



CITY *of* CALABASAS

**CITY COUNCIL AGENDA
WORKSHOP – SATURDAY, JANUARY 25, 2014
CITY HALL COUNCIL CHAMBERS
100 CIVIC CENTER WAY, CALABASAS
www.cityofcalabasas.com**

SPECIAL MEETING – 9:00 A.M.

THE STARTING TIMES LISTED FOR EACH AGENDA ITEM SHOULD BE CONSIDERED A GUIDELINE ONLY. THE CITY COUNCIL RESERVES THE RIGHT TO ALTER THE ORDER OF DISCUSSION IN ORDER TO RUN AN EFFECTIVE MEETING. IF YOU WISH TO ASSURE YOURSELF OF HEARING A PARTICULAR DISCUSSION, PLEASE ATTEND THE ENTIRE MEETING. YOU MAY SPEAK ON A CLOSED SESSION ITEM PRIOR TO COUNCIL'S DISCUSSION. TO DO SO, PLEASE SUBMIT A SPEAKER CARD TO THE CITY CLERK AT LEAST 5 MINUTES PRIOR TO THE START OF CLOSED SESSION. THE CITY VALUES AND INVITES WRITTEN COMMENTS FROM RESIDENTS ON MATTERS SET FOR COUNCIL CONSIDERATION. IN ORDER TO PROVIDE COUNCILMEMBERS AMPLE TIME TO REVIEW ALL CORRESPONDENCE, PLEASE SUBMIT ANY LETTERS OR EMAILS TO THE CITY CLERK'S OFFICE BEFORE 5:00 P.M. ON THE MONDAY PRIOR TO THE MEETING.

OPENING MATTERS – 9:00 A.M.

Call to Order/Roll Call of Councilmembers
Pledge of Allegiance
Approval of Agenda

ORAL COMMUNICATIONS – PUBLIC COMMENT – 9:10 A.M.

SPECIAL ITEMS – 9:20 A.M.

1. [Adoption of City Council Protocols.](#)
2. [Overview of the development process and outside agency interface.](#)
3. [General conversation on public noticing and outreach.](#)

ADJOURN – 12:00 P.M.

The City Council will adjourn to their next regular meeting scheduled for Wednesday, February 12, 2014, at 7:00 p.m.



CITY of CALABASAS
CITY COUNCIL AGENDA REPORT

DATE: JANUARY 17, 2014
TO: HONORABLE MAYOR AND COUNCILMEMBERS
FROM: MAYOR FRED GAINES AND COUNCILMEMBER JAMES BOZAJIAN
SUBJECT: ADOPTION OF CITY COUNCIL PROTOCOLS.

MEETING
DATE: JANUARY 25, 2014

SUMMARY RECOMMENDATION:

That the City Council review, discuss and adopt the attached City Council Protocols.

BACKGROUND:

A taskforce composed of Mayor Fred Gaines and Councilmember James Bozajian met on several occasions to discuss the implementation of City Council Protocols. The taskforce recommends the adoption of the attached City Council Protocols.

REQUESTED ACTION:

Review, discuss and adopt the City Council Protocols.

ATTACHMENTS:

City Council Protocols.

ITEM 1 ATTACHMENT

CITY COUNCIL PROTOCOLS

ADOPTED BY THE
CALABASAS CITY COUNCIL



CITY *of* CALABASAS

Adopted
January __, 2014

CITY OF CALABASAS

City Council Protocols

PREAMBLE

The Calabasas City Council is charged with taking appropriate, necessary, and timely action to maintain the City of Calabasas as a leading, well-managed, and innovative city at the forefront of desirable California cities.

It is the overall responsibility of the City Council a) to gather information and knowledge; b) to take counsel; c) to keep a long-range perspective; d) to hold itself to the highest standards of ethical and professional conduct in the performance of its duties without regard to personal advantage; e) to be free of favoritism; f) to listen carefully to the public; and g) to conduct a reasonable and reasoned period of discussion prior to making decisions.

To accomplish the above-stated responsibilities, and as guidance for the orderly governance of the City, the Calabasas City Council has adopted the following protocols. Except for those protocols that are based on law, these protocols are voluntary and non-binding. They are set forth here to clarify what has become, over time, successful procedures or best practices for the conduct of civic affairs within our City.

These protocols are intended to be consistent with all legal requirements applicable to the conduct of City affairs. In the instance of any conflict with State or federal law, or with the Calabasas Municipal Code, such State, federal or municipal law requirements will control. In addition, official City meetings are generally conducted pursuant to Roberts Rules of Order.

It is expected that the City Council will renew these protocols periodically, in order to consider appropriate additions, deletions, and/or amendments.

TABLE OF CONTENTS

Page #

3	GENERAL
4	SELECTION OF THE MAYOR
5	MAYOR'S ROLE
6	CITY COUNCIL PREPARATION
7	PUBLIC MEETINGS
10	CITY COUNCIL INTERACTION AND COMMUNICATION
12	CITY COUNCIL INTERACTION AND COMMUNICATION WITH STAFF
14	COMMITTEES OF THE COUNCIL
15	COMMISSIONS AND BOARDS
17	RESIDENT COMPLAINTS

GENERAL

1. The Council participates in regional, state and national programs and meetings which serve the best interests of the City of Calabasas.
2. The Council provides policy direction to the City Manager. The City Manager, through city staff, implements Council policy. The Council does not interfere with the operating decisions of the city, which are the responsibility of the City Manager.
3. The City Manager keeps each Councilmember fully, and equally, informed as to all matters of importance to the city, including agenda items, financial conditions, needs of the city, resident concerns, staffing needs, and urgency items.
4. The Council endeavors not to burden the City Manager or staff with demands for individual time or attention on matters that the City Manager can better handle with general communications to the Council as a whole.
5. The Council looks to the City Manager, staff, commissions and committees for advice on city policies and legislative actions.
6. The Council complies with all laws relating to open meetings, public records, and conflicts of interest.
7. The Council encourages resident participation in the development of City policies.
8. The Council desires the public to be fully informed about decisions that impact the public, and encourages public comment as policies are set.
9. The Council makes adequate provision for the training and continuing education of the Council, commissions, and city staff.
10. All Councilmembers should receive and review any documents shown or provided by city staff to any other Councilmember.
11. Councilmembers inform the City Manager as far in advance as possible of when they will be out of town or otherwise unavailable to conduct city business.

SELECTION OF THE MAYOR

1. The Mayor and Mayor Pro Tem are nominated at the second Council meeting in March of each year, and are selected by a vote of their peers on the Council. Each serves for a one-year term. In the customary rotation, the Mayor Pro Tem is nominated to serve as Mayor at the end of the Mayor's one-year term.
2. The outgoing Mayor will follow [1] those already in the rotation and [2] first-time elected Councilmember(s).
3. The order of the first-time elected Councilmember(s) should be based on the order of finish in the election, with the first-time elected Councilmember receiving the most votes taking the first term, the next in line taking the second, and so on.
4. Once a Councilmember's position in the rotation is established, it does not change based upon the future order of election results.
5. If the election is canceled, the order of the rotation of the appointed candidates will remain the same.
6. The Mayor and Mayor Pro Tem are peers of and serve at the pleasure of the other Councilmembers.
7. The Mayor assumes the center chair on the dais and oversees the seating location of the other Councilmembers.

MAYOR'S ROLE

1. The Mayor represents the City, is its official spokesperson, and presides over all City Council meetings.
2. The Mayor, as well as each Councilmember, recognizes the unique role of representing the City, and takes great care to insure that this always takes precedence over representing oneself or one's own personal agenda.
3. It is the Mayor's prerogative to make Council committee assignments from choices provided by Councilmembers. The Mayor accommodates Council choices whenever possible.
4. The Mayor informs the Council by copying to them any correspondence sent under the Mayor's signature which relates to city business.
5. The Mayor, in consultation with the City Manager, sets the agenda for each Council meeting.
6. The Mayor or two Councilmembers may place an item on the City Council agenda.
7. At a public meeting, the Mayor has discretion to move agenda items and/or to take them out of order to accommodate the needs of the Council or the public.
8. In the absence of the Mayor, the Mayor Pro Tem performs the duties of Mayor.
9. The Mayor is obliged to act as a facilitator during public meetings. The Mayor ensures that all views are heard and that the meeting progresses in an orderly and timely fashion. The Mayor provides an equal opportunity for each Councilmember to be heard.
10. The Mayor is expected to be an advocate for his or her views, just as other Councilmembers are, but not to take advantage of the Mayor's status on the dais to coerce or to advocate in excess of what is allowed to other Councilmembers. The Mayor's role as a facilitator should not be compromised by his or her role as an advocate.
11. If a Councilmember, or sub-committee, brings an issue forward to the council, it is appropriate for the Mayor to give that member or committee members the opportunity to speak first on that particular issue.

CITY COUNCIL PREPARATION

1. Councilmembers avoid surprising their colleagues or staff. To the maximum extent possible, Councilmembers advise the City Manager in advance of issues or questions they intend to bring up at a public meeting. This refers to issues and questions that the staff would not normally anticipate or have researched for that particular meeting. Getting minor questions resolved with staff prior to a public meeting will shorten meetings and move the agenda forward in a timely manner.
2. Councilmembers are prepared for Council or committee meetings, which includes having read all agendas and supporting documentation prior to the meeting.
3. Councilmembers stay abreast of regional issues affecting neighboring cities, counties, and the operations of other districts or agencies.

PUBLIC MEETINGS

1. Public hearings and discussion items at Council meetings proceed generally in the following order:
 - a. City staff presents a report of the item under consideration.
 - b. Councilmembers have an opportunity to ask questions of staff for clarification or to gather additional information.
 - c. Public testimony is taken from affected parties or members of the public who wish to be heard.
 - d. At the close of public testimony, the Mayor allows staff to respond to any public testimony which staff wishes to supplement or regards as inaccurate or in need of clarification.
 - e. The Mayor allows other Councilmembers to speak first, and then summarizes or provides the final comments before asking for a motion or direction to staff on the item.
 - f. The order of Council comments is at the discretion of the Mayor. If the item under consideration was studied first by a committee of the Council, members of the committee would be expected to lead off the discussion.
2. Any Councilmember who desires to recuse himself or herself for conflict of interest or any other reason shall do so as soon as the item is called and shall leave the Council chambers until the item is concluded.
3. Any Councilmember may request a continuance of an item on the agenda if that Councilmember needs more time to become fully informed and able to render a decision. However, a continuance need not be granted if a majority of the Council deems it necessary to render a decision at the agenda time.
4. If a Councilmember is ill or away for any agenda item of special interest to that Councilmember, the item may be continued or tabled at that Councilmember's request, subject to any applicable statutory time periods, and only if such delay would not be adverse to the City's best interests. However, Councilmembers should not request a continuance without justifiable reason. Bear in mind that the public may attend expecting discussion or action on the issue, staff has prepared reports, and there may be staff or consultants present just for that item. Councilmembers should coordinate with the City Manager about future agendas and their own schedules to avoid missing items that may be of particular interest to them.

PUBLIC MEETINGS, continued...

5. If any Councilmember becomes aware of an unexpected issue that may be brought up by a member of the public at a Council, commission or committee meeting, that Councilmember will, as a courtesy, inform the other Councilmembers and the City Manager to the extent legally permissible.
6. Councilmembers are expected to attempt to persuade their colleagues to their point of view through reasoned debate, but also to accept the Council's ultimate decision graciously and as final. Councilmembers should not place the City Manager or staff in the position of having to deal with minority positions which do not further established Council policy.
7. A time limit (usually three minutes) for speakers before the City Council is enforced at the discretion of the Mayor.
8. The Mayor requests speakers to direct their comments to the Council and not to the audience or to the TV cameras.
9. The Mayor controls the meeting, and discourages personal attacks of any kind from speakers by encouraging them instead to productively address the issues at hand.
10. The Council listens carefully to the speakers and does not interrupt or engage in debate with the speakers. The three-minute period belongs to the speaker.
11. Subject to applicable legal deadlines, the Mayor or any Councilmember may move to refer back to staff any agenda item that is deemed to be incomplete or unready for final decision. The same rule applies to City Commissions.
12. A Councilmember may suggest a change in procedure if he or she feels it will be helpful for the conduct of a particular meeting, understanding that the Mayor runs the meeting.
13. While unanimity is not required or always possible, the Mayor attempts to find consensus on discussion items.
14. Councilmembers make the reasons for their votes clear to their colleagues and to the public. This is particularly important when the Council is divided on an issue.
15. The Mayor, Councilmembers, and all Commission and committee members treat everyone with courtesy and respect.
16. All participants in a public hearing, including Councilmembers, staff and the public, shall make their remarks succinct, to the point, and as brief as possible. Participants shall avoid repeating remarks already made by others, and may simply state agreement with those particular shared sentiments.

PUBLIC MEETINGS, continued...

17. Direction to staff must be determined by a majority of the Council and must be clearly identified at the Council meeting. Tacit approval, or lack of disagreement by others, is not considered direction. The Mayor should ensure that the direction staff receives is clear and represents the majority view of the Council.
18. Every Council action should be:
 - a. A reasoned decision, that was arrived at in a fair way.
 - b. Not to the personal advantage of any Councilmember.
 - c. Free of favoritism.
 - d. Based on information and opinions from a variety of sources, and particularly, from those who would be most affected.
19. Councilmembers do not have private communications, among themselves or with members of the public, via electronic communication devices or otherwise, from the dais during public meetings.
20. All members of the public desiring to speak at a Council or Commission meeting shall complete a speaker card which will be made available at all such meetings. The speaker will provide his and her name and city of residence on the speaker card. Speaker cards shall be submitted to the City Clerk or meeting staff prior to the time the public hearing on an item begins. It is within the discretion of the Mayor or meeting chair to accept a late submitted speaker card.
21. All meeting participants will tell the truth to the best of their knowledge and ability when presenting testimony or oral comments to the Council or Commission.
22. All meeting participants shall conduct themselves in an orderly manner. As a last resort, any person conducting themselves in a disorderly manner may be removed from the meeting room pursuant to California Government Code Section 54954.3(c).

CITY COUNCIL INTERACTION AND COMMUNICATION

1. Councilmembers treat each other with the respect and courtesy that is their due as residents and public officials.
2. Each Councilmember has the responsibility to initiate action to resolve problems cooperatively and as soon as possible, either directly with other Councilmembers or with the City Manager.
3. The Council maintains a respectful decorum, and avoids personal attacks during public meetings, in the press, or at any other time.
4. Councilmembers should be sensitive to the negative impact that inappropriate conduct has on the public perception of the City. Councilmembers should be mindful of the fact that they are representatives of the City in all their public activities.
5. Councilmembers are flexible and cooperative in filling in for one another at meetings or important functions.
6. Councilmembers do not engage in private discussions in violation of the Brown Act. A Councilmember who feels that a conversation is potentially a violation should express his or her concern and immediately withdraw from the conversation. Councilmembers are expected to honor such concerns and immediately cease the conversation even if they do not agree that the Brown Act applies in that particular instance.
7. Personal attacks are always off-limits. Councilmembers start with the assumption that other members have the best interests of the City at heart, even if they disagree with their positions.
8. If a Councilmember takes a position in the media, or at any public hearing, critical of a decision, or critical of fellow Councilmembers or members' positions on issues, such public comments should stick to the issues under contention and never involve personal attacks. Councilmembers shall be mindful when representing views or making comments and, if they do not reflect the majority of the Council, must claim the comments as their own personal opinion. Positions set forth in writing on City letterhead should clearly indicate if the position stated is one officially voted on by the City Council, or if it only represents the position of the individual Councilmember.

CITY COUNCIL INTERACTION AND COMMUNICATION, continued...

