

Newsroom to YouTube: Scalable Community Engagement

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Deputy City Manager
City of Rancho Cucamonga

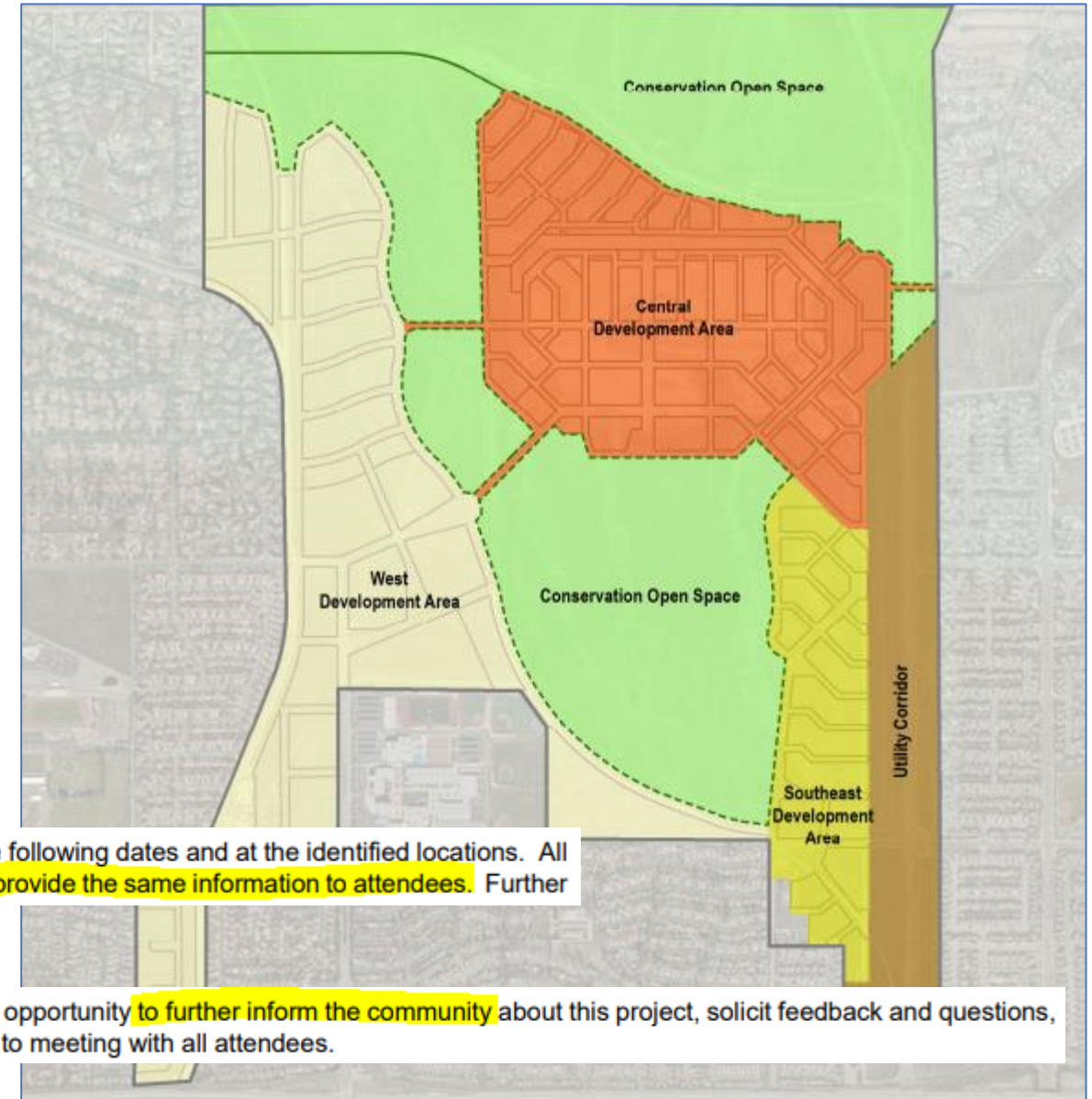
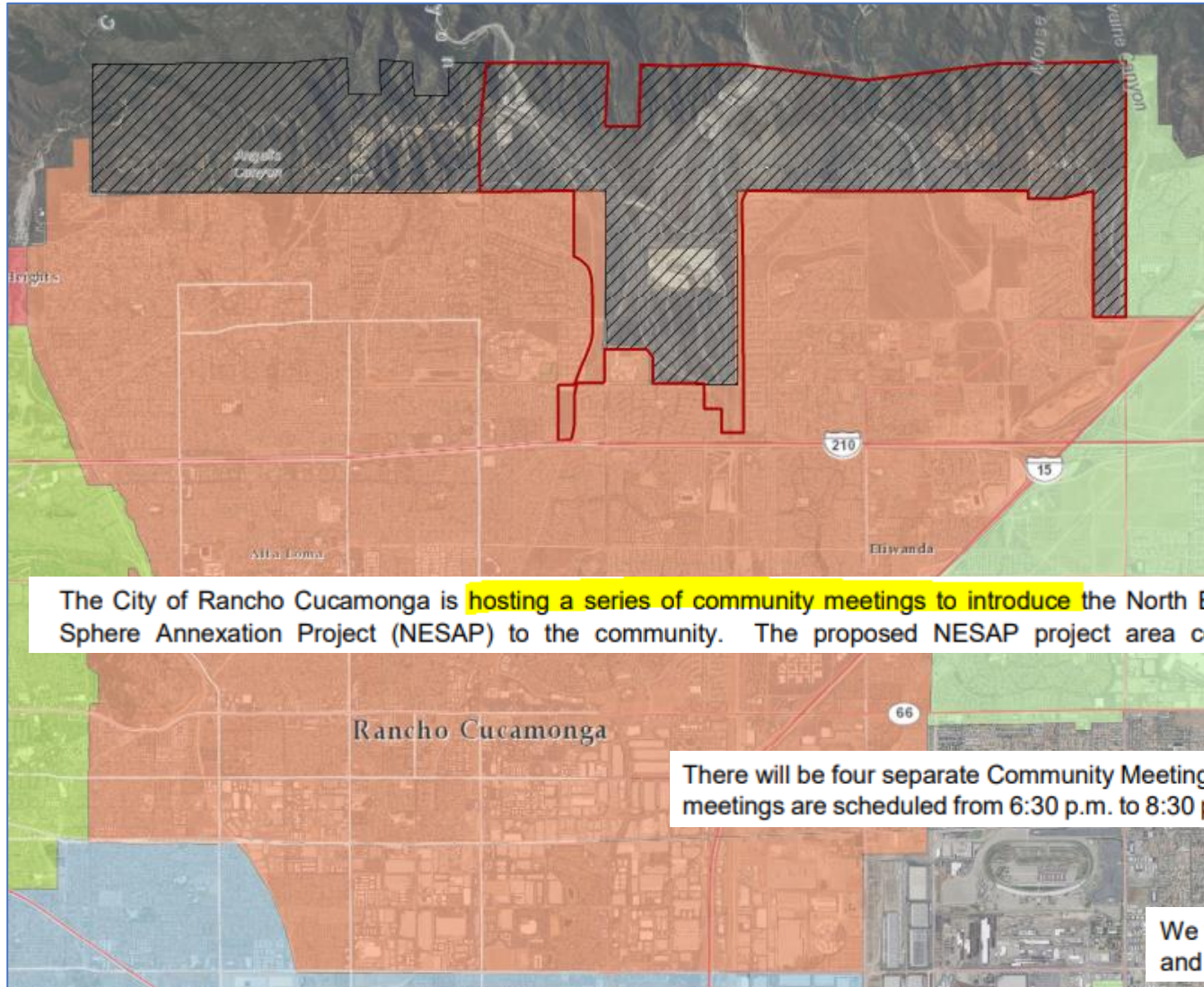
#ICMA2018

