Thursdays, and Sundays.

Trust: People were eager to learn but need to gain trust in the process. Because the target population is somewhat disenfranchised or unfamiliar with the planning process and the City government processes, building a sense of trust needed to be the first step of this process.

Tools: Certificates are a powerful tool to help garner commitments and support. Having T-shirts printed with a project slogan, to present to people who participated was another suggestion from the leaders.

5.1.3 Introduction to Planning Workshop #1 (Hispanic) - Bridge Building #1

Location: Santa Maria Veteran's Hall (Wednesday, February 18, 2004)

Advertising and Attendance: Approximately 30 attended. A wide cross section of the Santa Maria Hispanic community attended. This included a range of ages, education levels, years lived in Santa Maria, as well as professions. The leaders did a great job of outreach to ensure high attendance. For this workshop each of the five Hispanic Key Leaders (HKL) hand delivered per-printed invitations to invitees of their choice. Only one of the five invited the target audience. Key Leader #2 might have invited people but they did not show up. Key Leader #3 did not invite anyone. Key Leaders #4 and #5 invited others than the targeted audience.

Purpose: The purpose of this workshop was to facilitate a discussion of expectations and responsibilities/purpose of public involvement. Bridge building - Interactive discussion of "Who are we, where are we from, where are we going?" Participants had an opportunity to introduce themselves, state where they were from, and how long they'd been in Santa Maria along with their expectations of community. The facilitator unraveled the commonality of the participants to help them feel at ease with each other and the process.

At this workshop the first goal was to build trust, then to introduce the Specific Plan project and finally to explain why their input is important to this process. This initial session was the first step to building interest, trust and confidence with the planning process as well as the consultant team. The theme of this workshop was a "Bridge of Knowledge and Trust". Though the workshop goal to build trust was successfully accomplished, the goal of the grant to involve the farm worker and Mixteco community was not achieved (only two Mixteco farm workers attended). It was apparent that the key leaders did not understand the target population goal. This misunderstanding ultimately led to the need for additional meetings. Evaluations were distributed and collected and to get feedback and measure success on the effort.

5.1.4 Introduction to Planning Workshop #2 (Hispanic) - Bridge Building #2

Location: Town Center Mall (Thursday, April 29, 2004)

Advertising and Attendance: Approximately 15 attended. There were some from the previous workshops as well as some first time participants. There were also more farm worker attendees compared the previous workshops. This was probably due to two of the key leaders calling and actually driving participants to the meeting. There were also more farm worker attendees. This workshop was attended predominately by people between the ages of 20 to 30. The attendance may have been low due to an unfamiliar location that was not easy to find. This meeting was advertised by word of mouth from three of the key leaders and attendees of the previous Hispanic workshop. One of the Key Leaders, one City staff, and the Hispanic outreach consultant together advertised the effort on a local radio talk show.

Agenda: Because most of the people at this workshop knew each other, or were at the first workshop, this portion of the workshop was shorter than the first workshop.

Purpose: The purpose of this workshop was to build trust, to introduce the Specific Plan project and to explain why their input is important to this process. This was intended to be a repeat of workshop #1 with a new group of participants. The information presented at both of these first two workshops was new information to even the key leaders. The participants and the leaders both expressed that they were interested in what had been presented and were interested in learning more about the process. This workshop built more on the planning information introduced at the first workshop. Because there were new people attending, the exercises from Workshop #1 were repeated. Evaluations were distributed and collected and to get feedback and measure success on the effort.

5.1.5 Introduction to Planning Workshop #3 (Hispanic) - Planning Process

Location: First workshop at City Hall (Thursday, May 6, 2004)

Advertising and Attendance: Approximately 15 attended. Due to a very hot month, triggering ripening fruit and increased agricultural demands, the attendance of farm workers was greatly affected. Three of the key leaders came but were not successful in bringing people to the meeting. This meeting was advertised by word of mouth from three of the key leaders and attendees of the previous Hispanic workshop.

Purpose: The purpose of this workshop was to familiarize the attendees with the government process and how it works. This was intended to build on the material presented at the first two workshops, discussing in more detail than the previous workshops the planning documents, land uses, zoning, and other planning tools. The goal was to build a foundation of understanding that will help participants feel more comfortable participating in this Specific Plan process as well as other public processes. Evaluations were distributed and collected and to get feedback and measure success on the effort.

5.1.6 Introduction to Planning Workshop #4 (Hispanic) - Planning Process # 2

This workshop was intended to be a repeat of the previous planning process workshop with new participants.

Location: CARES, Inc. 1577 S. Broadway (Sunday, May, 16, 2004)

Advertising and Attendance: Approximately 20 attended. The location was strategic in that it was in the community of the majority of attendees. This meeting was advertised by word of mouth from the key leaders and attendees of the previous Hispanic workshops. One of the key leaders personally called and invited the participants.