9. These Protocols do not, by themselves, carry the weight of law. Councilmembers are expected to abide by them out of a desire to have a well run City that treats its residents respectfully and with dignity. A governing body that strives to be fair, informed, honest, diligent, dignified, efficient and respectful of others will win the respect and trust of its residents.
10. If any Councilmember feels that a Protocol is being violated, it is appropriate for that member to discuss it individually with the errant Councilmember. If the City Manager or staff are involved, it is appropriate to discuss it with the City Manager. If this does not resolve the situation, it is appropriate, as a last resort, to bring up the matter within the Future Agenda Item period of a public meeting and ask for the issue to be put on a future agenda.
11. A principal purpose of the Protocols is to establish or uphold procedures and behavior that win the trust of the public by promoting efficient, productive and civil interaction between Councilmembers. Any Councilmember who habitually ignores these Protocols should expect to be called to task by his or her fellow Councilmembers and by the public.
12. A Councilmember who originates an idea or program shall continue to be identified as the originator even if the idea or program is pursued by another Councilmember or City official.
13. Councilmembers may request, through the City Clerk, certificates or other awards recognizing special events, organizations or individuals of importance to the City. All such requests must be approved by the Mayor. Such certificates or awards are normally to include the name and/or signature of all Councilmembers.
14. Councilmembers who plan or appear at programs or events which involve the use of City staff or resources shall provide notice of such programs or events to all Councilmembers.

CITY COUNCIL INTERACTION AND COMMUNICATION WITH STAFF

1. The Council and City Manager work together as a solution-oriented team.
2. Councilmembers feel free to communicate with the City Manager about any City issues, including resident concerns. However, Councilmembers are also mindful of the City Manager's busy schedule and competing requests for access.
3. Complaints or concerns about any City departments or staff are first taken up with the City Manager. It is not appropriate, in any situation, to critique, ridicule, or complain about other staff to any staff person other than the City Manager.
4. Councilmembers may routinely ask department heads for information relative to their department. However, inquiries that require extensive research, or reports that may occupy more than cursory staff time should first be discussed with the City Manager, and may require action or approval by the entire Council.
5. Department heads report to the City Manager. Councilmembers do not insert themselves into or interfere with that chain of command.
6. The Council should expect to be fully and promptly informed by the City Manager or his designee regarding any unusual activities or events of public concern.
7. Councilmembers keep a friendly, professional relationship with staff members, but avoid getting involved with personal matters, operational matters, work assignments or projects with any staff other than the City Manager.
8. It is staff's role to provide factual, objective, and unbiased information to the Council and the public in its reports. Councilmembers do not interfere or attempt to unduly influence the content of reports being prepared by staff. If a Councilmember disagrees with a staff recommendation, he or she is not obligated to vote for it and is likewise free to attempt to convince his or her colleagues on the Council of his or her position.
9. Councilmembers establish action and budget priorities for the City once a year during the annual budget review process.
10. Changes from the priorities or budget allocations established during the annual budget review process should be pursued only after careful consideration, as they may involve changes in staff work load and appropriations, and because the original priorities were established with the benefit of a public hearing.

CITY COUNCIL INTERACTION AND COMMUNICATION WITH STAFF, continued...

11. Councilmembers should bring forward requests for deviations from the established budget priorities only if they involve a degree of urgency that cannot wait until the next budget review.
12. Councilmembers may individually ask the City Attorney general questions involving matters related to their performance as City officials. However, inquiries that require extensive research, opinions or reports should first be discussed with the City Manager, and may require action or approval by the Council.

COMMITTEES OF THE COUNCIL

1. Committees of the Council serve the entire Council. Committees are not seen as territorial, but neither do Councilmembers interfere in the committee work of others.
2. The Council endeavors to define the jurisdiction and area of study of each committee so as to avoid conflicts or overlapping issues.
3. Committee members keep the rest of the Council informed of their work, which may include the filing of reports, memoranda or minutes.
4. The Council is available to advise committees by placing items about which a committee needs guidance on a Council agenda.
5. Each Council meeting agenda should include an opportunity for the making of committee reports. Whenever possible, written reports are provided to the Council prior to the public meeting.
6. Committees may recommend a course of action to the Council, but they never supplant the decision-making authority of the Council, unless authority to take specific action is expressly delegated to a committee by a vote of the Council at a public meeting.
7. Committee meetings are scheduled and (where applicable) proper public notice is provided through staff. Councilmembers who wish to call a committee meeting do so by asking the City Manager to make the appropriate arrangements.

COMMISSIONS AND BOARDS

1. Commission appointments are generally based on the recommendation of one nominee from each Councilmember. The nominations are then subject to approval by the entire Council. The Commissions shall elect a Chair and Vice-Chair from among themselves, which positions shall rotate.
2. The Council is responsible to make its vision for the City clear to all appointed and advisory bodies as policy guidance for those bodies.
3. The Council holds Commissions and boards to the highest standards of ethical and professional conduct in the performance of their appointed duties.
4. Like the City Council, Commissions and boards work for the benefit of the community and never for personal purposes.
5. The Council spells out the role, jurisdiction, authority and prerogatives of appointed bodies.
6. Commissions and boards are expected to make specific recommendations on matters brought before them, and not merely to pass them on to the City Council for final decision.
7. Councilmembers do not dictate the decisions of Commissioners and other board members. Commissioners and board members come to their own conclusions based on the evidence, the city's Municipal Code, and other governing and visioning documents. Substantial consideration is to be given by Commissioners to the recommendations of staff contained in the agenda reports.
8. Commissioners are encouraged to discuss questions or concerns about any agenda items with the Commission's staff liaison prior to Commission meetings in order to be prepared to take action at public meetings. Commissioners are to be mindful of undue consumption of staff time and resources.
9. Any Commission or board action should clearly state for the record the specific justification for the decision, so that the Council and the public may have the benefit of its reasoning.
10. All persons requesting appointment or re-appointment to a Commission or Board shall make written application to the City Clerk. The City Clerk is to acknowledge receipt of each application by letter to the applicant which includes an explanation of the appointment process.

COMMISSIONS AND BOARDS, continued...

11. All nominations for appointment to a Commission or Board are to be placed on the Council's public agenda with the applicant's name and a copy of the application (with personal information redacted). All nominees are required to appear in person before the Council prior to appointment or re-appointment. The City Clerk shall send a letter to all applicants stating the results of the appointment process in which they participated.

RESIDENT COMPLAINTS


1. Upon receiving a complaint from the public, Councilmembers direct that complaint to the City Manager for appropriate staff action and follow-up.
2. Councilmembers first ensure that they are in possession of all of the facts and both sides of the story before making any statements to the press or to the complaining party as to fault or what action, if any, the City should take.
3. The Council allows staff to handle resident complaints and does not to attempt a direct resolution of the problem. The Council gives staff time to do their job.



CITY of CALABASAS
CITY COUNCIL AGENDA REPORT

DATE: JANUARY 17, 2014

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: MAUREEN TAMURI, COMMUNITY DEVELOPMENT DIRECTOR 

SUBJECT: OVERVIEW OF THE DEVELOPMENT PROCESS AND OUTSIDE AGENCY INTERFACE.

MEETING DATE: JANUARY 25, 2014

SUMMARY RECOMMENDATION:

That the City Council receives and files this report.

BACKGROUND:

City Councilmembers have made recent inquiries concerning staff's interactions with outside Agencies, and the reason for delayed and/or inconsistent responses from the Agencies as it pertains to development reviews. The attached PowerPoint presentation will be provided at the meeting, and will overview the three major points in the development process when outside Agencies play a role, determined either by internal policy or by law (Attachment A) Those three occasions are:

- 1) As invited members of the Development Review Committee;
- 2) As required by the California Environmental Quality Act (CEQA); and
- 3) As permit issuers during the construction phase.

Following the Council meeting of May 22, 2013 where the question of the adequacy of outreach to outside Agencies was posed, staff initiated an effort to coordinate Agency outreach lists with the cities of Malibu and Agoura Hills, as well as those of the City's three CEQA consultants. From that, the department's

master notification listing of 58 outside Agencies was validated and updated (Attachment B).

Using the coordinated listing, staff sent certified mail letters to each Agency on the list requesting information concerning their preference for the receipt of future notifications and EIR's. The attached chart identifies those Agencies from which staff received responses, as well as their preferred method of receiving materials (Attachment C). The majority of respondents indicated that receipt of notice by standard mail referencing a webpage link to the environmental document was preferred, and Staff will include such in all future noticing.

FISCAL IMPACT/SOURCE OF FUNDING:

None.

REQUESTED ACTION:

That the City Council receives and files this report.

ATTACHMENTS:

- A: PowerPoint Presentation
- B: Outside Agency List
- C: Notification Preferences List

Item 2 Attachment A

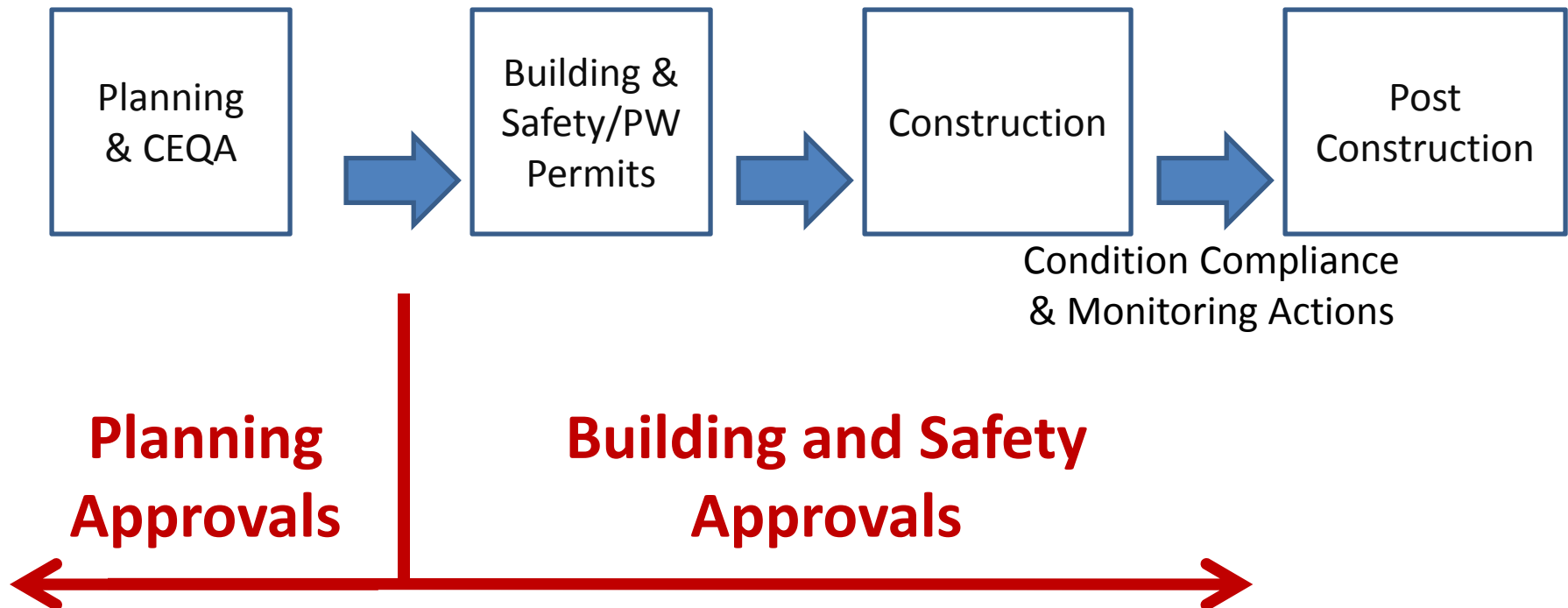
Overview of the Development Review Process and Outside Agency Interface