ICMA
conference

BALTIMORE
104th Annual Conference
SEPTEMBER 23-26 **2018**



NESAP



Proposed
Sphere Annexation
The NESAP project area

Sign up today (it is really easy)
www.flashvote.com/CityofRanchoCucamonga
FlashVote

Rancho Cucamonga - Community Information
added 2 new photos.
Francie Palmer [?] - November 21, 2017
Community Meetings for the North Eastern Sphere
We heard several questions that were repeated
at the meetings. We are busy putting together a list of
"FAQs" to post on our website to help share more
information about the proposal. This post kicks off with our first FAQ -
What is the time to attend the meetings and hear
from the community. Information on this proposal can be
found on the NESAP - stay tuned as we will be posting more
information during holiday. Thank you!

DAILY BULLETIN
LOCAL NEWS
What could be planned for 1,200 acres?
North Eastern Sphere Annexation Project

FAQs: North Eastern Sphere Annexation Proposal (NESAP) #1

Q: What does the proposal Annexation mean?

A: Approximately 4,100 acres of land is currently located in the City's Sphere of Influence, but not under City control or regulation (see map). Annexing the land from San Bernardino County would allow the City to control the level of development within this area and conserve approximately 2,900 acres as a "conservation priority area." The City would NOT own the annexed land and all private property would remain under current ownership.



63.7%

foothill
in this area

FlashVote

-3:41

iap2 public participation spectrum

developed by the international association for public participation



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen Advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decisions

“Community engagement requires a lot of passion, dedication, commitment, and working well beyond the call of the clock.”

- Joseph Francis

TIERS Framework



Practical Public Engagement



THINK

- Self-Assessment*
- Consider Public Engagement Approach*
- Contemplate Community Landscape*



INITIATE

- Draft Public Engagement Approach*
- Develop Outreach Plan*
- ‘Reality Check’


**Templates Available in Handouts*



ENGAGE

- Implement Outreach Plan
- Implement Public Engagement Approach*
- ‘Reality Check’

**Templates Available in Handouts*





WORKSHOP OVERVIEW

Workshop #1 involved approximately 100 participants and 16 numbered tables. The work completed to date, along with the group through two community priorities for the area.

Activity #1: Identify Top Priorities
Each table was asked to identify their top-5 priorities for the area. A preliminary list of 20 “Potential Priorities” was provided to the group as a starting point. Each table was given an invitation to identify new/clearer priorities they so wished. Each table was given a large poster to consolidate their “top priority” trends for the area.

Activity #2: Design the Plan (Map)
Each table then provided visual input related to acreages in scale, types and densities, to neighborhood types identified in Activity #1, etc.

The results of both activities

FlashVote helps you make a difference in your community

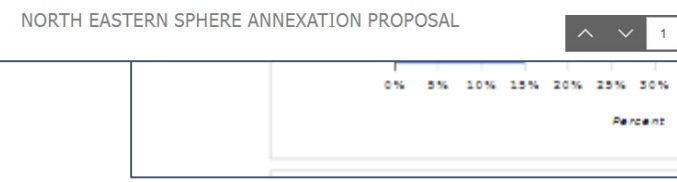
Results: Open Space Options for North Eastern Sphere Annexation

Survey Info - This survey was sent on behalf of City of Rancho Cucamonga to the FlashVote community for Rancho Cucamonga, CA.

These FlashVote results are shared with local officials

601 Participants	Applied Filter: Locals only Participants for filter: 486	Response Time (hours)	Started: Apr 30, 2018 1:30pm Ended: May 2, 2018 1:34pm Target Participants: 500
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NORTH EASTERN SPHERE ANNEXATION PROCESS VIRTUAL COMMUNITY WORKSHOP RESULTS



26 April 2018

NORTH EASTERN SPHERE ANNEXATION PROPOSAL

COMMUNITY WORKSHOP #2 – SUMMARY MEMO
CENTRAL PARK COMMUNITY CENTER | 19 APRIL, 2018 | 6-9PM



Over 200 members of the public attended the Community Workshop, pictured here during one of three Table Discussions.

I. Workshop Summary:

Workshop #2 was held at Central Park with a turnout of approximately 230 members of the Public, with participants organized/seated around tables (of approximately 8 participants per table). Following an opening summary – by deputy City Manager Matt Burris – of the annexation proposal, a recap of outreach efforts completed to date (with a general summary of results) and the goals for Workshop #2. Siri Champion, of Michael Baker International, led the group through three “Table Discussions” – 20-30 minute sessions to answer three questions (focused on Open Space Types, Neighborhood Types, and Neighborhood Amenities) designed to solicit refinements to the community priorities and preferences for the Plan Area expressed in previous outreach / engagement efforts. Summaries of those questions and community feedback are provided on the pages to follow, and transcribed responses are provided in Appendix A.

Great Western Building | 706 South Hill Street, Suite 1200 | Los Angeles, CA 90014 | 213.589.7680 | www.SargentTownPlanning.com

1 of 7



REVIEW

- Evaluate Public Engagement Approach*
- Evaluate Outreach Plan
- What Barriers Did You Overcome?