Purpose: The purpose of this workshop was to familiarize the attendees with the government process and how it works. Discussing in more detail the planning documents, land uses, zoning, and other planning tools. The goal was to build a foundation of understanding that will help participants feel more comfortable participating in this Specific Plan process as well as other public processes.

The facilitator had earned a level of trust where he could honestly confront the community on their lack of involvement in this process. Commitment cards or certificates were presented to participants expressing their dedication to the process and pledge their support. This meeting brought active key leaders in to address the community on the importance of participation. This workshop confirmed that community members were indeed interested in participating in this process. A confirmation was needed at this point to understand a level of commitment.

5.1.7 Follow-up to Workshop #2 with Video – Specific Plan Workshop Follow-up

Location: Santa Maria Council Chambers (Thursday, July 21 and Thursday, November 4, 2004)

Advertising and Attendance: Approximately 10 attended the first of two workshops, and roughly 30 were present at the second. One of the Key Leaders along with the project Hispanic outreach consultant participated in a radio talk show to invite people to these workshops. The increase in attendance was largely due to the leaders organizing a phone tree system to get people to the meeting.

Purpose: The first of these two follow-up workshops was intended to update the Hispanic community on the previous community Specific Plan workshop. The second workshop was intended to keep up momentum on this outreach effort. This was also another opportunity to familiarize the attendees with the government process and how it works.

These meetings were to update people on the content and status of the Downtown Specific Plan effort. The original objective was to view the video of the community workshop. This was difficult to keep people engaged and interested so the facilitator did an impromptu presentation based on the video. At this point, past participants and key community leaders took initiative in promoting the process and cause to other newer attendees. Evaluations were distributed and collected and to get feedback and measure success on the effort.

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Appendix A: Key Person Interview Summary

Appendix B:

Public Workshop #1

- Dream for the Future Results
- Visual Preference Survey

- Appendix B:** Public Workshop #1
- Dream for the Future Results
 - Visual Preference Survey

Public Workshop #1

Location: Community Workshop #1 was held on Tuesday, March 8, 2004, from 6:30 PM to 8:30 PM at the Maramonte Community Center.

The workshop began with an introduction of the Downtown Specific Plan team and project. A PowerPoint slide presentation was then given to discuss the importance of planning and visioning and purpose of Downtown Specific Plan and all tasks undertaken in the Specific Plan process to date.

The presentation was followed by a hands-on exercise where RRM broke public participants into several groups and recorded their responses to a series of questions and topics: (See Appendix B “Dream for the Future” results)

- A. How would you promote and describe Santa Maria to a visitor?
- B. When I close my eyes and think of what I want downtown to be, I imagine . . .
Imagine that the streets will have . . .
- C. Should downtown be a place for special events? If so, what kind?
- D. What types of shopping and restaurants would you like to see in downtown?
- E. What types of uses do you want to have in our future downtown?
- F. What do you see as obstacles in changing downtown?
- G. What could set Downtown Santa Maria apart from other areas in the City
- H. Thinking of all the improvements that could be made in downtown, what are the two most important issues to address right now?
- I. What would attract and bring people from other communities to come to downtown Santa Maria in the future?

Following the “Dream for the Future” exercise, RRM Design Group (the primary consultant) conducted a PowerPoint visual preference survey using hand-held devices to vote on various images. The hand-held devices allowed the participants to weigh in on how appropriate the architecture and other features in each image were for the Downtown area. After each slide, the participants would vote and the results would immediately appear on the slide. This gave the participants and facilitators an immediate idea of the direction the style of architecture that was preferred and allowed for discussion of the results. In summary, participants consistently voted pedestrian oriented streetscapes with the buildings located at the street edge as their preference. The styles of architectural that were voted the highest were newer buildings that with the massing broken up into smaller components instead of one large box. These buildings also included well articulated windows and entries, roof lines, and building bases. Historic looking structures were not ranked as high.

Appendix C: Public Workshop #2 Feedback

Appendix C: Public Workshop #2 Feedback

Public Workshop #2

Location: Community Workshop #2 was held on Thursday, June 10, 2004, from 6:30 PM to 8:30 PM at the Santa Maria Mall.

The workshop began with introductions and a 30-minute PowerPoint presentation of the Santa Maria Downtown Specific Plan project overview discussing the first community workshop and its outcome, an update of the subconsultant progress, and findings to date, and an overview of the Downtown Vision Plan and Specific Plan planning area sub district visions. This presentation focused on presenting the vision of what Santa Maria's downtown could be and how that is articulated in the design plan.

Workshop participants then broke up into groups and visited stations where RRM and City staff facilitated discussion/feedback for each Specific Plan area sub district. Community members were asked to comment on the Vision Plan, recommended land uses, and street lighting style for each district and were given the opportunity to ask questions or make recommendations on the following downtown districts:

- Main Street and Broadway District (Gateway District)
- Town Center District
- Civic & Cultural District (Garden District)
- Loft District (Railroad Loft District)
- Chapel & Miller Street District (Bungalow District)

Appendix D: Public Workshop #3 Feedback

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Public Workshop #3

Location: The last of three community workshops was held on Wednesday, November 10, 2004, from 6:30 PM to 8:30 PM, once again at the Santa Maria Town Center Mall.