City Council Workshop
January 25, 2014

Development Process

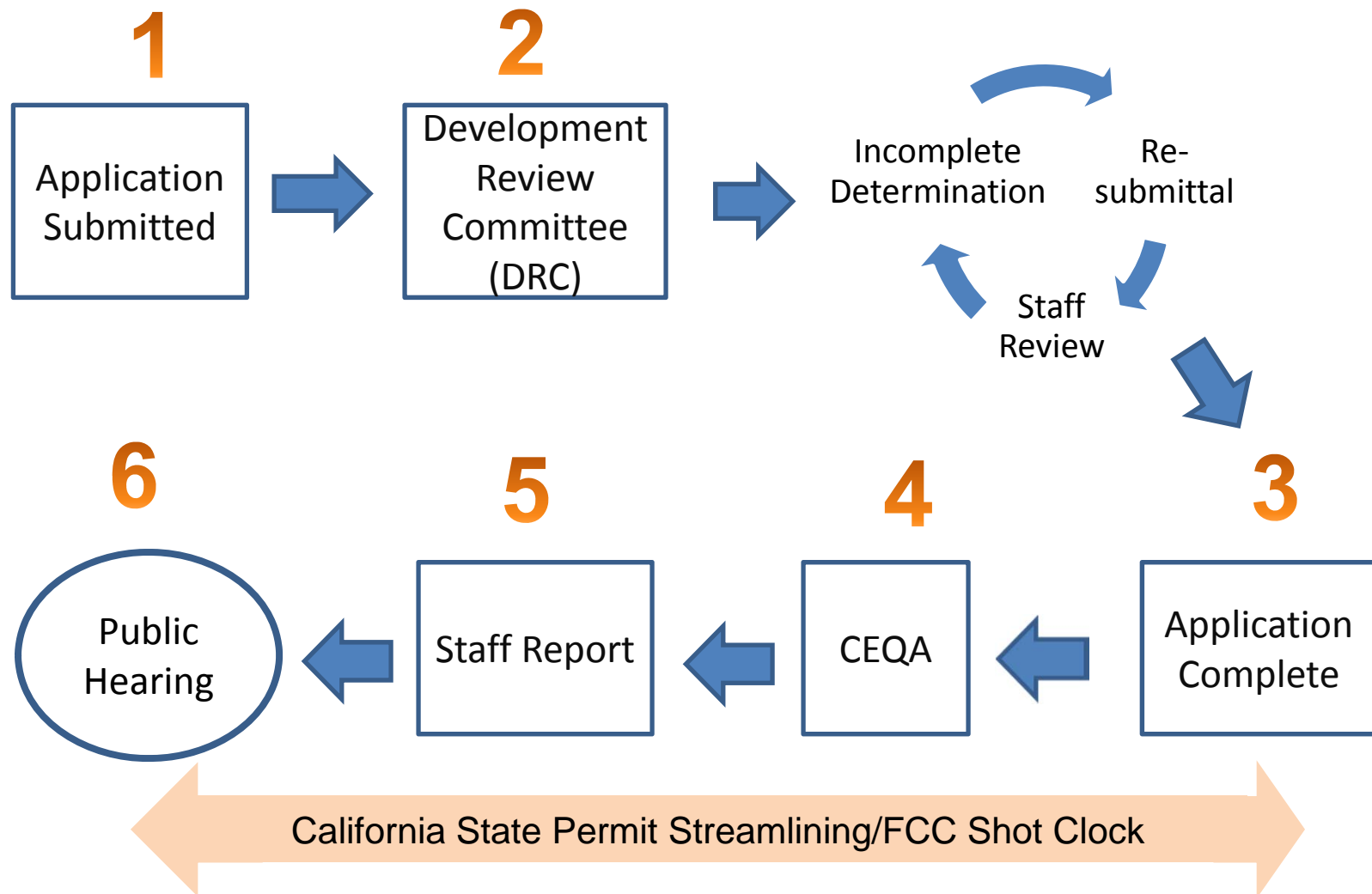
Community Development and Public Works



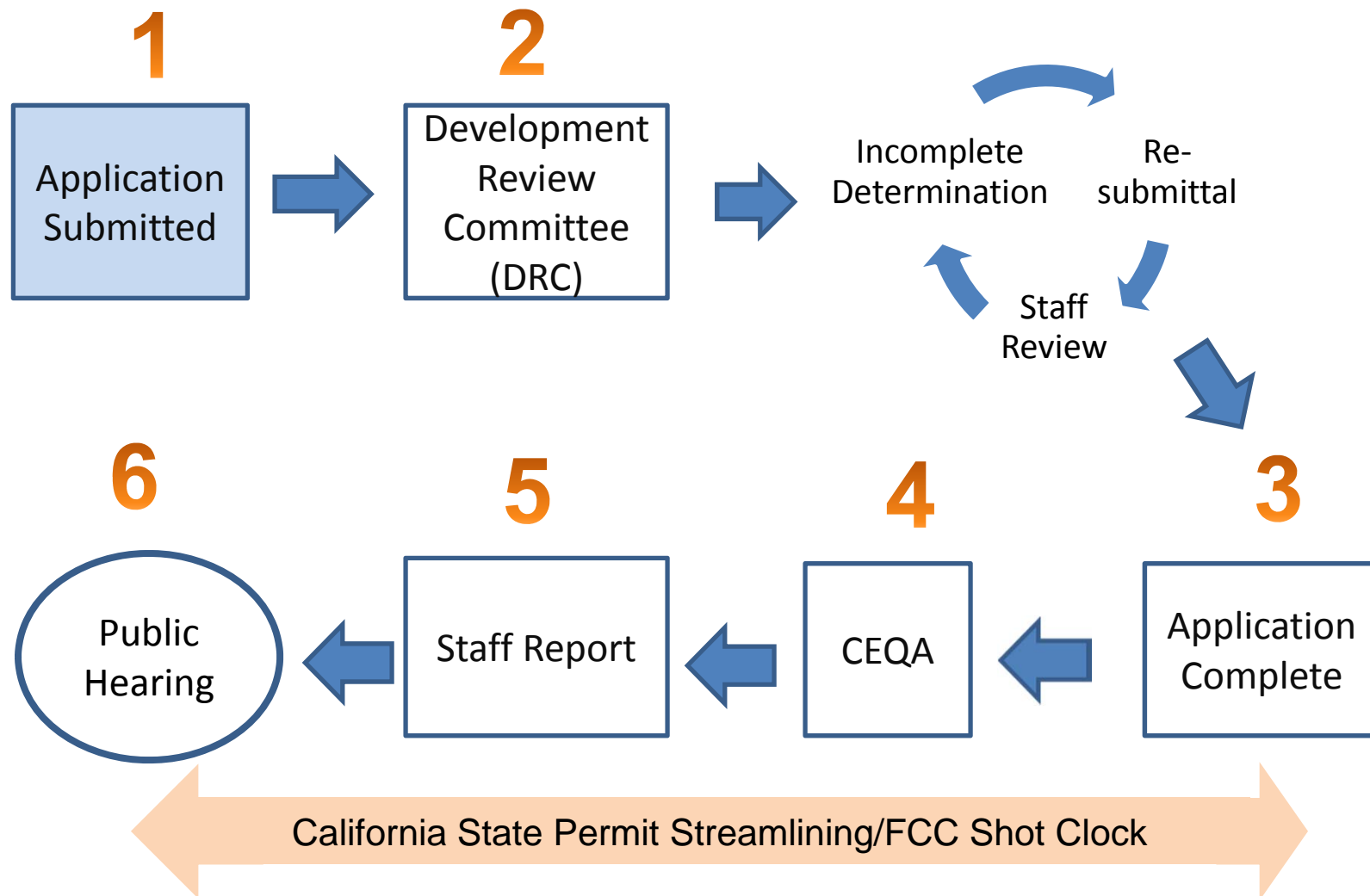
Planning Approvals

- Development Code Purpose (CMC 17.01.020):
 - Provide standards for orderly growth
 - Encourage General Plan land uses
 - Conserve and protect natural resources
 - Create a comprehensive and stable pattern of development and land uses
 - To provide regulations consistent with state planning and zoning laws

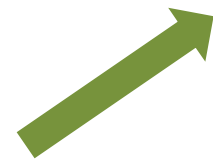
Planning Approval Process



Planning Entitlement Process



Step #1: Application



Permits

Conditional Use Permit
Oak Tree Permit
Scenic Corridor Permit
Zoning Approval
Site Plan Review
Etc...



Standards

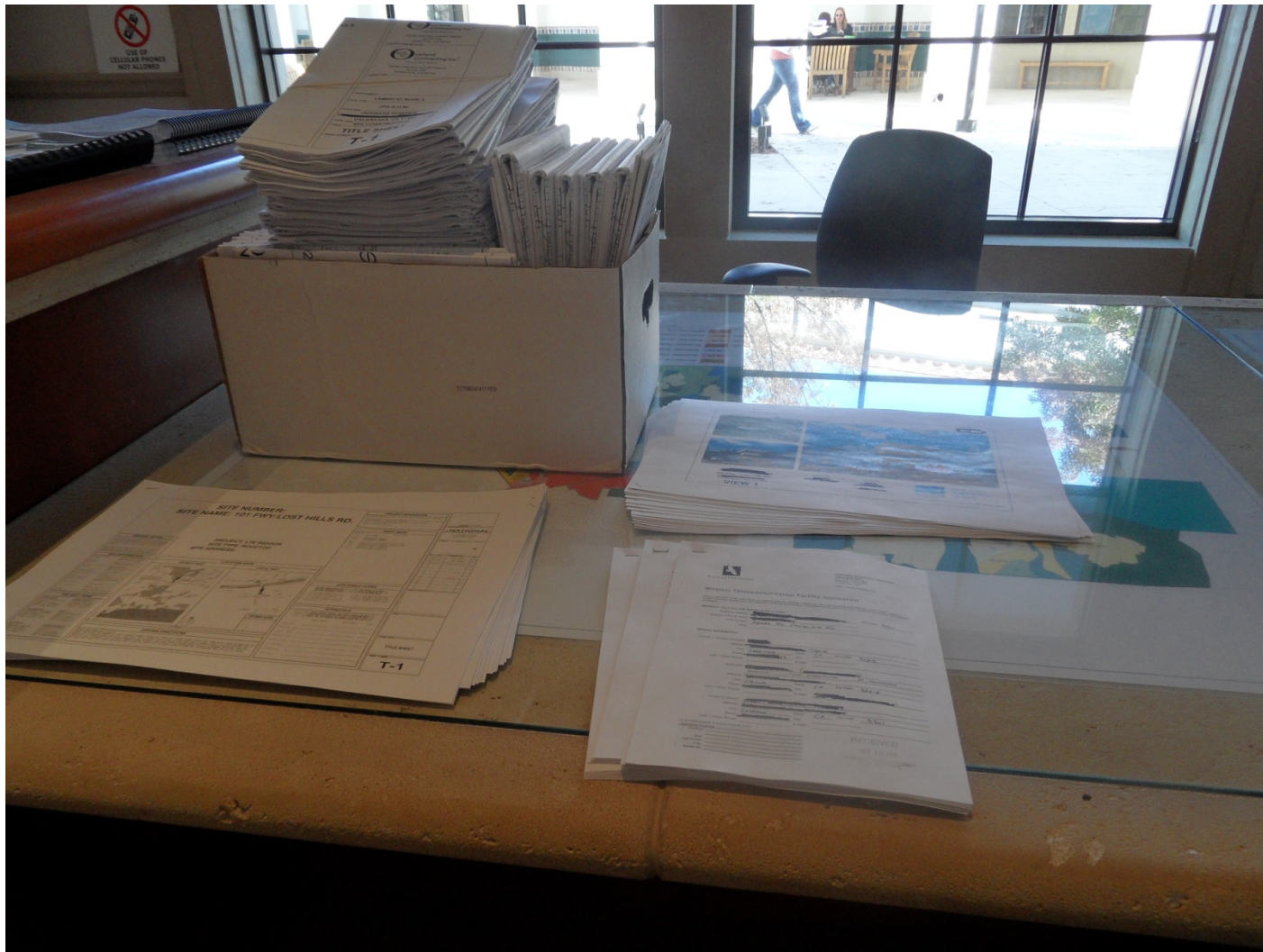
Height
Setbacks
Screening
FAR
Massing
Etc...



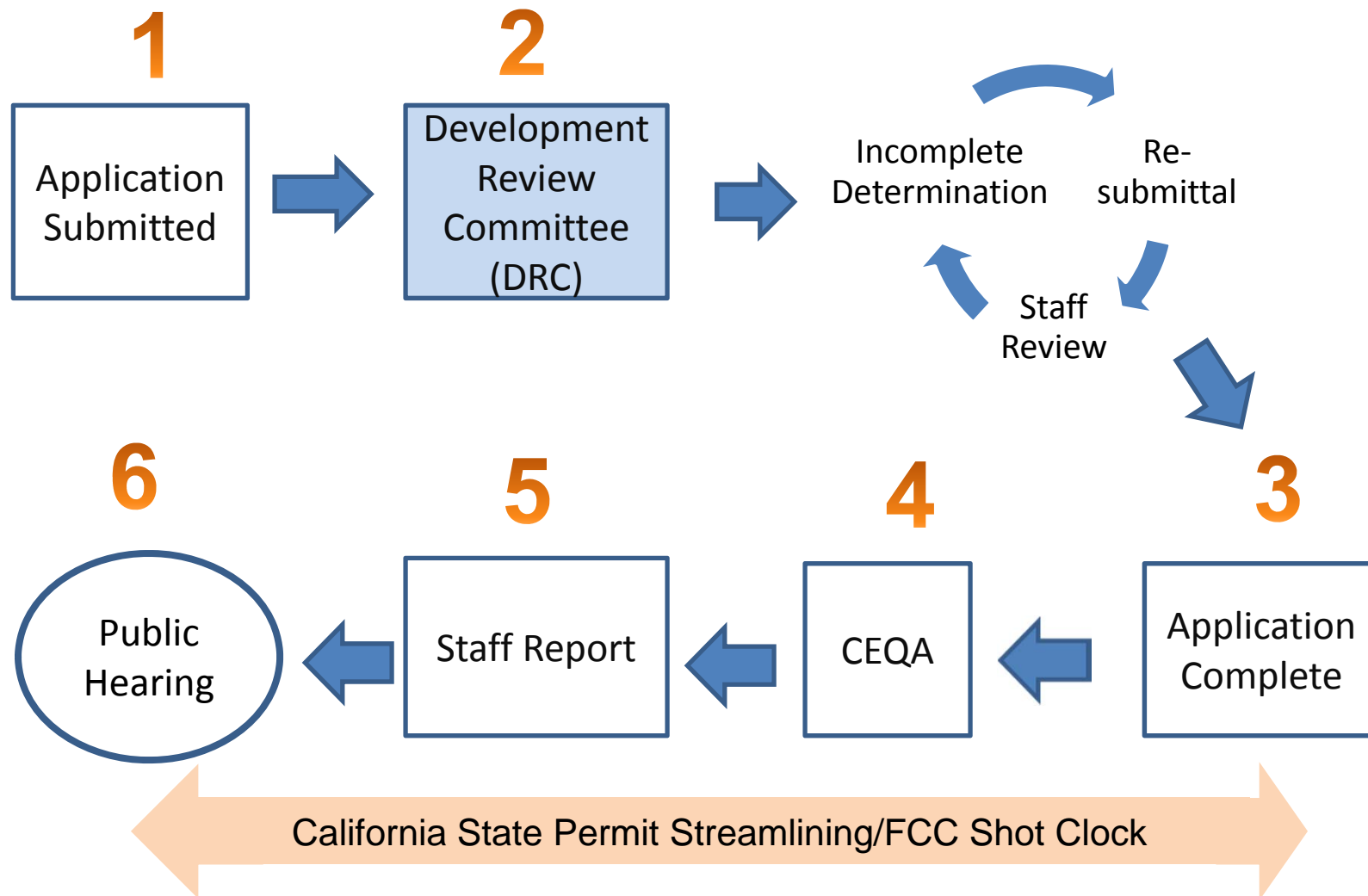
Process

Noticing
Director Approval
Public Hearing
Appeal

Step #1: Application



Planning Entitlement Process



Step #2: DRC

- Applications sent to Development Review Committee

17.70.040 Development Review committee (DRC).

A. Membership. The DRC shall consist of the following members:

1. The director or designee, who shall serve as the chair and secretary; and
2. Other city department directors or their designees (public works, fire, police, etc.) as needed.

B. Duties and Authority. The duties and responsibilities of the DRC shall be to review discretionary development/improvement proposals, provide applicants with appropriate design comments, and make recommendations to the Director, or the Commission, as provided by this development code.

- DRC meets within 30 days of application receipt in accordance with State law

Step #2: DRC

- Development Review Committee members are selected based on the project location and impact
 - City Staff: Planning, Building and Safety, Public Works, Media (wireless),
 - Invited Outside Agencies: LAC Fire and Sherriff, LVM Water District, LVM School District
- DRC reviews by outside Agencies are done at their discretion; City Code does not require their written approval, meeting attendance or comments

Step #2: Development Review Committee

- DRC Meetings are posted (3 locations)
- Placed on the City website
- HOAs are notified (by email)
- Public may attend
- Applicant in attendance
- Above actions are not required by Code



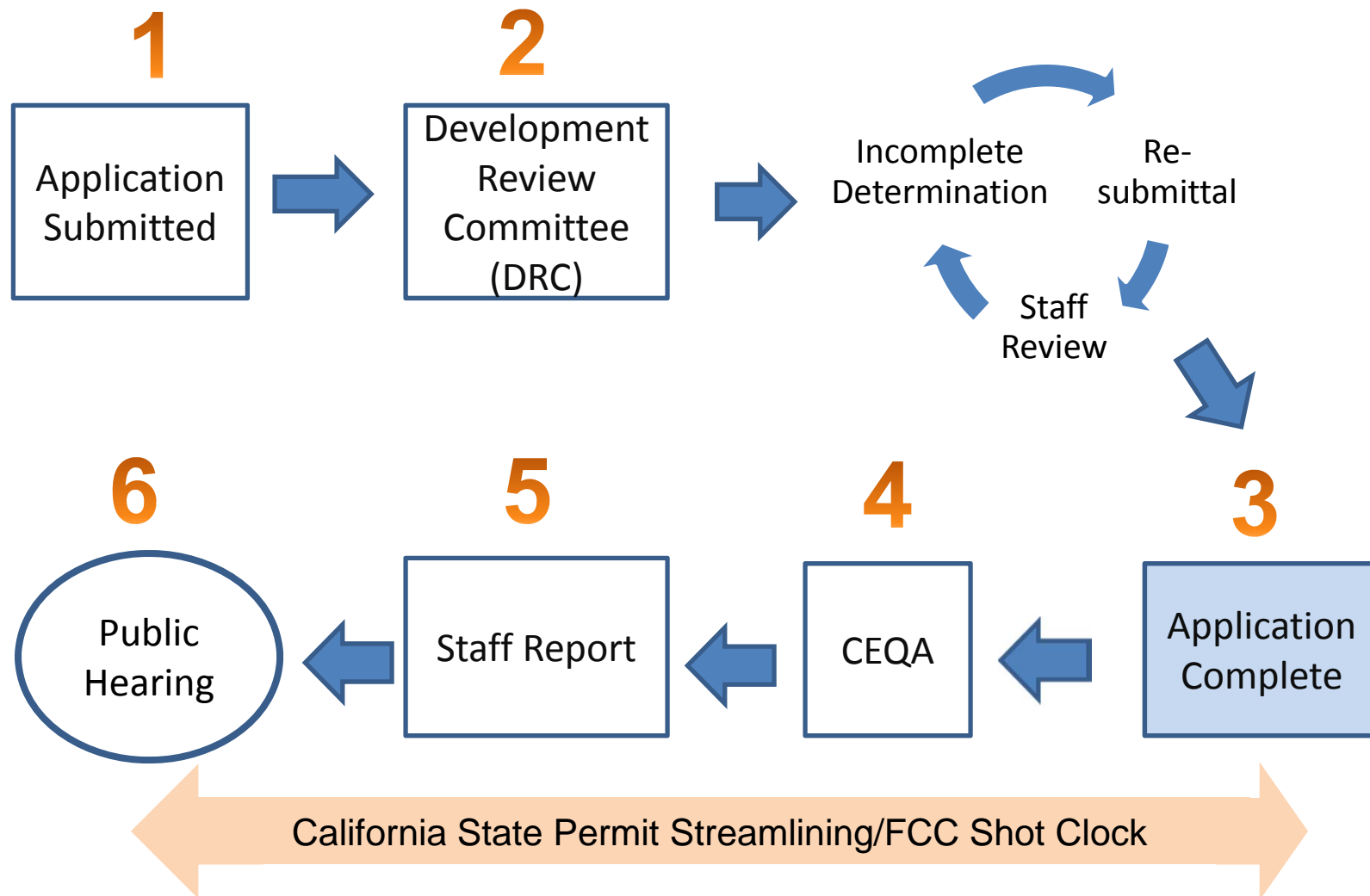
Step #2: Development Review Committee

- A letter of application completeness or incompleteness is issued to the applicant by the Case Planner
 - Incomplete letters contain DRC member comments specifying corrections required or requesting additional information
 - For wireless applications, issuance of an incomplete letter stops the FCC shotclock