SHIFT

- Internal Organization
- External | Your Community
- Policy Changes



**Rapid Review Worksheets in Handouts*



THINK



INITIATE

A	B
Stakeholder	Contact Person
Alta Loma Riding Club	Joe Cowan
Burrtec Waste Industries	
Cucamonga Valley Water District	Kristeen Farlow
C.E.R.T./B.E.R.T.	Denise School
Rancho Cucamonga Chamber of Commerce	Marlene Fulfer
Citrus Valley Association of Relators	
Family Services Association (FSA)	
Friends of the Library	
Friends of the Pacific Electric Trail	
Friends of the Playhouse	
Friends of the Senior Center	
Healthy RC	
HRC Community Champions	
HRC Community Schools Model Subcommittee	
HRC Compassionate Communities Subcommittee	
HRC Evaluation Subcommittee	
HRC Mental Health Subcommittee	
HRC Steering Committee	
HRC Youth Leaders	
Library Board	
Library Foundation	
Northtown Housing Corporation	
Planning Commission	
Quakes Baseball	
Goals Soccer Center	
RC Animal Care Foundation	
RC Community & Arts Foundation	
RC TeenWorks Volunteer Coalition	
Rising Stars Equestrian Therapy	
Senior Advisory Committee	
Senior V.I.P. Club	
Sports Advisory Committee	

August 2018							Etiwanda Heights Neighborhood & Conservation Plan Summer Pop-Up, Small Group & Digital Engagement Schedule						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	30	31	1	2	3	4							
				Site Tour: 7am Concerts, Red Hill Park 5:30pm-8pm Staff: Siri, Tom, Jenn Nextdoor Post									
6	7	8	9	10	11								
	National Night Out 4:30pm-8:30pm Terra Vista Town Center Staff: Siri, Tom, Jenn Instagram and Facebook		Concert, Red Hill Park 5:30pm-8pm Staff: Siri, Tom, Jenn Instagram Story										
13	14	15	16	17	18								
	Video # 1 on FB	HRC Youth Leaders 3:30 City Hall, Tri-Comm	school Back to School M Lions Center East 6p-8p	Instagram Story									
20	21	22	23	24	25								
	HRC Community Champions Good Question Series #1												
27	28	29	30	31	1								
Metro Quest Launch	HRC Steering Committee Metro Quest	HRC Youth Leaders Metro Quest	Metro Quest	Metro Quest	Metro Quest								
	Good Question Series #2	Citizens Advisory Mtg HOA meeting?											
3	Color Key Pop Ups Social Media/ eNEWS Small Group Mtgs. Survey Misc.												

ETIWANDA HEIGHTS NEIGHBORHOOD & CONSERVATION PLAN OUTREACH

AUGUST 13-22: SMALL GROUP MEETINGS

Objective: Review process to-date. Share and discuss rough concept frameworks and imagery. Input received will influence development of refined concepts for interactive open house and MetroQuest.

Format: Short PPT presentation, electronic ranking of select images, and facilitated dialogue.

Workplan: [Click link to go to Small Group Meeting Workplan in SharePoint](#)
Workplan includes schedules, staffing, checklists

WHO	WHAT	BY WHEN
City	Confirm targeted groups/organizations	Aug 9
City	Schedule meetings and space as needed	Aug 10-14
STP	Finalize meeting presentation and boards <input type="checkbox"/> Agenda (Susan and Siri > STP) <input type="checkbox"/> Presentation (Susan and Siri > STP) <input type="checkbox"/> Boards (Susan and Siri > STP) <input type="checkbox"/> Agenda (STP > City) <input type="checkbox"/> Presentation (STP > City) <input type="checkbox"/> Boards (STP > City)	Aug 9
City	Approve presentation materials	Aug 10
STP	Facilitate meetings and collect input	Aug 13-22
City	Prepare sign in materials, refreshments, etc.	Aug 13
STP	Summarize feedback from each meeting	Day after meeting
STP	Summarize feedback from all meetings	Aug 23
City	Review and approve summary	Aug 24
All	Determine any FlashVote and new Pop-up questions/ topics	Aug 22

AUGUST 25-26: FLASHVOTE

Objective: Community awareness. Test small group feedback on rough draft concepts and imagery. Use input to ultimately influence preferred alternative. Promote open house (can Flashvote do this like Textizen does?)

