

# STEVENS CREEK CORRIDOR

Master Plan

## PUBLIC ENGAGEMENT PLAN APRIL 2014

### PURPOSE

The purpose of the Public Engagement Plan (PEP) is to describe and outline the various stakeholder engagement efforts that will inform the Stevens Creek Corridor (SCC) Master Plan. This document identifies key outreach strategies, methods and tools for reaching target audiences. It also describes and clarifies the roles of key groups that will be involved in the process. The PEP can be updated during the process to reflect any changes to the approach, methods and tools being used within the scope of the project.

### ENGAGEMENT GOALS

The City of Cupertino is committed to creating a plan that aligns with local needs, preferences and priorities. Community input will be integral to each phase of the SCC Master Plan development. The engagement plan is designed to:

- increase community awareness of the project;
- provide access to project information and opportunities for participation;
- offer a range of communication and engagement tools to match interest and preferences;
- ensure the final SCC Master Plan reflects community preferences and values; and
- get community buy-in to support plan adoption and project implementation.

### TARGET AUDIENCES

The City invites participation and input from all interested community members and wishes to ensure diverse and balanced perspectives are heard. It also seeks to engage interested residents throughout the planning process. To this end, the following people have been identified as target audiences for SCC Master Plan public engagement.

- City residents, including current and potential park users
- Adjacent and nearby commercial, residential and institutional neighbors
- Community-based parks and recreation organizations
- Organized sports and recreation groups
- Environmental advocacy organizations
- Funding and philanthropic organizations
- Non-resident park users
- Parks and recreation interest groups
- Print and online media outlets
- Seniors and older adults
- Youth and students

### OUTREACH STRATEGIES AND METHODS

The robust, layered outreach strategy detailed below includes a variety of engagement tools and activities that will encourage Cupertino residents and other interested community members to become

active participants in the planning process. This strategy includes multiple opportunities for input, using tools and tactics that range from high-tech to high-touch so that residents can participate in a manner that is convenient and comfortable. Information gathered from all of the outreach events will be summarized and key information shared at various points of the project to keep interested parties informed and allow them to use that information to provide further input and direction to the project.

### **Project Website**

The City will create, host and manage content for a project landing page [www.cupertino.org/stevenscreekcorridormp](http://www.cupertino.org/stevenscreekcorridormp) (or other url that is developed for the project). The project website will serve as the main information hub for the project, especially for other public engagement activities described in this plan such as the Mapita survey, online component of the Community Workshop, and Public Open House. It will be linked from other City web pages and will point to other web pages that contain information about previous phases of work in the Stevens Creek Corridor. City staff will be responsible for posting project updates, notices, meeting invitations, links to Mapita and online surveys, workshop materials and draft and final work products to the website. MIG will provide regular content updates, pdf documents for posting, and links to surveys.

### **Public Information**

MIG will periodically (once per project phase) develop materials and content for the City/Parks and Recreation Department to distribute through its established communications channels, including the City's website, newsletters and social media accounts. Content will be adaptable for use in a variety of media. Additional materials will be available throughout the project for the City/Parks and Recreation Department to disseminate. For example, information that is provided to the City/Parks and Recreation Department by the MIG team can be quickly communicated through social media to alert the community to upcoming meetings, events and project milestones. (See related description under Project Website). The project logo, as shown on the previous page, will be incorporated into all public information and outreach materials.

### **Technical Advisory Group**

The Technical Advisory Group (TAG) will consist of City and Parks and Recreation Department decision makers, staff and subject area experts that are involved in areas of planning, design and management of the Stevens Creek Corridor or similar properties. MIG will work with the Parks and Recreation Department Director to develop the membership of this group prior to the start-up meeting and site tour. TAG will provide MIG with the technical guidance and direction needed to inform the development of the SCC Master Plan at multiple stages of the process. The MIG project team will be responsible for developing meeting materials (e.g., agenda, presentations), facilitation, and summary notes. The City/Parks and Recreation Department will be responsible for scheduling meetings, determining a location for meetings (unless they are being held remotely), and ensuring that reminders go to TAG members to ensure active participation. If meetings are being held remotely, MIG will provide information and directions for meeting host software. Each TAG member will need to be sure they have a location and set-up that will facilitate a remote meeting, if a set meeting room that provides these capabilities is not provided by the City/Parks and Recreation Department.