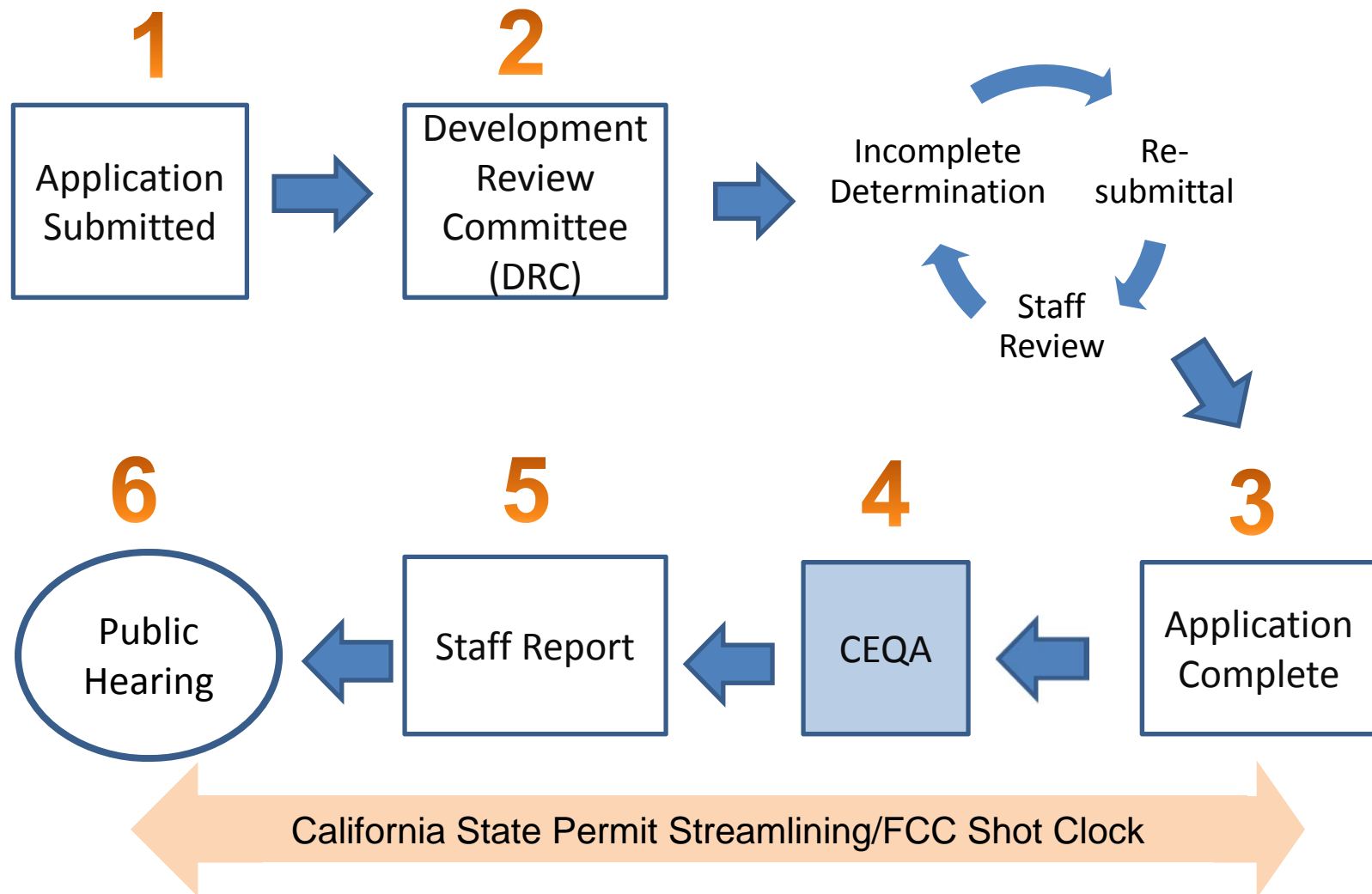
Step #2: Development Review Committee

- Incomplete applications are revised by the applicant and re-submitted
- On large or complex projects, redistribution of the revised submittal can be made by the Case Planner to DRC members to assure that their comments have been addressed
- If comments have been addressed, then the application is deemed complete and documented by the Case Planner

Planning Entitlement Process



Planning Entitlement Process



Step# 4: CEQA

- CEQA review of the completed Application is initiated by the Case Planner
- State Law determines the level of review which is required of the project
- The City Attorney is consulted on the level of review required by law
- Each level of review requires a different notification and filing process

Step #4 CEQA

- The California Environmental Quality Act (CEQA) requires the City to analyze projects in order to identify potential environmental impacts and avoid or mitigate those impacts, if feasible.
- CEQA applies only to discretionary “projects”, which are specifically defined under CEQA
- There are three primary levels of CEQA analysis:
 - Exempt (Statutory or Categorical)
 - Negative/Mitigated Negative Declaration (ND or MND)
 - Environmental Impact Report (EIR)

Step# 4: CEQA

Exempt Projects



Step #4 CEQA

- Statutorily Exempt Projects: No further study required regardless of whether they have significant environmental effects:
 - Ministerial projects/no discretion
 - Emergency projects/immediate action needed
 - Rates, tolls, fares, charges/operating fees
 - Feasibility study /approval, adoption, or funding unnecessary
- Require no outside agency notifications

Step #4 CEQA

- Categorically Exempt Projects: Exempt only if they have no significant environmental effects:
 - Operation, repair, maintenance, or minor expansion of existing facilities
 - Replacement or reconstruction
 - Construction of “small” structures (up to 3 single-family homes or 6 multi-family units)
 - “Infill” projects
- Categorically Exempt projects require no outside Agency notifications
 - Notice of Exemption filed with the County Clerk

Step# 4: CEQA

Negative Declarations
Mitigated Negative Declarations



Step #4 CEQA

- ND/MND process - Initial Study:
 - Checklist of over 90 questions/18 topic areas
 - No CEQA direction re: level of detail/methodology, only sufficient to answer the checklist questions
 - Lengthy background discussions/research unnecessary unless needed to answer the question
 - Generally addresses each question individually, though similar topics can be lumped together

Step #4 CEQA

- ND/MND process - Notice of Intent (NOI)
 - Once the Initial Study is concluded, a Notice of Intent (NOI) must be circulated
 - County Clerk/State Clearinghouse (15 copies of ND/MND to Clearinghouse)
 - Newspaper ad
 - Onsite & offsite posting
 - Certified mailing of notice to adjoining property owners, persons requesting notice and other public agencies as determined by the scope/significance

Step #4 CEQA

- NOI Public Comment period
 - 30 days if submitted to State Clearinghouse
 - 20 days if not submitted to State Clearinghouse
- Lead agency need only “consider” comments
- No requirement to respond, though most Agencies demonstrate “consideration” by responding in writing

Step #4 CEQA

- ND/MND process - Notice of Determination (NOD)
 - If project is approved, Lead Agency files Notice of Determination (NOD) with the County Clerk/Clearinghouse within 5 days
 - No additional Outside Agency or Public Notice regarding the NOD is required
 - Accompanied by filing fees (County - \$75, CDFG - \$1,876.75)

Step# 4: CEQA

Environmental Impact Reports



Step #4 CEQA

ND/MND

Requires analysis of all IS checklist issues
Mitigation Monitoring Program
Formal “setting” discussion not required
No alternatives analysis required
20-30 day public review period
All significant impacts mitigated
No written comment responses

vs.

EIR

Requires analysis of all IS checklist issues
Mitigation Monitoring Program
Formal “setting” discussion required
Alternatives analysis required
45-day public review period
Not all significant impacts mitigated
Written comment responses

Step #4 CEQA

- **Notice of Preparation (NOP) of EIR**
 - Formal public notice/newspaper ad of scoping meeting
 - Notice to be sent by certified mail to adjoining property owners, bordering counties or cities, responsible and other agencies, persons who requested notice
 - Notice to the State Clearinghouse and LA County Clerk
- **Notice of Completion (NOC) of Draft EIR**
 - Filing and 15 copies of Draft EIR to the State Clearinghouse
 - Certified mail notices (hard copies??) to outside agencies
 - Formal Notice (ad) of the public review period
 - NOC filed with County Clerk for a minimum of 30 days

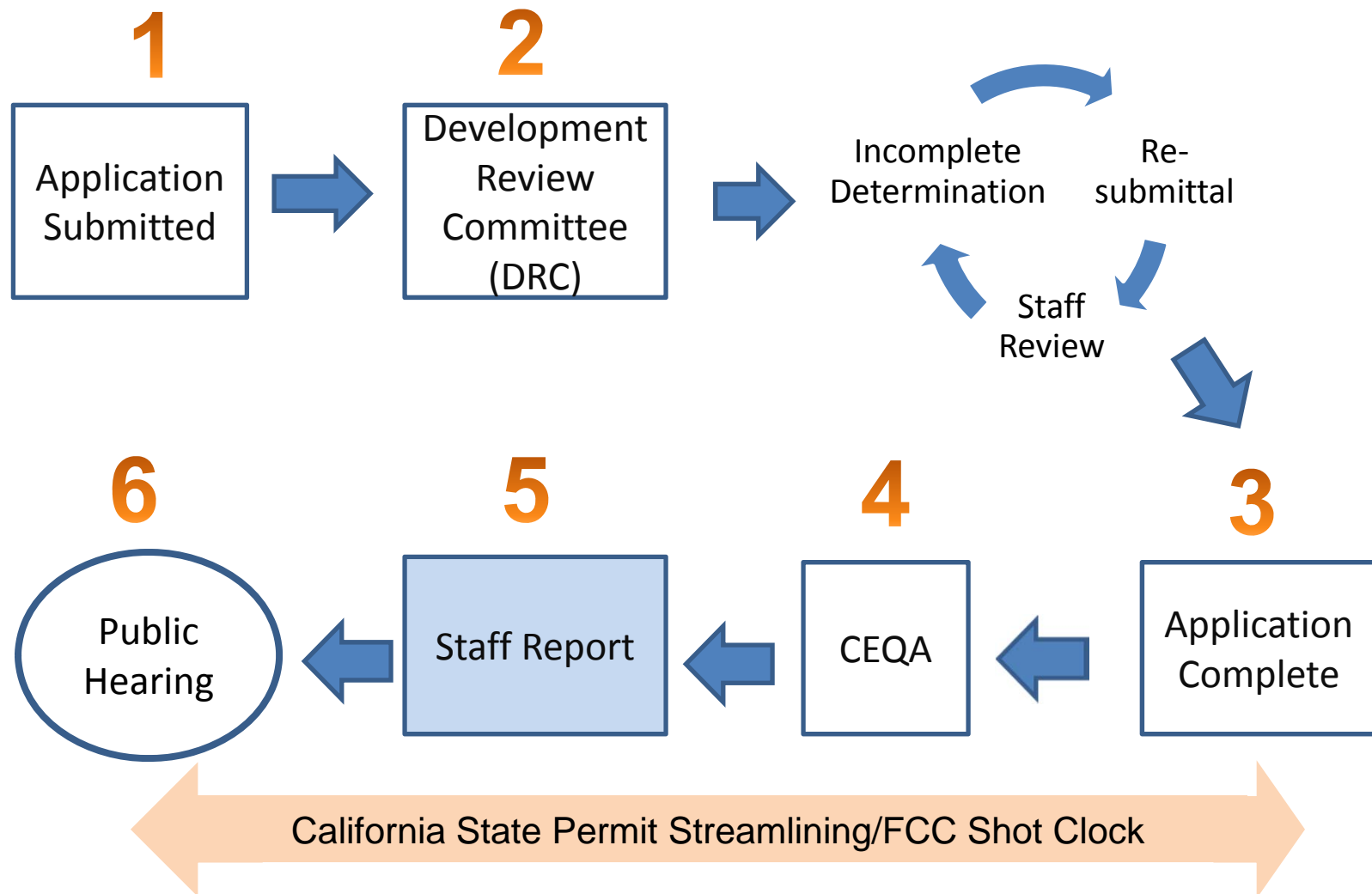
Step #4 CEQA

- Draft EIR – Notice of Completion (NOC)
 - NOC and 15 copies filed with State Clearinghouse
 - Copies sent via overnight or certified mail to responsible & other concerned agencies
 - Copies provided at Public Counter and Library
 - Minimum 45-day public review period for EIRs filed with the Clearinghouse; otherwise, 30-day min.
 - NOC filed with County Clerk for a min. of 30 days
 - Agencies provided written responses to comments

Step #4 CEQA

- Final EIR
 - The DEIR must be “certified” (adopted) by either the Planning Commission or the Council
 - Once certified:
 - NOD filed with County Clerk/State Clearinghouse within 5 days of project approval
 - Accompanied by filing fees (County - \$75; CDFG - \$2,606.75)
 - No additional outside Agency notifications required

