



Agenda Report

File #: 23-1170

Meeting Date: 4/13/23

TITLE: COMMUNITY OUTREACH

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: MONIQUE VILLASENOR, RECREATION MANAGER

**CONTACT INFORMATION: MONIQUE VILLASENOR, RECREATION MANAGER (714)
754-5679**

RECOMMENDATION:

It is the recommendation of staff that the Parks and Services Commission provide feedback on current community outreach methods for programs, events and capital projects.

BACKGROUND:

At the March 9th Parks and Community Services Commission meeting, the Commission requested information regarding the City's current outreach methods for programs, events and capital projects. Staff provided a brief verbal update during the meeting, with additional information included in this report.

ANALYSIS:

The City utilizes various outreach methods to solicit community input on programs, events and capital projects. These methods are used to enhance awareness of services, engage new stakeholders, and improve overall knowledge of what's happening in and around the City. While the methods may vary depending on the reason for outreach and its specific goals and objectives, the City typically conducts outreach and encourages engagement in a phased approach which consists of the following:

Listening: includes using staff background research, data collection and initial input to conduct:

- Kick-off/Pop-up community meetings and events
- Public Surveys (online/phone)
- Videos/Social media
- Open Houses/Site tours (on-site/virtual)
- Stakeholder small group meetings
- Resource/Information tables at special events

Sharing: includes information collected from the above to conduct:

- Community Workshops
- Public Hearings at commission and council meetings

- E-blasts (constant contact/listservs)
- Mailers
- Resource/Information tables at special events

Finalizing: includes incorporating all previous information into preliminary plan to:

- Present draft plans to committees, commissions or council for final adoption or additional feedback.
- Market final project/program plan

The City and staff are always open to exploring ideas and opportunities to enhance engagement through community outreach. If members of the public or the Commission would like to provide suggestions for additional opportunities, please share them during the discussion for potential inclusion in future program, event and capital project outreach.

FISCAL REVIEW

There is no fiscal review at this time.

LEGAL REVIEW

There is no legal review required for this report.

CONCLUSION:

It is the recommendation of staff that the Parks and Services Commission provide feedback on current community outreach methods for programs, events and capital projects.