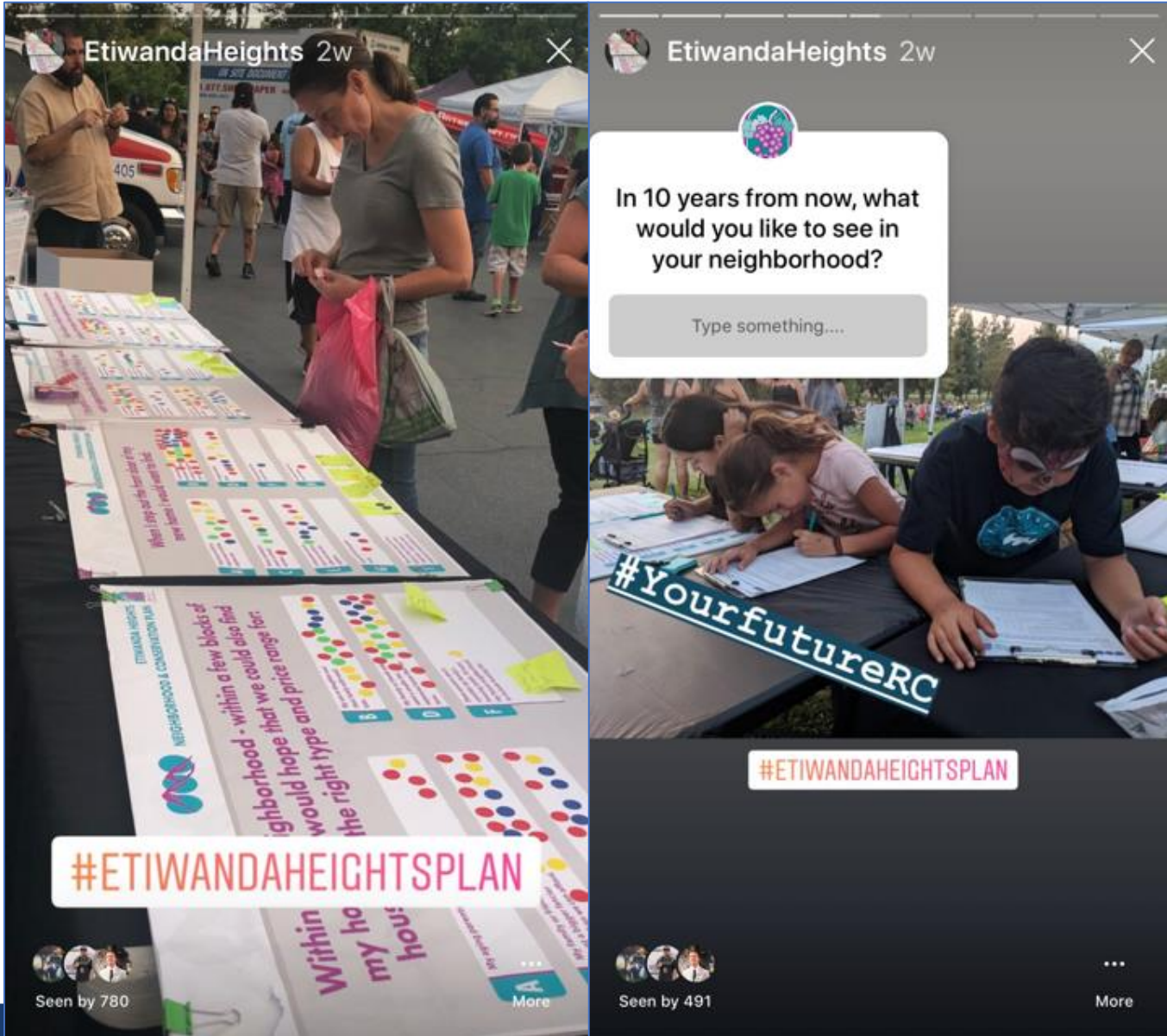
Format: 48 hour online survey.

City and County Planning

Project management, discretionary case processing and de
review services for public planning agencies since 1



ENGAGE



Por que la Ciudad esta llevando a cabo este proceso de planificación?



Etiwanda Heights Neighborhood & Conservation Plan

- 1,200 acres de terrenos propiedad del Condado ya no son necesarios para propósitos de control de inundaciones.
- En el 2008, el Condado intento liquidar esta tierra sobrante y obtener el mejor precio para los contribuyentes.
- La tierra está en el Condado y está sujeta a la zonificación del Condado, lo que permite flexibilidad en el uso residencial y comercial de estas tierras.
- El Plan Especifico para el Norte de Etiwanda de 1992, permite aproximadamente 800 unidades y también usos comerciales.
- Queremos opinar sobre cómo se desarrolla la tierra para garantizar que los impactos se mitiguen y que el desarrollo se pague por sí mismo.
- En el 2015, el Condado acordó a tener un proceso de planificación cooperativo.