Planning Entitlement Process



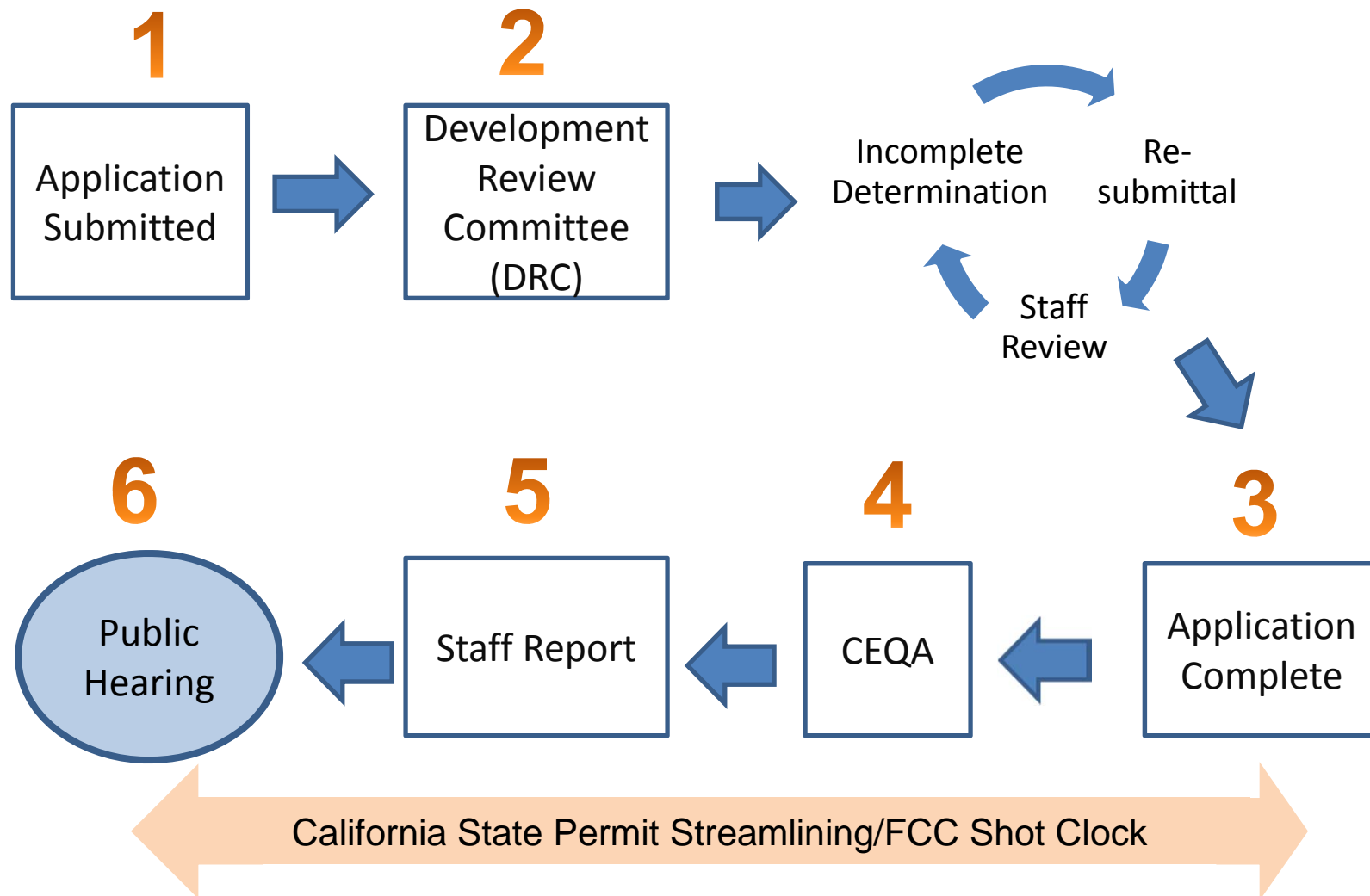
Step #5 Staff Report

- Notwithstanding the FCC “shotclock”, once an application is deemed complete, the Permit Streamlining Act (PSA) requires the City to take action on a project (approve or deny) within the following time limits:
 - 60 days after the determination that a project is exempt from CEQA
 - 60 days after adopting a Negative Declaration
 - 180 days after certifying an EIR

Step #5 Staff Report

- The Case Planner prepares an agenda packet for projects requiring Planning Commission hearing
- Agenda packets may include:
 - Staff report (project description, analysis of regulatory compliance, summary of comments from DRC) draft resolution and conditions of approval, plans and photo simulations, consultant reports, other agency comments, public correspondence, CEQA documentation

Planning Entitlement Process

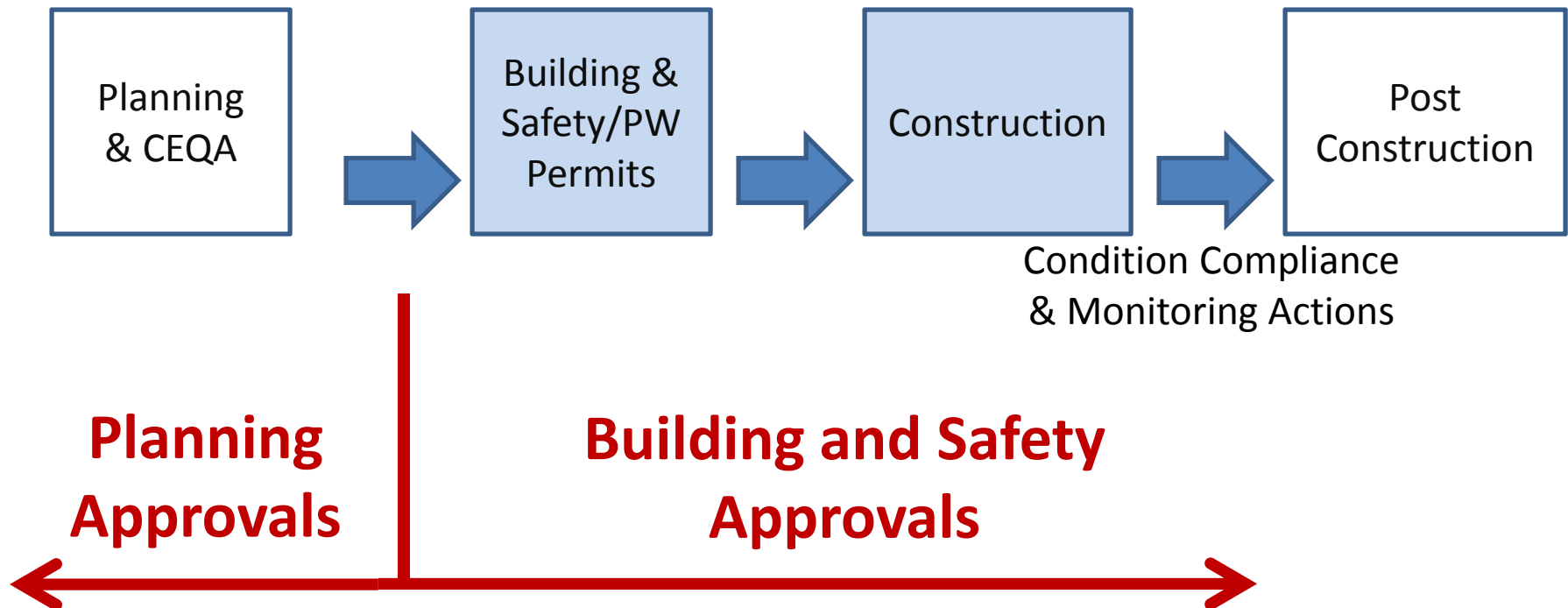


Step #6 Public Hearing

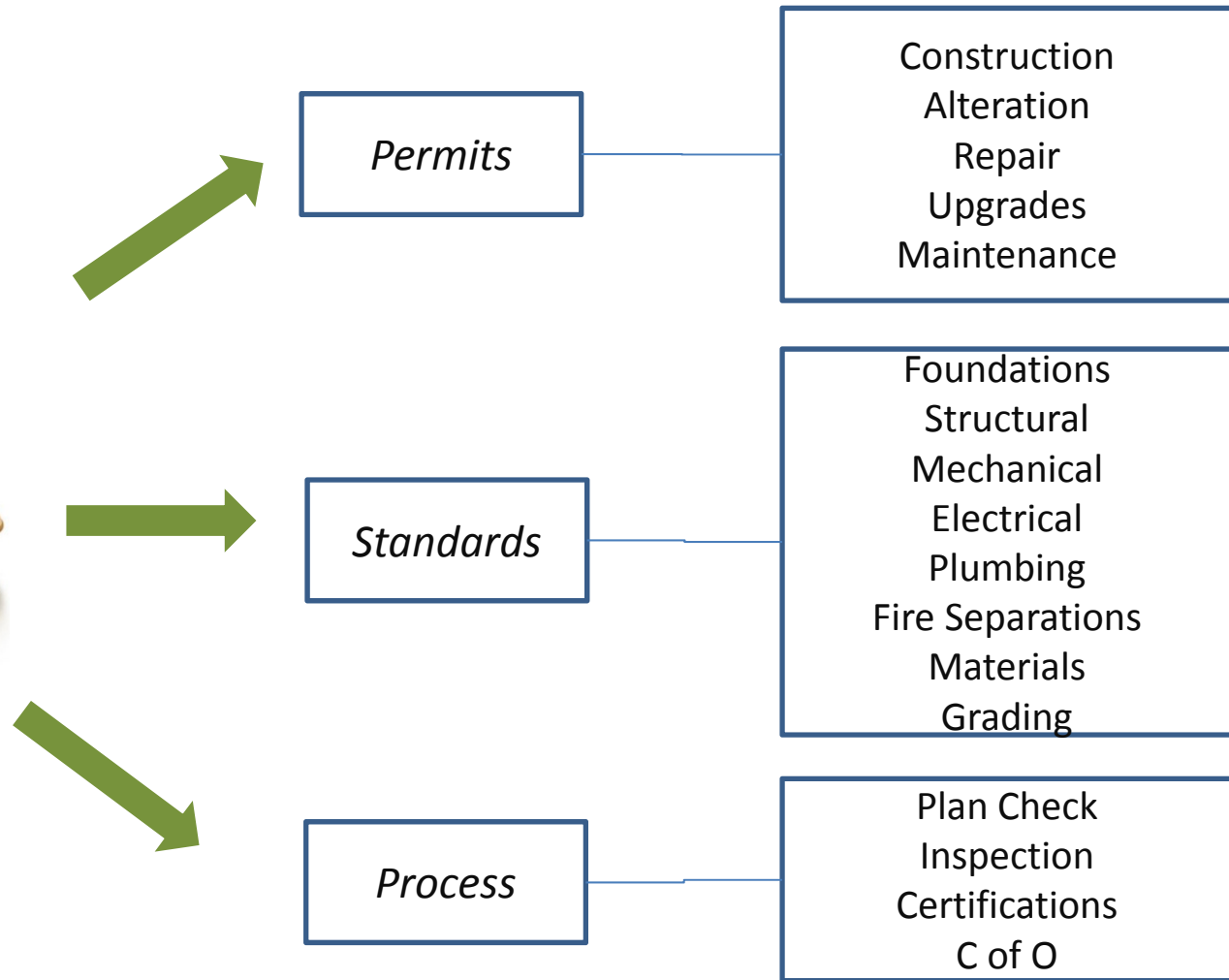
- The following steps occur in preparation for a public hearing:
 - Public hearing notice posted in the Acorn;
 - Public hearing notice mailed to property owners and HOAs;
 - Public hearing notice posted;
 - Agenda packet and notice posted on the website;
 - Distribution of packets to the Planning Commission
- Outside Agencies are not notified of the public hearing (unless they have property within the noticing area), nor receive copies of the agenda package or PC decision

Development Process

Community Development and Public Works



Building Permit Phase



Building Permit Phase

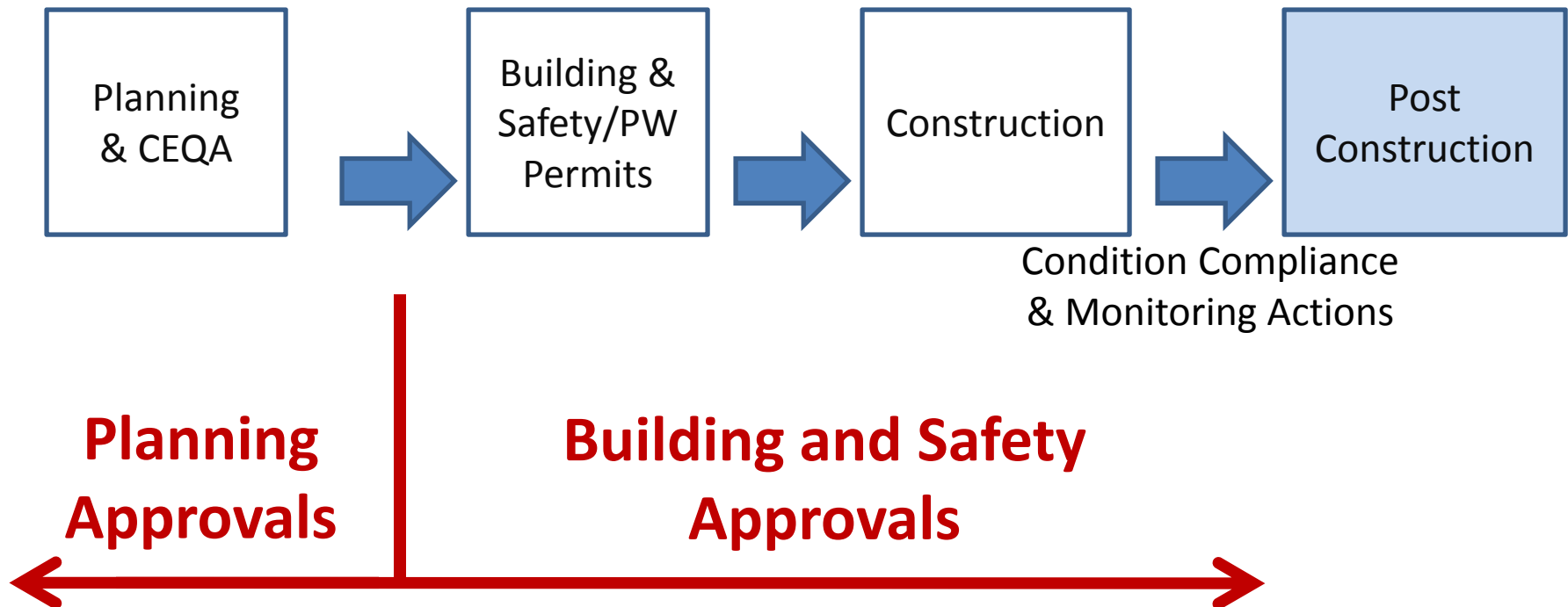
- City codes which govern construction:
 - CMC Div. 15.04 Building and Safety Codes
 - Requires compliance with Calabasas Building Code
 - Requires compliance with LA County Fire Code
 - Permits issued through the Building and Safety Department
 - CMC Div. 15.10, 15.11 and 15.16, Grading, Erosion Control and Flood Hazard Zones
 - Permits issued through the Public Works Department

Building Permit Phase

- Building and Grading Permit issuance is coordinated with:
 - Planning Department , for condition compliance
 - LA County Fire Department (City Fire code); approval is delivered or faxed to the City.
 - Las Virgenes School District, receipt for school fees
 - Las Virgenes Water District, receipt for hook up
 - Other agency permits/authorizations to proceed if id'd as planning requirement (Army Corp of Engineers, Caltrans, State Fish and Wildlife , etc.)

