

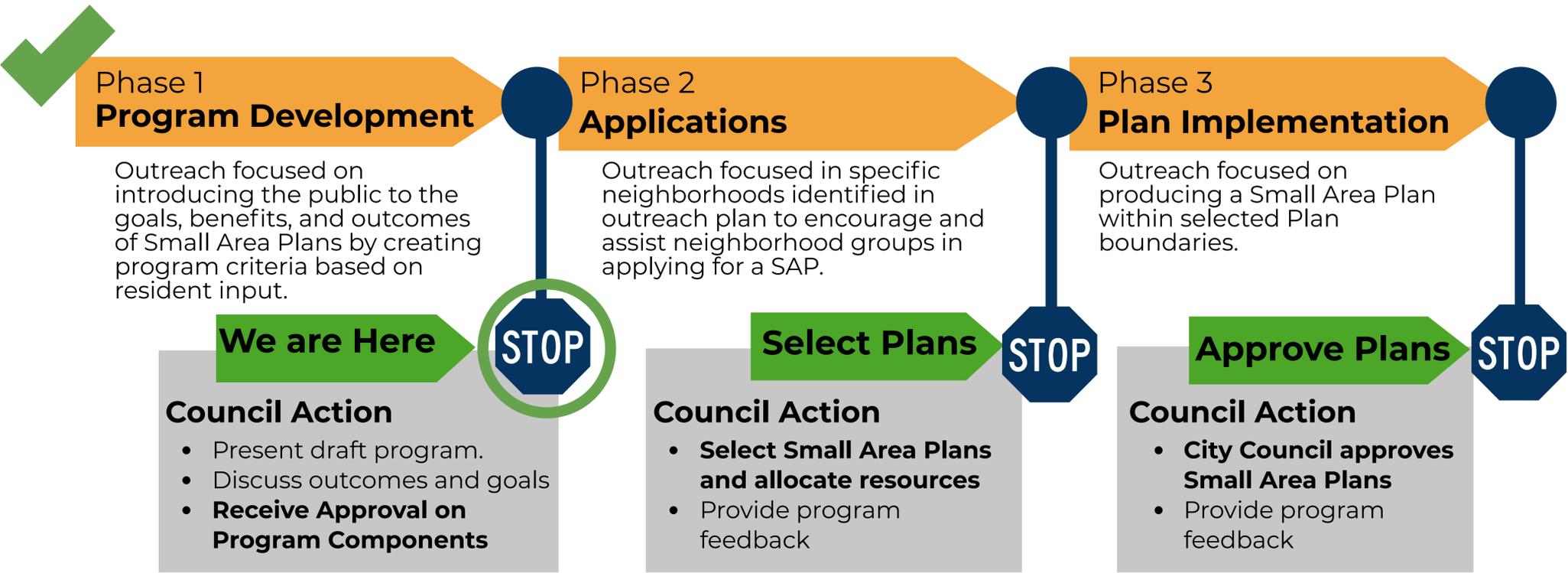


# Phase 2 - Outreach Plan

**DATE:** February 11, 2019  
**DEPARTMENT:** Planning & Development Services Department  
**PROJECT:** Small Area Plan Program

## Purpose

This handout summarizes the components of the SAP Phase 2 Outreach Plan, which is focused on educating and encouraging residents to submit an application for a Small Area Plan during the 2019 Application period. Outreach will be composed of efforts both city-wide and in prioritized neighborhoods. Any neighborhood can apply for a SAP, even if they are not in a prioritized area. The below timeline indicates the three-Phase approach of the SAP Program in 2019.



## City-Wide Outreach

Efforts for city-wide outreach are focused on educating citizens on the Finalized SAP Program, including information about the program, how to apply, and where to apply. Components include:

- Intent to Apply** An online Google form to gauge resident and stakeholder interest in submitting an application. Includes \$25 gift card incentive.
- Documents** FAQ in April utility bill, Call-to-Apply Flier
- Online / Virtual** Website, Post a "Call for Applications". Social media: Facebook, Twitter, Next Door.
- May Workshop** Application workshop located in a central location such as the Library or Activity Center.
- Meetings** Present at Neighborhood Commission and CONA Meetings; Distribute material to board/commission staff liaisons during March/April Meetings; Outreach at upcoming events in March and/or April

## 2019 Targeted Application Workshops

Specific neighborhoods have been targeted for Application Workshops based on feedback from neighborhood representatives, susceptibility to change analysis, SAP survey information, and the presence of active stakeholders.

- Dunbar Neighborhood**
- Blanco Gardens**
- East Guadalupe Neighborhood**



## 2019 Application Workshop Stakeholder Outreach

Stakeholders are composed of neighborhood groups, businesses, or organizations in the Targeted Area.

**Compile List** Staff will work with neighborhood leaders to gather a list of stakeholders in each targeted neighborhood.

**Refine List** Neighborhood Commission and CONA Representative will refine the list as necessary.

**Contact** Staff will contact each stakeholder directly to inform them of the SAP Program and the upcoming Application Workshop.

*Phone - Introduction call to gauge awareness and obtain correct emails*

*Email - include informational documents about program and application.*

*In-Person - Hold informational meet and greet with stakeholders if necessary to discuss program and application.*

## 2019 Application Workshop Personal Outreach

Stakeholders in each neighborhood will assist staff with personal outreach. Each property within the SAP boundary will receive a door hanger about the SAP Program and information about the upcoming Application Workshop in their neighborhood. Door hanger components include:

**Learn** about the program online (website, etc.)

**Discuss** Include Planning Department contact information

**Attend** the Application Workshop to help craft their neighborhood's application

**Other Info** Simple FAQ questions, Call-to-Action statement, dates, images, local stakeholders

**Signatures** Stakeholders placing door hangers can collect signatures representing resident interest

## Draft Application Workshop Schedule & Locations

Application Workshops will be conducted in the Spring of 2019. Additional Application Workshops will be conducted in the future.

Dunbar Neighborhood @ Calaboose Museum

Blanco Gardens @ KAD Store

East Guadalupe Neighborhood @ El Centro or Chapultapec Homes

City-Wide Workshop @ Activity Center