The workshop began with introductions and a PowerPoint presentation of the evolution of the vision for Downtown Santa Maria as it has taken shape throughout the public outreach process, as well as the Santa Maria Downtown Specific Plan and its components.

Workshop participants then dispersed into “breakout groups” where they were free to circulate the room visiting topic “stations” spread throughout the room, which focused on the following four Specific Plan components:

- **Development Standards & Guidelines** – At this station, the public was encouraged to ask questions, comment on, or suggest modification to the proposed development regulations mandating height, setbacks, parking standards, and general design guidelines for each district of the downtown.
- **Land Use Table and Non-conforming Uses** – This topic station covered all permitted, conditionally-permitted, and non-conforming uses for each sub district in the Downtown.
- **Mobility** – Proposed street sections for Main Street and Broadway were displayed at this topic corner, allowing participants to review and comment on the concepts proposed by the consultant team to slow traffic, reroute long-haul truck volume, and create a safer pedestrian environment along Downtown Santa Maria’s major arteries.
- **Implementation** – The implementation discussion included a list of public design projects, programs, and private key catalyst projects that should be mentioned as integral steps in implementing the Downtown Specific Plan. Members of the public were encouraged to suggest new items to the consultant’s draft list, as well as comment on prioritization for implementing public projects and programs.

Appendix E: Introduction to Planning Workshops

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Introduction to Planning Workshop #1

Location: The Introduction to Planning Workshop #1 was held at the Santa Maria Veteran's Hall on Wednesday, February 18, 2004.

The purpose - of this workshop was to facilitate a discussion of expectations and responsibilities/purpose of public involvement. Bridge building - Interactive discussion of "Who are we, where are we from, where are we going?" Participants had an opportunity to introduce themselves, state where they were from, and how long they'd been in Santa Maria along with their expectations of community. The facilitator unraveled the commonality of the participants to help them feel at ease with each other and the process.

Introduction to Planning Workshop #2

Location: The Introduction to Planning Workshop #2 was held at the Town Center Mall on Thursday, April 29, 2004.

Because most of the people at this workshop knew each other, or were at the first workshop, this portion of the workshop was shorter than the first workshop. Specific Plan process - Starting from the beginning, the facilitator gave an overview of City government and governing documents. There was an open discussion of how are things planned in their communities of origin, and how things are done in Santa Maria.

Introduction to Planning Workshop #3

Location: Planning Workshop #3 was the first workshop held at City Hall on Thursday, May 6, 2004.

Agenda: Introduction of project team, including community leaders, RRM Design Group, Lemus Architecture and Planning, and City staff. Project Status - Overview of what has been accomplished to date. Participants that were involved in the tours and other initial outreach efforts shared in presenting the process. Bridge of Knowledge and Trust - Discussed with community members who, what, and where they're from and how things are planned and processed in Santa Maria versus their hometowns. Specific Plan Process - Discussed the Specific Plan process, land uses, zoning and other planning elements. The discussion included how the City plans and why the City plans. It was also reiterated how residents can and should be involved in the planning process. Role Playing - the participants did some role playing as council members, and community members. They held a mock hearing on affordable housing and were prompted to address questions geared to sensitive issues. Having the workshop in the Council Chambers was perfect for familiarizing the participants with the hearing process.

Introduction to Workshop #4

Location: Workshop #4 was held at CARES, Inc., 1577 S. Broadway on Sunday, May 16, 2004.

Agenda: Introduction of project team. Jose Lemus and the community leaders were the only members attending. Project Status - Overview of what has been accomplished to date. Participants that were involved in the tours and other initial outreach efforts shared in presenting the process. Bridge of Knowledge and Trust - Discussed with community members who, what, and where they're from and how things are planned and processed in Santa Maria versus their hometowns. Specific Plan Process - Discussed the Specific Plan process, land uses, zoning and other planning elements. The discussion included how the City plans and why the City plans. It was also reiterated how residents can and should be involved in the planning process. Role Playing - the participants did some role playing as Council members, and community members. They held a mock hearing on affordable housing and were prompted to address questions geared to sensitive issues.

Follow-Up Workshop

Location: The follow-up workshop was held at the Santa Maria Council Chambers on Thursday, July 21 and Thursday, November 4, 2004.

Agenda: Introduction of project team. Project Status - Overview of what has been accomplished to date. The original intent was to view the video of the community workshop. This was difficult to keep people engaged and interested so the facilitator did an impromptu presentation based on the video. At this point, past participants and key community leaders took initiative in promoting the process and cause to other newer attendees.

The participants then broke up into 3 groups to have smaller, more intimate discussions. Groups were facilitated by leaders and in closing; a new member of each group was given the opportunity to present the findings and feedback from the group's discussion.