Development Process

Community Development and Public Works

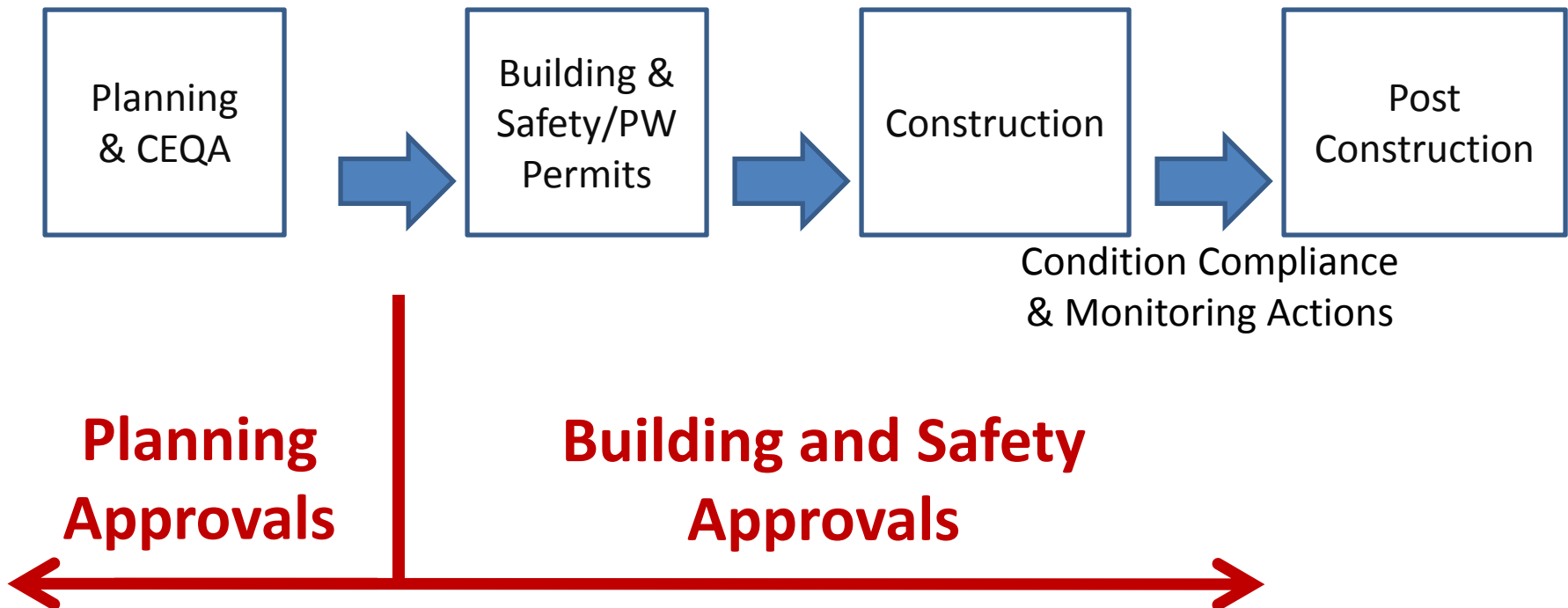


Post Construction Monitoring

- Post Construction Monitoring is typ. identified during the Planning approval/CEQA phase
- Activities can include collection of reports, site visits, photographs, bonds, etc.
- The City does not monitor for compliance with permits or agreements issued by or through outside Agencies
- Coordination with outside Agencies often occurs

Development Process

Community Development and Public Works



Development Process Overview

End of Report



Staff is Available for Questions

Item 2 Attachment B

CEQA Notice of Preparation (NOP)

Distribution List

Los Angeles County Agencies

Los Angeles County Library
Agoura Hills Branch
29901 Ladyface Court
Agoura Hills, CA 91301

County of Los Angeles
Department of Regional Planning
320 West Temple Street, 13th Floor
Los Angeles, CA 90012
Attn: Environmental Review

County of Los Angeles
Health Services
Office of Planning and Analysis
Attn: Environmental Review
313 N. Figueroa Street, Room 704
Los Angeles, CA 90012

County of Los Angeles
Public Health
Solid Waste Management Program
Attn: Environmental Review
5050 Commerce Drive, Room 115
Baldwin Park, CA 91706-1423

County of Los Angeles
Dept. of Recreation and Parks
Attn: Planning and Construction
221 N. Figueroa St. 1st Floor
Los Angeles, CA 90012

County of Los Angeles Fire Department
Forestry Division, Prevention Bureau
Attn: Ms. Lily Cusick
5823 Rickenbacker Rd., Rm. 123
Commerce, CA 90040

Los Angeles County Clerk Recorder
12400 Imperial Highway
Norwalk, CA 90650

**County of Los Angeles
Public Health
Environmental Health**
5050 Commerce Drive, Room 115
Baldwin Park, CA 91706
Attn: Environmental Review

**County of Los Angeles
Public Works Department**
900 South Fremont Avenue
Alhambra, CA 91803
Attn: Environmental Review

**County of Los Angeles
Sheriff Department**
Attn: Mr. Gary T. K. Tse
Director of Facilities Planning
1000 South Fremont Avenue
Building A9-East, 5th Fl, Unit 47
Alhambra, CA 91803

County of Los Angeles, Sanitation Districts
Attn: Environmental Review
1955 Workman Mill Rd.
P. O. Box 4998
Whittier, CA 90607-4998

**Honorable Zev Yaroslavsky
Supervisor 3rd District**
Hall of Administration Room 821
500 W. Temple Street
Los Angeles, CA 90012

LAFCO for Los Angeles County
80 South Lake Avenue, Suite 870
Pasadena, CA 91101
Attn: Environmental Review

Los Angeles Fire Department
Fire Chief, Battalion 5 Region Headquarters
3970 Carbon Cyn Rd
Malibu, CA 90265

**Los Angeles County Flood Control and
Water Conservation District**
Attn.: Assistant Deputy, Watershed Management
900 S. Fremont Ave
Alhambra, CA 91803

State of California Agencies

California Native Plant Society
Los Angeles/Santa Monica Mountains Chapter
2707 K. St. Suite 1
Sacramento, CA 95816

Santa Monica Mtns Conservancy
5750 Ramirez Canyon Road
Malibu, CA 90265
Attn: Environmental Review

Mountains Recreation & Conservation Authority
570 West Avenue 26, Suite 100
Los Angeles, CA 90065
Attn: Environmental Review

**Resource Conservation District
of the Santa Monica Mountains**
30000 Mulholland Hwy
Agoura Hills, CA 91301
Attn: Environmental Review

Department of Fish & Wildlife
South Coast Region
3883 Ruffin Road
San Diego, CA 92123
Attn: Environmental Review

Department of Parks and Recreation
Angeles District
1925 Las Virgenes Road
Calabasas, CA 91302
Attn: Environmental Review

Native American Heritage Commission
1550 Harbor Blvd, Suite 100
West Sacramento, CA 95691
Attn: Environmental Review

State Clearinghouse
1400 Tenth Street
Sacramento, CA 95814
Attn: Environmental Review

Department of Conservation
801 "K" Street, MS 24-01
Sacramento, CA 95814
Attn: Environmental Review

California Coastal Commission

South Coast Area Office
Attn: Teresa Henry, District Manager
200 Ocean Gate, 10th Floor
Long Beach, CA 90802-4416

California Regional Water Quality Control Board

Los Angeles Region

320 West 4th Street, Suite 200
Los Angeles, CA 90013
Attn: Basin Planning

Caltrans-District 7

Office of Transportation Planning
Community Planning & LD-IGR Branch
100 S. Main Street, MS 16
Los Angeles, CA 90012

California Department of Toxic Substances Control

1001 "I" Street
Sacramento, CA 95814

California Air Resources Board

Attn: EIR Review Coordinator
1001 "I" Street
Sacramento, CA 95812

California Department of Parks and Recreation

Director
1416 9th Street, Room 1405
Sacramento, CA 95814

**California Department of Parks and Recreation
Office of Historic Preservation**

Unit Supervisor, Project Review Unit
1416 9th Street, Room 1442-7
Sacramento, CA 95814

State Water Resources Control Board

Attn: EIR Review Coordinator
1001 "I" Street, 14th Floor
Sacramento, CA 95814

California Department of Public Health

Drinking Water Field Operations Branch, L. A. District

Attn.: Environmental Review
500 North Central Avenue, Suite 500
Glendale, CA 91203

California Department of Public Health

Environmental Review Unit
1616 Capital Ave. MS 7418
P.O. Box 997377
Sacramento, CA 95899-7377

Federal Agencies

**U.S. Department of the Army
Los Angeles District, Corps of Engineers**

915 Wilshire Blvd., Suite 1101
Los Angeles, CA 90017
Attn: Col. Thomas Magness
Commander and District Engineer

U.S. Fish & Wildlife Service

Carlsbad Office
2177 Salk Avenue, Suite 250
Carlsbad, CA 92008
Attn: Environmental Review

U.S. Fish & Wildlife Service

Ventura Field Office
2493 Portola Rd., Suite. B
Ventura, CA 93003
Attn: Environmental Review

U.S. Department of the Interior

National Park Service
Santa Monica Mountains Nat. Rec. Area
401 W. Hillcrest Drive
Thousand Oaks, CA 91360
Attn: Environmental Review

U.S. Federal Emergency Management Agency

1111 Broadway, Suite 1200
Oakland, CA 94607

U.S. EPA, Region IX

75 Hawthorne Street, Mail Stop WTR-5
San Francisco, CA 94105

U.S. Geological Survey

Attn: Scott Hamlin
5735 Kearny Villa Rd., Suite O
San Diego, CA 92123

Local Jurisdictions

County of Ventura

Resource Management Agency, Planning Division

800 S. Victoria Ave. L-1740

Ventura, CA 93009-1740

City of Hidden Hills

City Engineer, Planning/Public Works

6165 Spring Valley Road

Hidden Hills, CA 91302

City of Westlake Village

Planning Department

31200 Oak Crest Drive

Westlake Village, CA 91361

City of Agoura Hills

Planning Department

30001 Ladyface Court

Agoura Hills, CA 91301

City of Malibu

Planning Department

23825 Stuart Ranch Road

Malibu, CA 90265

Attn: Environmental Review

City of Los Angeles

City Planning Department

200 N. Figueroa St. #4

Los Angeles, CA 90012

City of Los Angeles

Department of Water and Power

111 N. Hope St.

Los Angeles, CA 90012

City of Los Angeles

Councilman Bob Blumenfield

Attn. Planning Deputy

200 N. Spring Street, Room 415

Los Angeles, CA 90012

Las Virgenes Unified School District

Superintendent of Schools

4111 N. Las Virgenes Road

Calabasas, CA 91302

Special Districts & Regional Agencies

Las Virgenes Municipal Water District

(Attn: Environmental Review)
4232 Las Virgenes Road
Calabasas, CA 92302-1994

South Coast Air Quality Management District

21865 East Copley Drive
Diamond Bar, CA 91765
Attn: Environmental Review

South Central Coastal Information Center California Historical Resources Information System

800 N. State College Blvd, MH 426
Fullerton, CA 92834-6846

Southern California Association of Governments

818 W. 7th Street, 12th Floor
Los Angeles, CA 90017
Attn: Pamela Lee

Los Angeles Regional Park and Open Space District Administrative Offices

c/o Department of Parks and Recreation
510 South Vermont Avenue, Room 230
Los Angeles, CA 90020

Utilities

Southern California Edison Company

800 West Cienega Avenue
San Dimas, CA 91773
Attn: Environmental Review

Southern California Gas Company

9400 Oakdale Avenue
Chatsworth, CA 91311
Attn: Environmental Review

Metropolitan Water District of Southern California

Manager of Environmental Planning
700 N. Alameda Street
Los Angeles, CA 90012

Survey Of CEQA Notification Preferences

ITEM 2 ATTACHMENT C

Responding Agencies

			Option #1	Option #2	Option #3	Option#4	Comments
	Agency	Responder	Notice By Mail	Cert. Mail	Mail w/copy	Cert mail w copy	
1	Resource Conservation District of the Santa Monica Mountains	John Hendra	yes				1st choice is email notice with link to on-line posting
2	City of Agoura Hills	Mike Kamino	yes				
3	LA County Fire Forestry Division	Judith Leslie-Thomas				yes	
4	LVMWD	John Zhao	yes				
5	State Water Resources Control Board	Matthew McCarthy	yes				
6	State Department of Conservation	Alexandra Borack	yes				please provide a link to and on-line posting
7	Westlake Village	Scott Wolfe	yes				link to online posting
8	Army Corp of Engineers	Daniel Swenson	yes				Please contact directly if corp facility affected
9	State Public Health	Jasmin Ho	yes				
10	LAC Public Works	Ruben Cruz		yes			link to on line posting
11	CA Dept of Public Health	Dmitriy Ginzburg			yes		
12	Caltrans	Dianna Watson			yes		
13	Dept. of Toxic Substances Control	Mustapha Guerbaz			yes		
14	US Fish and Wildlife	Jonathan Snyder	yes				
15	LVUSD	Diane Johnson	yes				provide link to website
16	Ventra County	Laura Hocking	yes				CD desireable
17	City of Malibu	Joyce Parker-Bozylinski	yes				provide link to website
18	State of CA native Plant Society	Elisabeth Landis	yes				provide link to website
19	Dept. of Public Health	Michelle Tsiebos			yes		
20	City fo LA RAP	David Attaway			yes		
21	LAC Sanitation	Radriana Reza	yes				
22	City of LA Council Office #3	Cesar Diaz			yes		
23	City of Hidden Hills	Dirk Lovett	yes				
24	State Fish and Wildlife	Daniel Blankenship	yes				
25	National Park Service	Melanie Beck	yes				provide link to website



CITY of CALABASAS

CITY COUNCIL AGENDA REPORT

DATE: JANUARY 21, 2014

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: MARICELA HERNANDEZ, MMC, CITY CLERK *Marc*

SUBJECT: NOTICING AND PUBLIC OUTREACH PROCESS.

MEETING

DATE: JANUARY 25, 2014

SUMMARY RECOMMENDATION:

That the City Council review and discuss the City's noticing and public outreach process.

BACKGROUND:

The City uses several methods to keep the community abreast regarding meetings, public hearings, projects, events, etc.

CITY CLERK – OTHER DEPARTMENTS

Noticing Council and Commission Meetings (Planning, Historic, CTC, Environmental, Library, PRE, Public Safety, TTC; ARP and Community Development Director's Hearing

State Law Requirement: Post at a location freely accessible to public 72 hours prior to the meeting

City of Calabasas Practice: One week prior to the meeting: Posted at Gelson's, Tennis & Swim Center, De Anza and the Library, e-notices to all HOAs, City web site posting and links to email subscribers

Public Hearing Notices

State Law Requirement: Posted at City Hall 10 days prior to the hearing

City of Calabasas Practice: 14 days prior to the meeting: Posted at Gelson's, Tennis & Swim Center, De Anza and the Library, e-notices to all HOAs, City web site posting and links to email subscribers; Acorn publishing as well

Adopted Ordinances

State Law Requirement: Posted in at least 3 public places in the City within 15 days after passage

City of Calabasas Practice: Day after adoption: Posted at Gelson's, Tennis & Swim Center, De Anza and the Library

COMMUNITY SERVICES

The Community Services Department distributes three Recreation Brochures, four Senior Newsletters and ten different event flyers to local schools (10 separate times); and a monthly electronic newsletter through the Tennis & Swim Center to all members.

LIBRARY

The Library uses the following methods: flyers, posters, the library billboard, verbal notifications by the circulation staff, website, the scroll, the Library Facebook page and the phone message.

MEDIA OPERATION DEPARTMENT

- **Agendas** - posted on the Meeting Agenda page <http://www.cityofcalabasas.com/agendas/agendas.html>, to each Commission webpage and linked to the calendar.
- **PUBLIC NOTICES** - Public Notices are emailed to the Media Department and posted at least 10 days prior to the meeting (exception is CTC which is 30 days prior). Public Notices are posted on the Public Notices Page - <http://www.cityofcalabasas.com/public-notices.html> and email to those that have requested through Email Notifications
- **CTC Agenda Postings** - CTC agenda is posted online Tuesday prior to the meeting. The packets are delivered to CTC Commissioners on Tuesday and the agenda is posted at the 4 locations around the City. The agenda is emailed out to those that have requested it through Email Notifications.
- **Email Notifications** - The Media Department has a subscription service for meeting agendas, project updates and public notices. Those are emailed out to

subscribers once an agenda is posted or a public notice or project update is received.