### **Intercept Activities**

Intercept activities elicit input from residents and visitors who otherwise may not participate in the planning process. These activities engage people at community events and in parks for a short amount of time, effectively bringing the engagement process to them. It is an efficient way to ask targeted questions of park and facility users, including City residents and visitors from outside Cupertino who are drawn to a regional amenity such as the Stevens Creek Corridor. MIG will develop and prepare a

set of interactive boards to collect community feedback about people's preferred recreational activities. The boards will be used at two or more events. Two members of the MIG team at least one Parks and Recreation staff member will staff two events: the Earth Day and Healthy Communities Festival on April 5 and Cupertino Day on May 3. Cupertino city staff will use the boards to elicit input during at least one other event, which could be one of the Summer Concert Series events or the Fourth of July celebration. Other events may be chosen by the City/Parks and Recreation Department as they desire and can provide staffing. MIG will provide pdfs of the boards and a list of materials that will be needed. MIG will tally the results for the two events that MIG staffs and the City will tally results from any events they staff and provide that information to MIG for inclusion in a summary of the feedback received for all of the intercept activities.

### **Stakeholder Interviews**

In addition to the broad engagement activities described above, the MIG project team will work collaboratively with the City/Parks and Recreation Department to conduct interviews with key stakeholders to elicit more nuanced and in-depth information for the planning and design process. The City/Parks and Recreation Department will assist MIG in developing a list of people with contact information (up to 16), scheduling the interviews, and arranging a location in Cupertino for the in-person interviews. The 45-minute interviews will be conducted by a senior MIG team member ideally in person, but over the phone if schedules require. In-person interviews will be scheduled in blocks. For example, four (4) interviews would be scheduled in succession over a 3-hour period. The questions will help develop an understanding of the key issues and opportunities associated with Stevens Creek Corridor from the perspective of the interviewee, but will also be open-ended to ensure information the interviewee wishes to share with the project team is gathered. Though this list will be refined in consultation with the City/Parks and Recreation Department and approved by the Parks and Recreation Department Director, here is a sample of people that should be considered for interviews:

- Audubon Society representative
- Bicycle and Pedestrian Commission representative
- Blackberry Farm Golf Course Manager
- Blackberry Farm Pool & Picnic Area Manager
- City Council representative
- Community Gardens representative
- Cupertino School District representative (association with Monta Vista HS or Lincoln ES)
- Friends of Stevens Creek Trail representative
- Helping Hands representative
- Historical Review Board representative
- Orchard or Farm Manager
- Parks and Recreation Commission representative
- Rolling Hills 4-H representative
- Senior Citizen Commission representative
- Stockmeier Ranch manager (especially if associated with orchard or farm manager)
- Teen Commission representative

### **Focus Groups**

To supplement information gathered from the Stakeholder Interviews, up to three (3) focused group discussions will be held with groups that were not part of the stakeholder interviews, such as neighborhood groups or other organizations that have a direct relationship with the Stevens Creek Corridor. The Focus Group discussions will be led by one of MIG's outreach specialists. A list of groups to interview will be developed in concert with the City/Parks and Recreation Department. The City will assist MIG in scheduling and providing a location in Cupertino for the 50 to 60-minute

focused group discussions. Ideally, they would be scheduled consecutively on the same day/evening. Though the list will be refined in consultation with the City/Parks and Recreation Department and approved by the Parks and Recreation Department Director, groups that should be considered for focused discussions are:

- Neighborhood association(s)
- Organized sports groups
- Environmental and creek restoration interests

### **Mapita**

MIG will use this interactive online mapping tool to augment its existing site analysis and to collect specific, place-based input from the public about their needs and desires for the future of Stevens Creek Corridor. The Mapita survey will be developed by Mapita/MIG for review and feedback from the City/Parks and Recreation Department. As part of that review, a beta version will be developed for the City/Parks and Recreation Department to review and provide consolidated feedback. Based on that feedback, adjustments will be made to the survey before it is launched. The survey, which will be linked to the Project Website described earlier in this plan, will be live for a set period of time (likely 4-6 weeks) determined by the project team in consultation with the City/Parks and Recreation Department. For your reference, we are providing a link to a beta version of a Mapita survey to show its functionality but not its content: <http://maptionnaire.com/en/56/> The data collected with Mapita will link to a GIS data set and can be mapped for discussions with the project team, technical advisory group, parks and recreation commission, and at public meetings.