ENGAGE

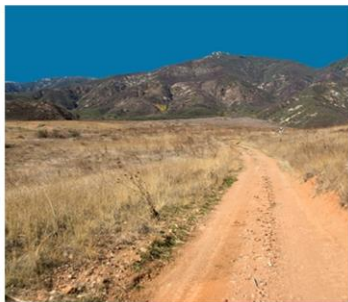
AT&T LTE 3:40 PM 52%

City of Rancho Cucamonga

ETIWANDA HEIGHTS NEIGHBORHOOD & CONSERVATION PLAN

Ensuring local control for the future of Rancho Cucamonga.

Follow



10 Reasons to Care

Story Map



10 Planning for Our Future while Honoring our Past

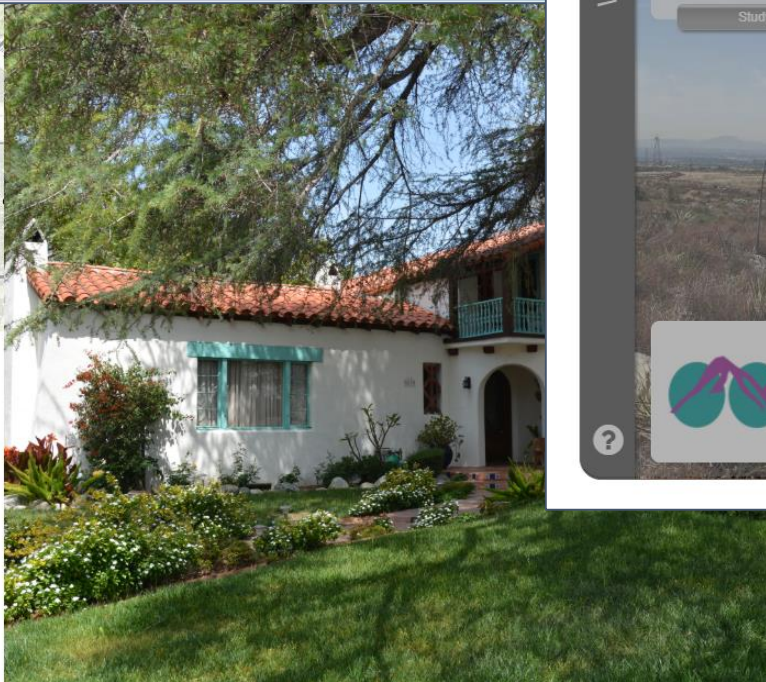
Etiwanda has a long history of innovation. It was the first town planned by the Chaffey brothers, was one end of the first long-distance phone call in Southern California and had one of the first houses with electricity in Southern California. The communities of Rancho Cucamonga also have a long agricultural history, hosting the first winery west of the Mississippi and extensive citrus

Good Question: Plan vs. Project
from City of Rancho Cucamonga

Good Question

Plan vs. Project

01:19



Etiwanda Heights Neighborhood & Conservation Plan

Progress

WELCOME

Etiwanda Heights Neighborhood & Conservation Plan

Please take this 5-10 minute survey to help us better understand issues that are important to you. We appreciate your valuable input!

Begin

MetroQuest

Based on the community's expressed interest in exercising local control over these 4,000-plus acres, the City is working with the community to identify a preferred scenario.

2 PRIORITIES
3 PREFERENCES
4 SCENARIOS
5 STAY INVOLVED

Help Privacy About MetroQuest



REVIEW

 **ETIWANDA HEIGHTS**
NEIGHBORHOOD & CONSERVATION PLAN 

COMMUNITY OPEN HOUSE

UNVEILING OF THE COMMUNITY-BASED PLAN



FRIDAY, SEPTEMBER 21ST
4 PM TO 8 PM

Victoria Gardens Cultural Center, Courtyard,
12505 Cultural Center Way

OPPORTUNITY TO...

- Ask Questions
- View Community-Created Plan Proposal
- Provide Feedback
- Learn About the Next Steps

WWW.CITYOFRANCOCALIFORNIA.US/ETIWANDAHEIGHTS



SHIFT

- October 2018 – May 2019: Develop Draft Plan & EIR and continue community engagement
- June-July 2019: Public hearings and Final Specific Plan & EIR
- July-September 2019: LAFCO annexation process

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