- **CTV Billboard** - Meetings are noticed on CTV as soon as the current meeting ends. If Council meets January 25. Once that meeting is over we change the billboard slide to reflect the date and time of the next meeting. Agendas are posted half an hour before meetings for Council and Planning
- **Acorn** – Weekly meeting times are run Thursdays in the Acorn in our CTV ad.
- **Press Releases** - Press releases are sent out regularly on events and issues.
- **eNews** – The first of each month an eNews is sent with a link to current meetings. Any highlighted issues or community notices are included in the news. Updates such as emergencies, road closures and event updates are sent out on as needed basis.
- **AM 1630** – City Radio Station – Used for PSAs, emergency drills and city information. Available for broadcast in the event of an emergency.
- **City Newsletter** – a City Newsletter is sent out quarterly in the City Rec Brochure with information on projects, events and city news.
- **Blackboard Connect** – Emergency Notification system capable of phoning all land lines in the city in an emergency. The system has text, email and phone capabilities and the city can reach out to all residents who provide contact information for emergencies and event updates.
- **City Website** – Provides a 24/7 information resource for residents and visitors around the world. Agendas, minutes, archived meeting video with jump to points, public notices, city staff information, City Council information, event updates, calendars, library services including e-books, parks and recreation sign-ups and services, online permits, employment listings, applications, etc.
- **CTV – The Calabasas Channel** regularly produces programming with information on city issues, events, history and the community. A few examples are “The Buzz”, a weekly program, highlights city news and upcoming events, “Your City, Your Issues” takes in depth looks at government and the community, “City Spotlight” regularly features topics designed to inform the community about their government at work. CTV covers City Council and commission meetings live and then plays them back during the week. Meetings include City Council, CTC, Education Fund, Environmental Commission, Library Commission, Parks, Recreation and Education Commission, Planning Commission, Public Safety Commission, Traffic and Transportation Commission and CTV covers the Las Virgenes Unifies School District and provides copies to other cities within the LVUSD.
- **Connect with Calabasas City App and Web Interface** – The new City smart phone app and web interface allows citizens to submit requests via smart phones or devices or the city website which are then routed immediately to City staff based on the type of issue submitted. The app also provides City

information such as email notices, project and event updates, emergency information and links to any information set up by staff.

COMMUNITY DEVELOPMENT DEPARTMENT

Ministerial Projects (smallest scale project w/no discretionary action required or allowed by law)

State Law requirement: None

Calabasas Practice: Courtesy notice via monthly reports to all HOAs and the general public via web postings

Discretionary Development Projects (Site Plan Reviews, Scenic Corridor Permits, Variances, CUPs, Zone Change requests, Admin. Plan Reviews, etc.)

State Law Requirement: Mailed notice to property owners within 300-foot radius, plus a posted notice at City Hall

City of Calabasas Practice: Mailed notices to property owners within 500-foot radius, posted notices at four public locations, e-notices to all HOAs, City web site posting, published notice in the *Acorn* and links to email to subscribers

Wireless Telecommunication Facilities

State Law Requirement: Posted notice at City Hall, mailed notice to property owners within 300-foot radius 10 days prior to hearing date.

City of Calabasas Practice: Notices at four public locations, mailed notices to all property owners within 1,500 feet 30 days prior to hearing, e-notices to HOA, City website posting, notice in the *Acorn* and links to email to subscribers

General Plan and Development Code Amendments

State Law Requirement: Public notice in newspaper, notice to utilities, school districts, affected property owners in a 300 foot radius, affected neighboring jurisdictions

City of Calabasas Practice: Public notice in the *Acorn*, notice to utilities, school districts, affected property owners in a 500 foot radius, affected neighboring jurisdictions, e-notice to HOAs, City website posting and links to email to subscribers

Development Review Committee (DRC)

State Law Requirement: None

City of Calabasas Practice: One week prior to the meeting: Posted at Gelson's, Tennis & Swim Center, De Anza and the Library, e-notices to all HOAs, City web site posting and links to email subscribers

Building & Safety Permits

State Law Requirement: None

City of Calabasas Practice: Monthly permit issuance reports posted on the City website .

Workshops

Posting agendas at Gelson’s, Tennis & Swim Center, De Anza and the Library, e-notice to all HOAs, notice in the Acorn, mailed notice to property owners and businesses when matter is of local interest, City web site posting and links to email subscribers

PUBLIC WORKS PROJECTS

The Public Works Department has implemented the attached Community Outreach/Public Involvement Policy to inform the community about City projects.

REQUESTED ACTION:

That the City Council review and discuss the City’s noticing and public outreach process.

ATTACHMENTS:

1. Public Works Department’s Community Outreach/Public Involvement Policy.
2. City Noticing Map.



CITY of CALABASAS

Department of Public Works
 100 Civic Center Way
 Calabasas, CA 91302 - 3172
 T: 818.224.1600
 F: 818.225.7338
www.cityofcalabasas.com

Public Works Policy Number 711

Original Date: 2009

Revision Date:

Approved By:

Robert Yalda
 Robert Yalda P.E., T. E. - Public Works Director

“COMMUNITY OUTREACH/PUBLIC INVOLVEMENT POLICY”

Including a public information component in the initial stages of many public works projects helps promote the project to the individuals and neighborhoods it directly affects. It also is likely to streamline the project’s implementation and success by identifying distinct facets and key components the public is most interested in and concerned about. In addition, it has the potential to reduce work zone impacts by providing specific project information to the traveling public. The goals of a public information and outreach campaign include the following:

- Incorporating the public’s needs and interests into the project’s design
- Improving public awareness and understanding of a project
- Promoting project support
- Alerting the public about potential traffic impacts and providing travel options to avoid them

Residents are encouraged to become involved in the conception, design, and implementation of projects. This involvement not only provides an opportunity to learn about projects in the City, but also allows the community to have input on how a project will develop to best suit the needs of the community.

Early public involvement in the conception/design phase of project development and keeping the public informed throughout the project is essential both to identify potential impacts and to ensure that effective mitigation strategies are developed and implemented.

Project managers and City staff are encouraged to work with the Media Department to develop an organized approach to the communication needs of any project, using any of the tools available to ensure that the effective communication goals are reached. Coordination with the Media Department will help ensure the success of a public information and outreach effort, particularly for large-scale projects.

DEFINITIONS

For the purposes of this Policy:

"Neighborhood Impact Project" is defined as any project that has a direct impact on very small locality. Examples would be; traffic calming on a residential street, landscaping of medians, projects that are considered as being administrative in nature and having very localized interest to the community.

"Community Impact Project" is defined as any project that has a direct impact on a significant segment of the population. Examples would include traffic calming on a collector road, projects that would temporarily disrupt the lives of residents and general local improvements.

"Citywide Impact Project" is defined as any project that has a direct impact on local and regional traffic patterns as to create significant and long-term effects on the residents of the City. Examples would include; Interchange improvements, road widening or constriction of an arterial, and major development projects.

"Significant Community Interest Project" is defined as any project that, while not necessarily large in size, has a great significance for a community and their quality of life. Upon review of a potential project, the Director of Public Works, after consultation with the City Manager and/or City Council, may determine that the project has the potential to have a high degree of interest either at a local or city-wide level. The Director should make the decision to designate a proposal as being Significant Community Interest within 30-60 days of the initial project conception.

"Director" is defined as the Director of Public Works.

"Project Manager" is defined as a Department of Public Works staff member who is responsible for the oversight and administration of the project.

"Applicant" is defined as the developer or individual wishing to build within the Calabasas city limits.

GOALS/OBJECTIVES

This policy identifies a systematic approach to public outreach with the intent to encourage residents and interested parties to participate in the conception and design review of public works projects.

For example, community meetings potentially attract large audiences. Several residents with different demographics are assembled to formally discuss several aspects of a project. A format that includes a descriptive project overview followed with an open discussion forum allows many concerned individuals to voice their comments. Individuals can then interact as a moderator steers them towards a mutual solution. This type of function best suits the Citywide-

Impact or Significant-Community-Interest type projects since a large number of individuals can be heard and documented, potential impacts can be identified and differences can be reconciled well before a formal public hearing.

In contrast, the “neighborhood-impact” and “Community-Impact” projects will most likely need a more informal gathering type. Workshops that assemble a good representation of the affected group can brainstorm design alternatives and promote useful interaction of people and their ideas. These relationships can far outlast the life of the project and potentially build better, more cooperative neighborhoods.

The City of Calabasas encourages the Project Manager and the Applicant to work together to determine the appropriate community outreach strategy to implement, which specific property owners, residents, neighborhood groups, community organizations are affected, and a suitable scope for the campaign. The City also promotes public involvement in the design phases of a project.

When a proposed private or public project may be of special interest, the City has determined that extensive public outreach efforts can improve communications, alleviate concerns, and clarify misunderstandings or points of contention that typically arise at a public hearing that will occur much later in the project implementation period. An informed community typically generates better and more effective projects.

In addition, a public information and outreach campaign involves communicating with road users, the general public, communities, businesses, appropriate public entities, and other identified stakeholders about the project’s design and its and potential impact for safety, mobility and quality of life. Developing and implementing a public information and outreach campaign should be started well before construction begins and needs ongoing monitoring throughout the project’s life.

Effective and appropriate public information and community outreach campaigns typically incorporate the following:

1. Determination of appropriate size and nature of public information and outreach campaign;
2. Identification of resources required to support the campaign;
3. Identification of partners to assist in development and implementation of campaign;
4. Identification of target audiences;
5. Development of the message(s) for the campaign;
6. Determination of strategies for communicating message(s) to target audiences;
7. Determination of communication timing for the campaign, and;
8. Evaluation of effectiveness of the campaign.

PROCESS

1] DETERMINE THE NEED FOR A PUBLIC OUTREACH CAMPAIGN

If a project does not impact the public's typical habits or ways of doing things, it is unlikely that a community outreach program will benefit the project. In many cases it may hinder or slow down its progress. It will be important that the Project Manager establish this decision early to avoid any unnecessary project delays.

2] SELECT THE APPROPRIATE SIZE AND NATURE OF THE CAMPAIGN

The size and nature of a public information and outreach campaign is reflected by the size of the population it affects and the number and magnitude of potential negative impacts it generates. For small projects, the public information and outreach effort may be limited to more traditional methods such as a limited mail-out and/or City website posting. For larger projects, a more elaborate public information and outreach campaign design may be warranted. All projects should incorporate some form of public information and outreach.

When determining the size and nature of a public information and outreach campaign, a range of elements should be considered, including:

- Environmental impacts;
 - Air Quality
 - Biological Resources
 - Water Quality
 - Transportation and Traffic
 - Noise
 - Utilities
- Benefits to community
 - Alternatives Analysis
 - Community Needs
 - Infrastructure Improvements
 - Economic
 - Health
- Impact of project and its construction on:
 - Emergency Response [hospitals, fires stations, military installations]
 - Schools and Parks
 - Police Protection

For small, short-duration projects, determining the impacts may simply require an informal discussion of these aforementioned elements. In other cases, determining the impacts of a project and the need for a community involvement campaign may require more thorough research and

analysis. For instance, if a project is designated as a Citywide-Impact or Significant-Community-Interest project, the extent and types of impacts may warrant greater degree of outreach efforts.

3] IDENTIFY PARTNERS/STAKEHOLDERS

A stakeholder is a term applied to individuals, groups, and organizations that have an investment in a project and are directly affected by its implementation. They may be directly affected by the project because they live adjacent to its location, or may be indirectly involved because of their professional or economic involvement with the community. Working with stakeholders in the planning and implementation stages of a public information and outreach campaign is important for the following reasons:

- *Establishing lines of communication.* Establishing these lines with the groups that are directly involved is crucial when evaluating design alternatives for the project;
- *Distributing information.* Stakeholders are typically groups of people that regularly communicate with each other and offer a convenient forum to distribute information;
- *Improving the product.* Stakeholders will bring unique perspectives to the table. Varying perspectives may be important in areas with diverse population groups; and,
- *Sharing the costs.* Stakeholders may be willing to share the cost of producing materials or to provide free forms of advertising. For example, major employers are often willing to incorporate messages in company communications, such as newsletters, websites, or email.

Developing an all-inclusive list of stakeholders is dependent on the type of project, project scope, and project duration. Once identified, it is useful to assemble the stakeholders into a community task force and suggest that they schedule regular meetings to discuss the project. Ideally developed during the planning stage of the project, the objective of creating such a task force is to obtain input and review/comment on the development and implementation of the project's design and progress. City staff will need to attend these meetings to obtain input and recommendations throughout the project delivery process, from planning through design, construction and project assessment.

Meeting specifically with local businesses and business organizations can be a very important element of a public information and outreach effort. Businesses can channel project information to customers and suppliers. These meetings also provide businesses the opportunity to provide input regarding their concerns and suggest ways a project can be managed to protect their concerns and investment.

4] ASCERTAIN FUNDING AND RESOURCE BENEFITS

Public information and outreach efforts can be time consuming and resource intensive. However, when citizens feel their concerns have not been adequately addressed, costly project delays, lawsuits, and even project cancellations can occur.

In general, public information and outreach campaign expenditures range from 0.3% to 1% of the entire project budget. All projects should endeavor to include this as part of the budget for the project, since these costs are almost always recovered when the project's implementation is successful and delay-free because of the public outreach program.

5] CHOOSE COMMUNICATION STRATEGIES AND MEDIUMS

After identifying the appropriate audience and message for the project, the next step is to determine the strategies that will be used to convey the message to the target audience. There are a variety of ways to communicate with the public about projects. The strategies used should be tailored to the project's context and scope and funding limitations.

Communication strategies can be modified to fit the needs of each project. A combination of several strategies may make sense for some projects, while only one or two of the strategies may be necessary for others. Typically, a comprehensive communication program will involve a variety of mediums. For example, informational materials such as brochures and fact sheets can be posted on project websites to reach a wide audience. This strategy may be complemented with community meetings where more detailed discussions can take place within a smaller audience. With all combinations, the messages must be consistent to achieve credibility.

The different mediums recommended for this policy include:

Email

A subscription-based program has designated contacts/leaders provide the emails of concerned citizens, members of neighborhood groups, community organizations, HOAs, and other interested parties and individuals who request email notification as their preferred contact method. It is the responsibility of the designated contacts/leaders and interested parties to provide updated contact information to the City.

Printed Materials

Printed materials can include information on project design, phasing, community outreach events, and other important work zone details. They can be in the form of brochures, newsletters, flyers, postcards, fact sheets, and/or maps. Dissemination methods include mailing, hand delivering, placing in newspapers, and handing out at key locations.

- ***Brochures and Mailers*** - Brochures and mailers are printed material containing project-related information such as advanced notice of the project's start date, schedules, pictures/graphics of the project, a description of the need for the project, alternative designs, etc. They may be passed out at key locations (e.g., large

employers, rest stops, travel information centers) or mailed to affected businesses or residents.

- **Newsletters** – Periodic newsletters provide project details, general traveler information, dates and times of community meetings and contact information. Establishing a consistent time frame for publishing and disseminating the newsletter is vital to ensure readers know when and where to look for the next issue.
- **Press Releases** – Press releases are used to announce the start of all types of projects. Primary targets are the news media including both print and electronic media. Traffic reporters and transportation related Internet Web Sites should be included to report progress of major impact projects and some longer term medium impact projects. Copies of releases can be sent to other interested parties such as affected businesses, various state, local and county officials. Before a project begins, a letter to the appropriate elected officials in the area outlining the project must be provided.
- **Media Alerts** – Media Alerts are more specific and direct than press releases and can be effectively used to notify media about time-dependent impacts such as traffic detours and mitigation
- **Mass Media** – Outreach to radio, television, and newspapers should be a cornerstone of any public information campaign. It is important to establish a working relationship with reporters to encourage publicity that is positive and information that is accurate.
- **Earned Media** – Earned media, or free media, such as news stories and traffic information, should be used to the maximum extent. Large projects are typically considered newsworthy by local media outlets, so it can be relatively easy to get news coverage.
- **Paid Media** – Paid announcements of an upcoming major project may use newspaper, radio, or television ads. Paid advertisements can also be used for progress updates, or to provide information regarding major changes to the work zone configuration. Paid advertising can be expensive, but may be a cost-effective way of reaching a wide audience.

Schools

The schools in the area have multi-faceted communication networks that the City may be able to access to disseminate information. These vary from newsletters to auto-dialers to PFCs. This resource is quite large and should not be overlooked.

Telephone

A telephone call is still the most direct and effective means of alerting the public to new projects; however there are drawbacks:

- Unsolicited telephone communications can be viewed as intrusive
- There is no guarantee of reaching an individual
- It requires knowing the telephone number of individuals who may be affected

The use of auto-dialers can make the process significantly simpler, only one message must be recorded and the machine ensures that everyone is contacted. Auto-dialers can be met with more annoyance in these situations, however; the auto-dialer cannot answer questions and not everyone desires to speak with a machine.