### **Demographic Survey Card**

MIG will develop a demographic survey card that will be used at outreach events throughout the project to develop a sense of who the team has reached throughout the project. Tracking demographics will allow us to track if there are segments of the Cupertino community that we are not adequately reaching and allow us an opportunity to shift and see if there are ways we can more effectively engage those target audience(s). This information can be compared with a Godbe Research Survey that the City of Cupertino will be conducting during the span of this master planning project.

### **Community Workshop**

Community Workshops are an opportunity for residents and stakeholders to learn about the planning process and provide input through a range of participation methods, including written comments, interactive exercises, and group discussion. In close consultation with TAG and with input from the Parks and Recreation Commission (PRC), MIG will design, plan, facilitate and record an in-person interactive community workshop and a companion online public workshop focused on gathering responses to the SCC Master Plan alternatives. The workshop will have identical components, but one will be held in-person and the other will be available online for 2-3 weeks for those who are not able to attend the in-person workshop or prefer to engage online. The online component will be linked to the Project Website, which was described earlier in this plan. Having two engagement options at this critical stage will facilitate participation by a broad section of the Cupertino community.

The workshop will include a formal introduction by the MIG project team highlighting information from the opportunities and constraints analysis, needs assessment, and stakeholder engagement activities that went into forming the alternatives on which we're asking for feedback. MIG will develop directed interactive activities to solicit community feedback on the alternatives which will be developed for the in-person meeting and translated to the online workshop to ensure that feedback is consistent between the two media. The results will be summarized and disseminated with the help of the City/Parks and Recreation Department. In particular the Community Workshop summary will be communicated to

the TAG, Parks and Recreation Commission, City Council, and MIG project team for use in developing the Preferred Alternative and SCC Master Plan.

### **Public Open House**

Following the development of the Preferred Alternative, the MIG project team will develop boards that communicate key elements of the Preferred Alternative which will be based on feedback from the Community Workshop, and discussions with the MIG project team, TAG, Parks and Recreation Commission, and City Council. MIG will develop instructions on how to participate, a comment card and/or set of interactive boards to elicit feedback from the community about the Preferred Alternative. At least two members of the MIG project team will be in attendance to lead and help facilitate the 3-4 hour Open House, answer questions and provide information. They will be supported by at least two members of the City/Parks and Recreation Department who will be available to help answer questions and provide support. The Public Open House will be scheduled during a time and at a location that ensures broad participation. In our experience having the open house scheduled during the late afternoon and early evening bridges a key participation time for many community members. Community members can participate at their leisure and provide quick feedback or linger and have conversations with members of the MIG project team and City/Parks and Recreation Department. Versions of the boards that are developed for the Public Open House will be available on the Project Website with a link to a survey to elicit feedback on key questions related to the Preferred Alternative. The results will be summarized and disseminated by MIG and then disseminated to interested community members with the help of the City/Parks and Recreation Department. In particular the Public Open House summary will be communicated to the TAG, Parks and Recreation Commission, City Council, and MIG project team for use in developing the SCC Draft Master Plan.

### **Parks and Recreation Commission**

The MIG team will attend three (3) meetings of the Parks and Recreation Commission (PRC) to review work to date, provide feedback and offer input into the SCC Master Plan. The PRC will weigh in on project goals, objectives and the needs assessment, review community input, review the draft master plan and approve the final plan. In addition, the Parks and Recreation Commission will be encouraged to participate in other engagement activities such as the Mapita Online Survey, the Interactive Public Workshop, and Public Open House. Ideally, the PRC will also encourage other residents to participate and act as liaisons between this project and their networks/constituents. City/Parks and Recreation Department staff will be responsible for providing regular updates to the PRC through informational agenda items.

### **City Council**

The project team will attend and present at two (2) City Council meetings during the course of this effort. The initial presentation will introduce Council to the project scope, schedule and outcomes with an emphasis on community engagement, needs assessment results, and the outcome of the public workshop. At this time, the project team will look for their direction and feedback on the planning process. Later the Council will review and comment on the Draft Master Plan during a study session. City staff will be responsible for providing regular updates to the Council through informational agenda items. In addition, City Council members will be encouraged to participate in other engagement activities such as the Mapita Online Survey, the Interactive Public Workshop, and Public Open House.

### **EIR Hearings**

Specific outreach efforts associated with the EIR will be determined later in the project when the scope of the EIR is more defined. Up to four (4) hearings will be attended and led by the MIG project team during that phase. The MIG project team will be responsible for developing hearing materials (e.g.,

agenda, presentations), facilitation, and summary notes. The City/Parks and Recreation Department will be responsible for scheduling, advertising and determining locations for the hearings.