Public Service Announcements

Public Service Announcements (PSAs) can be used to support main messages of a project's communication plan. PSAs are useful for messages about safety in the work zone. A time line needs to be established to allow for the scripting of the message, recording and distribution.

In-person Notifications

At the earliest opportunity, staff is encouraged, when practical, to report all pending Citywide-Impact or Significant-Community-Interest projects at established community and neighborhood association meetings.

Broadcast on CTV

Notices should be broadcast for upcoming community meetings for Citywide-Impact or Significant-Community-Interest projects.

Internet

The City of Calabasas recognizes the importance of the internet in providing information to the public 24 hours a day, seven (7) days a week. The Public Works Department website is updated regularly, and provides the public with information on recent and upcoming projects.

In addition, in late 2009, the City of Calabasas unveiled Connect with Calabasas. This section of the website provides information concerning commission and Council meetings, upcoming projects, current projects and the City's e-newsletter. This is a very useful tool to give the public the most current project information.

The City also has a Facebook page and Twitter account. Through proper use of these media, significant, up-to-date information can be provided to the public.

Early Notification

The intent of Early Notification is to ensure that property owners, tenants, neighborhood groups, community organizations, and other interested parties have advanced notification of new projects. This provides stakeholders the opportunity to be informed about decisions that may affect them.

Many new projects should be posted on the Public Works Department website at the time of submittal. Within ten (10) days of submittal, an email should be sent to subscribing individuals to indicate the filing of an application and a notice should be posted at the site of the proposed project.

Community Meetings

The purpose of community meetings is to inform property owners, residents and other interested parties about the proposed project, answer questions, receive public comment, and address project issues before the public hearing.

The Citywide-Impact and Significant-Community-Interest projects should schedule at least one community meeting following the conceptual design submittal of the project, nor less than 30 days prior to a potential Public Hearing. It is recommended that the community meeting be held as early as possible in the process, to allow applicants, staff, and interested parties enough time to effectively share their goals and concerns before the design is finalized.

The tentative public hearing date for the proposal should be announced at a community meeting. Meetings hosted by an interested community group or organization, such as a Neighborhood Advisory Committee, scheduled during their regularly scheduled meetings, are preferred. However, Citywide-Impact and Significant-Community-Interest projects may not fit into the timeframe of established community meeting agendas and likely require standalone meetings. Absent an opportunity to partner with an interested community group or organization to establish a mutual meeting time, midweek evening meetings are preferred. A *minimum* of two (2) weeks should be allowed for the actual noticing of the community meeting prior to the meeting date to give appropriate notice to the community and ensure a successful opportunity for input and involvement.

A community meeting notice should clearly explain who is conducting the meeting, as well as the Applicant's and the City's Project Manager's contact information, the topic of the meeting, the location of the subject property, the date, time and place of the meeting, the specific time at which the formal presentation will begin as well as sufficient details of the proposed project to provide the community with a basic understanding of it.

The project proponent (Staff, Applicant and/or representatives such as architect, engineer, etc.) should plan on organizing the meeting unless the Applicant and City Staff make other arrangements. City Staff should be sure to provide an overview of planning issues and processes relevant to the project, and respond to questions on policy and process, as well as facilitating the discussion. An important aspect of staff's role at community meetings is to understand and record public comment so that staff can transmit community input to the decision makers.

The need to provide appropriate advance notice is important so that the Project Manager may coordinate with appropriate parties and confirm a meeting location. It is also important that the Project Manager determine an appropriate meeting notice, agenda and respective roles of staff.

Possible locations for the community meeting include local schools, local community centers, or the Founder's Hall. It is important that the location of the meeting be neutral to encourage public attendance and participation. The meeting site should provide adequate parking, and the meeting facility should be of adequate size to accommodate the anticipated number of attendees.

At the meeting, a presentation should be provided that outlines the project, the reason for it and preliminary timelines for implementation. After the presentation, Staff should identify project issues for discussion. After a discussion of these issues takes place, the public would then have the opportunity to informally discuss any other project issues. Staff should take notes on the discussion and be available to respond to policy and process questions. There must be adequate opportunity for comments and questions from the public.

Visual presentations (for example, architectural renderings and models) are usually the most effective method of relaying project information to the public. If renderings are available prior to the meeting, it would be best to attach this information to the meeting notice or provide copies electronically (website, or email) to allow the public to review project details and come to the meeting more prepared for an open and effective discussion.

6] ESTABLISH WHEN TO COMMUNICATE

Community outreach should not be limited to when a project is active. A public information and outreach campaign should consider strategies to be implemented during project conception and design and continue after the project is complete. During conception and design, the campaign should concentrate on general information about the project, the problems it may cause, community input and how to find out more information. This might involve a range of outreach and communication methods, including working groups, planning/advisory groups, public workshops, project websites, print media, legislative briefings, and branding. Near the project start date, it might be appropriate to add other methods of communication, such as free media coverage and paid advertising, a telephone hotline, or the use of dynamic message signs. After completion of the project, information can be provided regarding the successes of a project and the project partners can be publicly thanked.

The project website or City website may also be used to publicize information regarding project completion. People may be checking the website regularly to see what is happening. The Project Manager must routinely check the website and update and/or remove any erroneous or misleading information. If a project website is removed, it is recommended that the City maintain ownership of the domain name for a period of time following project completion such that it is not bought by others and used for undesirable means.

In general, community outreach campaigns will grow and alter during the course of a project; information that is vital in the planning phase is not the same information that will be required during the construction phase.

7] PLANNING AND DESIGN STAGE CONSIDERATIONS

Community outreach campaigns should solicit input from the affected communities at the initial stages of a project. The messages will vary widely depending on the project, but should incorporate the following message—*Your Opinion Matters*

Your Opinion Matters

The more information that is provided by residents and stakeholders, the more the project can be tailored to meet their concerns and needs. In turn, this secures the potential for greater community acceptance. Residents and stakeholders should be encouraged to participate in all aspect of the project, from conception, to planning, to design.

8] CONSTRUCTION PERIOD CONSIDERATIONS

Construction campaigns should generally incorporate three messages: (1) Safety, (2) Plan Ahead to Minimize Delay, and (3) Calabasas Cares. The details of the messages should be tailored to the circumstances of the work zone and audiences identified for the campaign.

SAFETY

Work zone safety is a two-way street. Contractors must follow every safety practice available to them. Encouraging motorists to take safety precautions to protect themselves and workers is the most important message to convey to drivers. Drivers should be continuously reminded to adhere to posted speed limits and stay alert in work zones to prevent crashes. Providing information about work zone fines, safety tips, and work zone crash statistics help inform the driver.

Plan Ahead to Minimize Delay

Disruptions caused by work zones can be reduced if travelers plan ahead. In addition, if travelers know what to expect when they get to the work zone, they will be less frustrated about any delays they may encounter. A general message that should be conveyed to the public is to think ahead about the timing of travel, the route, the mode and the destination. Specific messages concerning these items form the centerpiece of a community outreach campaign.

Work zone details can be provided accessed through the City website. At a minimum, the details of a work zone will include the dates and times of the work zone activity and the routes, lanes, and ramps affected. If the details change, it is important to provide the most current information. Incorrect and out-of-date information can compromise the effectiveness of a community outreach campaign.

Providing information on detours and alternative modes of transportation may be effective in reducing the amount of vehicular delay through the work zone. This may involve providing detailed information on carpooling/ridesharing, transit, park and ride, and telecommuting options.

For many projects, alternate routes will need to be developed and communicated to travelers. These routes may be different depending on the type of driver (local, long distance, and

commercial) and timing. Alternate route messages are essential when construction involves shutting down an entire route or when an incident occurs in the work zone. Alternate route messages may involve using changeable message signs located at decision points for drivers, handing out alternate route maps, or providing information in flyers, brochures or handouts.

Calabasas Cares

Travelers are more willing to cope with disruptions and cooperate with directions when they feel that all of the necessary steps are being taken to advise the public. Acceptance of inconvenience related to the work zone is more likely with a genuine message from those involved. Public information and outreach strategies should incorporate details of the project, including what is involved, the duration of the work, the benefits, and periodic updates on progress to help gain public acceptance.

9] EVALUATE CAMPAIGN EFFECTIVENESS

Evaluating the effectiveness of community outreach campaigns is part of Calabasas' long-term effort to improve communications, public involvement, safety, and mobility for all new projects. During long-term projects, it may be necessary to evaluate the campaign periodically during the project to determine if it is effective, or if resources need to be redirected towards other strategies. An evaluation might include the following:

- Documenting and reporting the questions, comments, compliments, and complaints received via telephone, website, letter or other means;
- Assessing perceptions of successes and failures among the project partners;
- Surveying the public, businesses, truck drivers, etc. affected by the project;
- Role of Public in decision making, and;
- Documenting and reporting the impacts of the project, such as the number of crashes and traffic delay.

One way to evaluate the effectiveness of a community outreach campaign is through a statistically valid telephone survey. Items assessed may include:

1. Awareness of the project and project information resources;
2. Knowledge of the reasons for the project;
3. Involvement in conception and planning;
4. Information provided in easily accessible fashion;
5. Feeling that concerns were heard;
6. Notification of design change was timely and informative;
7. Changes in travel behavior including trip timing, route, travel modes, and destinations;
8. Travel problems encountered;
9. Levels of traveler dissatisfaction;
10. Methods of accessing work zone information (i.e., what strategies did they find most useful for obtaining project information), and;
11. Usefulness of the information.

ATTACHMENTS

The California Government Code (California Government Code Sections 65090-65096 included as Attachment A) requires public hearing notices be sent to all property owners within a 300-foot radius of a development site a minimum of ten (10) days prior to the hearing. To meet the objectives of improving communication and providing the community with as much advanced notification of proposed projects as possible, the City's policy goes beyond the State requirements for notification of development proposals. As defined previously, specific means of outreach are identified for projects based on size, complexity and potential interest, and notice is provided typically 14 days prior to the hearing to property owners, tenants and other stakeholders within a defined radius.

Communication Plan Template for City of Calabasas Projects

Please return this form to Michael Hafken, who will work with you communicate to residents.

Project name:

Project location:

Schedule (month, year):

Prelim Eng: _____ ROW: _____ Construction: _____ Est. comp. date: _____

Project budget:

Planning: _____ Design: _____ ROW: _____ Construction: _____

This plan covers:

_____ Planning _____ Design _____ Construction

Type of Project:

CONTACTS:

Project Manager

Name:

Title:

Phone number:

Media/Communications

Name:

Title:

Phone number:

COMMUNICATIONS PLAN CHECKLIST

Project Name:

Project Manager:

Scheduled Beginning Date:

Project Development

Open House

Yes, when:

No

Door-to-Door Delivery

Yes, when:

No

Mass Mailing

Yes, when:

No

Elected official mailing

Yes, when:

No

News Release

Yes, when:

No

Advertising (TV/radio)

Yes when:

No

Connect with Calabasas

Yes, when:

No

Facebook

Yes, when:

No

Twitter

Yes, when:

No

Email

Yes, when:

No

Telephone

Yes, when:

No

Meeting

Yes, when:

No

Public Hearing

Yes, when:

No

Construction

Contract Awarded:

To:

Start Construction:

Open House

Yes, when:

No

Door-to-Door Delivery

Yes, when:

No

Mass Mailing

Yes, when:

No

Elected official mailing

Yes, when:

No

News Release

Yes, when:

No

Advertising (TV/radio)

Yes when:

No

Connect with Calabasas

Yes, when:

No

Facebook

Yes, when:

No

Twitter

Yes, when:

No

Email

Yes, when:

No

Telephone

Yes, when:

No

Meeting

Yes, when:

No

Public Hearing

Yes, when:

No

I. Issues/Messages

What is the City planning to do?

Provide a plain-language description of the project and its location:

Is the purpose and need or problem statement adequate?

Is an emergency communication plan needed?

Are there traffic control elements that should be communicated to the public?

Other pertinent issues/ community issues:

II. Audience

Who is affected by the project—who must receive the message?

Required communications (check box as needed):

- Affected property owners
- Law Enforcement
- Fire Department
- Medical Response
- Non-Profits
- Business owners
- Schools
- Additional Agencies

County Water District State Federal Air Quality

Who else do we want to communicate with?

III. Budget

What are the major communications elements required by this project, and how much funding is available?

PE: _____

CE: _____

ROW: _____

CONST: _____

IV. Tactics/Public Involvement

How is the message going to be delivered?

Who will deliver it?

When?

How often?

What kind of public involvement is needed?

Possible Stakeholders and Interested Parties

Internal Partners

- Inter-Divisional partners
- Inter-Departmental partners

Jurisdictional Partners

- Local Council of Governments
- County agencies
- State agencies
- Federal agencies
- Metro
- LVUSD
- Other

Special Interest Groups

- AAA
- Bicycle/pedestrian associations
- HOA's
- Property Owners and Property Residents
- Directly affected by project (top priority)
- Adjacent to project
- Other property owners on right of way

Community Residents

- People living in the neighborhood
- People living in the vicinity
- People living in the City
- People living in the highway corridor
- Commuters traveling the highway corridor

Elected Officials

- Caltrans/ other agencies
- SCAG/Metro
- Mayor/city council
- City Commission
- Council of Governments
- State representative(s)
- State senator(s)
- U.S. Senator
- U.S. Representative

Services Providers

- LA County Sheriff
- CHP
- LA County Fire
- Ambulance services
- 911 dispatch centers
- Emergency operations managers
- HAZMAT responders
- Schools and school bus managers
- Water/sewer/fire protection districts
- Parks

Local business community

- Businesses affected by the project (top priority)
- Businesses in the neighborhood
- Businesses in the vicinity
- Businesses in the highway corridor

Environmental Justice

- Minority communities
- Spanish translations needed
- Other

Highway Users

- Local drivers/local deliveries
- Commuters/regional and through trips
- Trucking industry
- Heavy-haul trucking companies
- Annual permit holders
- Agricultural and wood products haulers
- Passenger bus companies
- Charter bus companies
- School districts (school buses)

Civic Organizations

- Chamber of Commerce/city club
- Local community service clubs
- Local neighborhood associations
- Other

Methods of Contact

Person to Person

- One-on-one meetings
- Door-to-door / mailboxes
- Public meetings/workshops
- Information only
- Information gathering
- Decision-making
- Updating

Printed Communications

- Fact sheets
- Fliers
- Postcards
- Brochures
- Posters
- Billboards
- Newsletters/project updates
- Weekly
- Monthly
- Quarterly
- As needed
- Table-toppers

Media Contact

- One-on-one visits with reporters
- News releases
- Editorial board visits
- Media kits
- News conferences
- News media site visits
- Roundtable

Paid Advertising

- Newspaper display ads
- Radio production spot ads
- Television production spot ads
- Local public access programming
- Billboards
- Bus placards
- Other

Electronic Information Distribution

- E-mail messages
- City Web site
- City Facebook page
- City Twitter page

Events

- Ground breaking
- Block parties
- On-site progress tours
- Dedications/ribbon cuttings/opening celebrations etc.

Legislators/Local /Federal Delegation

- In-person briefing
- Electronic updates (e-mail or fax)
- Other

V. Evaluation

How will we know if our communications effort was successful?

Are surveys or interviews necessary?

Evaluation Tools

Pre-Project Baseline Survey

- Postcard survey
- Telephone survey
- Other

PE Public Meeting Survey

- Ballot survey
- Other

Mid-Construction Survey

- Postcard survey
- Telephone survey
- Other

End-of-Project Survey

- Postcard survey
- Telephone survey
- Other

Mailed Public Hearing Notices in 2013 for P.C., C.C., C.T.C. and Director's Hearing

